

# GPS Fleet Management

## *Puts Managers Back in Control*

### **The Challenge:**

A leading provider of newspaper advertising sales, production, printing, circulation, and distribution was searching for a means to maintain timely and accurate delivery schedules, keep customers happy, and improve driver safety and business processes?

Apart from receiving angry and disappointed calls from customers, or doing random 'on-the-road' monitoring, the company did not have a reliable means of determining when, or even if their shipments were delivered on time or to the correct location.

Breakdowns in driver communication, late and missed deliveries, and dissatisfied customers grew unabated. The company also lacked the ability to assess how safely their drivers were driving, creating increased liability and risk for the company.

Improving customer satisfaction, productivity, business processes, safety and operating efficiency were top priorities. Recognizing a systemic problem, they set out to solve it without delay.

### **The Solution**

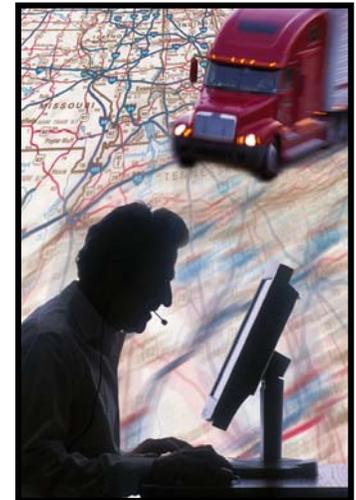
After extensive evaluation of several GPS tracking products, APC turned to a complete GPS fleet tracking, productivity and management software system.

Through the implementation of a GPS Fleet Management Solution, the company immediately gained new capabilities to determine the exact location of their distribution vehicles and to do so at any time of day or night.

The company is now able to respond more quickly to customer inquiries, has measurably improved customer satisfaction, and reduced operating costs.

They gained an unanticipated benefit as well. The company saw the value of using the GPS tracking system to help train new and existing employees on becoming safer drivers. Previously they had no such tool to monitor speed, location of stops or routes. They were able to reduce insurance liability, risk, and operating costs. The additional training has not only helped to increase employee productivity, but also increase sales volume and profits.

Thanks to GPS Fleet Tracking, their business is running more efficiently and profitably than ever before.



### **The Results**

- ✓ Better oversight of fleet
- ✓ Reduced liability and risks
- ✓ Better trained drivers
- ✓ Improved customer service
- ✓ Increased productivity and efficiency



Today's companies are looking for partners with the strategy and the resources to integrate systems, processes and people for improved safety, reliability, customer satisfaction and productivity. When seamless information flow is the issue, POSDATA is the partner to whom they turn. We listen, we learn about their application needs, and then we help provide them with a strategy solution.

**POSDATA** is a leading full service integrator of wireless and mobile computing and network solutions. POSDATA will design, integrate and support an end-to-end wireless solution - from the backbone to the mobile worker. The company's unique blend of best-of-breed hardware and professional services provides solutions for a full range of demanding mobile environments.

**Mobility Service and Support:** Because today's competitive environment requires companies to rely significantly upon their information-based systems, POSDATA Group provides the Mobility Services to design, develop, implement and support these mission-critical systems. Mobility Services from POSDATA assure that the correct hardware, software and support plan are put in place to maintain a cost effective and productive system.

**POSDATA Group, Inc.**

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