

5 telematics solutions for controlling and reducing fleet management expenses

By Elinor Dillon

Managing a fleet is a complex task for fleet managers and company owners. But just like any other aspect of a business, it comes with its own set of costs, such as fuel and repairs, and even underlying expenses like insurance, administrative tasks, and the occasional vehicle replacement.

The financial aspect of managing a fleet is tightly connected to the driver's behavior, which stands at the forefront of both safety considerations and expense management. Driver behavior has a significant influence over numerous elements, such as:

- **The risks posed by driver fatigue and distraction** are significant for those behind the wheel, meaning not just safety concerns but also heightened financial costs due to potential accidents and damage;
- **Excessive braking** can also lead to **increased operational and maintenance costs**, not just from wear on brake pads, discs, and tires, but also from the heightened risk of collisions. This can lead to prolonged maintenance days at the garage, which will directly influence the business' ongoing operations;
- **Idling**, often an underestimated expense in fleet management, can lead to **increased operational costs**, while it contributes to releasing harmful pollutants into the atmosphere too. In warmer regions, the tendency to idle is even more pronounced, mainly to keep air conditioning running. However, the primary factor driving these idling costs is still driver behavior.

For businesses to thrive, they need to understand these costs and find the optimal solutions to keep them in check.

In this article, we explore how Ituran, a leading telematics connected car and fleet management solutions company with over 25 years of experience and more than two million subscribers, offers a suite of strategies that can significantly impact the cost-effectiveness of fleet management.

Driver Behavior & Safety

Ituran encourages safer and more responsible driving with [a sophisticated system](#) that tracks and monitors driver behavior through an innovative multidimensional accelerometer sensor, assigning individual scores to drivers based on their performance. This empowers fleet managers to compare driver performance, establish safety benchmarks, and even hold drivers accountable for their actions.

Moreover, real-time monitoring identifies abnormal behavior, such as aggressive driving, and promptly alerts drivers. In the event of accidents or incidents, notifications are sent and crucial data is automatically saved for future analysis. The intuitive web and mobile interface ensures that both fleet managers and drivers have access to real-time and historical data to enhance performance and safety.

Such detailed and precise data, along with safer driving, can also help lower insurance costs, as the monitoring system provides insurers with clear insights into the circumstances surrounding any incidents.

Vehicle Health

Ituran's [Vehicle Health Solution](#) enhances fleet management through real-time vehicle data for cost-effective predictive maintenance, which prevents expensive breakdowns and minimizes downtime. The system's comprehensive reporting and instant notifications allow for timely interventions, further cutting expenses associated with vehicle wear and tear. Additionally, the system's secure, one-way data transmission ensures efficient data management, while also prioritizing cost savings.

Maintenance Management

Managing the maintenance of a fleet without the right software can be time-consuming and costly. [Ituran's maintenance management solution](#) simplifies this process by providing a comprehensive overview of service schedules for the entire fleet. It automates notifications for vehicle servicing based on defined parameters, such as distance, time, or engine hours, streamlining fleet maintenance.

With customizable reports and an easy-to-use interface, the maintenance management solution helps fleet managers stay on top of maintenance needs, reducing downtime and, ultimately, expenses.

Fuel Management and Monitoring

Fuel is a substantial expense in fleet management, which is why the [fuel management and monitoring platform](#) collects data from various sources, including CAN bus, embedded fuel tank sensors, and company refuel cards, offering insights into fuel consumption across the entire fleet. The access to real-time and historical fuel data enables fleet managers to closely monitor usage and implement measures to reduce costs and improve fuel efficiency. This not only saves money but also contributes to environmental goals by reducing carbon emissions.

Ituran's solutions also offer fleet managers and company owners efficient tools to reduce excessive idling. By using these, they can identify and monitor drivers who engage in prolonged idling, enabling them to implement corrective measures and reduce idling-related costs.

Video telematics and Driver Monitoring System (DMS)

Adding [video telematics](#) to fleet vehicles helps monitor vehicles, drivers, passengers, and goods anytime and anywhere. Moreover, integration with Ituran's [Fleet Management System](#) platform offers an extra level of control and monitoring, with multi-sensor cameras capable of real-time streaming and on-demand video production, providing insight into driver behavior, safety concerns, and potential accidents or theft, which can significantly lower operational costs.

Fatigue and distractions represent major risks for drivers, too. Ituran's integrated [DMS solution](#) employs advanced facial recognition technology to detect drowsiness, distractions, or unsafe driving for multiple drivers simultaneously. When these issues are detected, the system triggers voice alerts to help drivers regain control of their vehicles.

This system can also identify driver behaviors such as smoking or mobile phone use while driving, concerns that many fleet managers share due to their potential dangers.

Ituran's comprehensive solutions empower fleet managers and company owners to control expenses while prioritizing safety and efficiency. From monitoring driver behavior and safety to optimizing maintenance and fuel management, Ituran's technology is designed to drive better business decisions, keep drivers safe, and maintain fleet costs at reasonable levels. With Ituran, fleet management becomes a smarter and more cost-effective industry.

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About the author

Elinor Dilon is an International Operation Manager at Ituran.

She joined the company over 20 years ago and deals with both technical and business-related aspects of implementing Ituran's systems at global client sites.

Elinor is the expert when it comes to maximizing the value of an Ituran product for any client.

[Read more about Ituran's Fleet Management solutions](#)