

fleet IQ

App by ituran

Smart Fleet Solutions at Your Fingertips

By Noa Elal Alterz



In the modern era, fleet managers can no longer be tied to their office computers. Beyond traditional fleet management tools, mobile apps are revolutionizing how fleets operate in today's fast-paced, competitive market. The power of having fleet management in your pocket - with real-time data, GPS tracking, driver performance monitoring, and digital paperwork - is transforming daily operations, reducing errors, and boosting long-term productivity. [Research confirms](#) that mobile-first solutions enhance employee efficiency, making smartphone-based fleet management an essential business advantage.

The benefits of implementing apps in fleet operations

While traditional software solutions have served the industry well, today's dynamic business environment demands more sophisticated tools. To make timely decisions, businesses require real-time insights that are accessible from any location. The popularity of mobile applications has caused a shift in emphasis toward user-friendly and flexible solutions. Fleet managers now have to be able to monitor, analyze, and control fleet operations while on the go, addressing problems as they come up.

These contemporary demands are met by Ituran's updated fleet management app, which offers a comprehensive set of features that provide users with more control over fleet operations. Here's what makes Fleet-IQ stand out:



Real Time 24/7 Fleet Monitoring

Fleet-IQ app by Ituran, allows users to track the location and performance of their entire fleet in real time, 24/7. Fleet managers can quickly monitor routes, check vehicle statuses, and respond to concerns from any location, regardless of how many vehicles they manage. With this feature, managers can always be aware of their fleet's whereabouts, which minimizes operating costs and increases customer satisfaction.



Advanced Analytics

Fleet-IQ by Ituran transforms data into insights rather than merely collecting it. By identifying reliable vehicles and high-performing drivers and how they compare with others, you can optimize the way your fleet operates, supporting you in making quick, data-driven decisions that boost productivity. Get up-to-date information on fuel efficiency and vehicle health, allowing for immediate and smart action, right as events unfold.



User-Friendly Interface

Fleet tracking is made simple with Fleet-IQ's user-friendly, customizable dashboards. At-a-glance views and personalized notifications offer a thorough overview of the condition of your fleet. You can customize your dashboard to meet your operational needs, call drivers straight from the app, and instantly view each vehicle's status—all of which are intended to save you time and minimize operating friction.



Driver Behavior and Safety Monitoring

Real time information and advanced analytics encourage a safer driving culture by keeping an eye on driver behavior and gathering real time data that is converted into advanced analytics, contributing to lower collision rates while promoting cautious driving. To keep both drivers and cars safe on the road, Fleet-IQ allows live tracking of important factors such as speeding, hard braking, as well as analyzing and comparing vehicle group performance and other crucial habits.



Additional Features

Beyond the basics, Ituran's Fleet-IQ app provides additional solutions for effective fleet management:

- Personalized language and display settings: tailor the application to your liking and local requirements.
- Uploading documents and images: easily preserve and get back to crucial documentation.
- Trip playback and alert reporting: examine previous journeys, create alert reports, and address any problems as soon as they arise.
- Vehicle dashboard view: display vehicles according to their location or status and, if necessary, investigate individual vehicle data.

The fleet management industry is continually evolving, driven by the latest technological advancements. Implementing a fleet management app is more than just a trend—it's becoming a necessity for businesses looking to thrive. Embrace a smarter way to manage your fleet, built to grow with your business and to keep you ahead of the competition. Fleet-IQ: Smart fleet solutions at your fingertips!

Founded in 1995, Ituran (NASDAQ: ITRN) spans 30 countries and is renowned as a leader in smart telematics and connected car solutions. With decades of expertise in addressing the complex challenges of the transportation and logistics industry, we specialize in providing professional solutions to meet the specific needs of any fleet. During critical periods like Black Friday, when optimizing operations and maximizing profits are the goal, Ituran's smart solutions deliver the reliability and insights that assure the success of your business.

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About the author

[Noa Elal Alterz](#) leads the Service Department in Ituran's Fleet Management Division, bringing 21 years of experience with the company. Throughout her career at Ituran, she has served in various roles, developing comprehensive knowledge of the industry. For the past 7 years, she has managed the division's service, support, and training operations.

Read more about Ituran's fleet management app [right here](#).