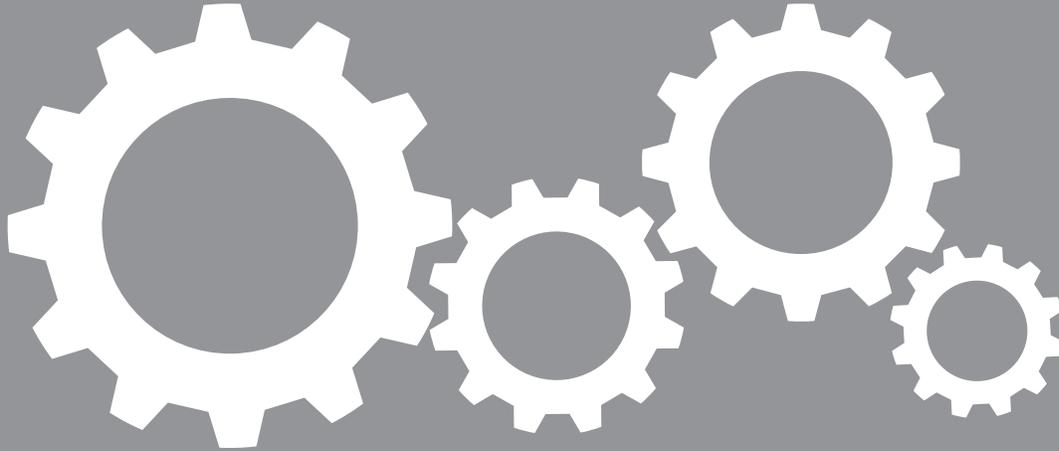


INTEGRATE

Collect fleet data you can use easily.



You have enough to do in your business without getting bogged down in data.

Yet there are low-cost tools to help you uncover actionable insights that could make you a hero.

How does a growing company optimize its fleet when resources are stretched thin? By making sure the data it collects can be used easily. Or by replacing noncompliant tools with ones that talk to each other and to your existing back-office software.

In a world where data is king, integration is the key to bringing in and managing data in a way that helps you run your business without overtaxing your staff.

STEP ONE: FUEL CARD

If controlling your company's fuel spend is currently a time consuming slog through invoices and bank statements, there's a better way. Use a fuel card. You will know about fueling transactions as they happen, and have the ability to set restrictions and stop excessive purchasing before it occurs. Receiving fuel data is never manual. Instead, it flows directly to computers in a company's home office, where it can be seamlessly added to Excel or back-end financial software for easy analysis. The best fuel cards also offer fuel rebates and discounts.



STEP TWO: ANALYTICS

Once your closed-loop fuel card transmits data quickly and electronically to your back-end expense management systems, get software that can crunch the data and display it graphically instead of on spreadsheets.

Instead of a grid of data lumped together, imagine a graphic layout of simple, intuitive, informative dashboards. Imagine reams of fleet data instantly transformed into visually compelling, interactive maps, charts and graphs that make it easy to identify anomalies and outliers. At a click of a button, you will understand which drivers, locations or departments are overspending their peers, who is spending on premium and mid-grade fuel instead of regular, and who is using high-price stations and purchasing nonfuel merchandise, among other things.

STEP THREE: PREMIUM GPS TRACKING

It's one thing to know how much you are spending on fuel. It's another to be able to see your vehicles in action, route them to worksites optimally, control driver behavior for maximum safety, and monitor wear and tear for optimal vehicle maintenance.

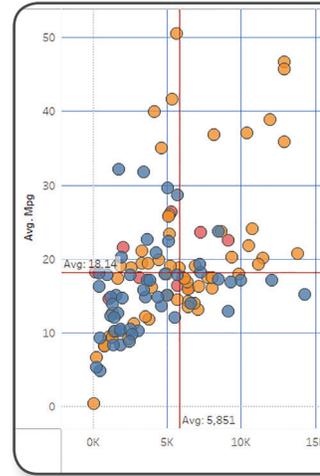
That's what premium GPS tracking, also known as telematics, can do. By seamlessly integrating fuel card data and by tracking vehicles as they move about a company's service area, fleet managers can get fueling and operational data in one report that helps quantify, analyze and eliminate weaknesses in their fleets.

How much idling is happening, and where? How many speeding incidents? How many miles driven per day or week? How much fuel consumed? Are seat belts being used? Is there other aggressive driving that endangers safety and vehicle life?

Telematics helps solve all these business challenges. Most telematics users report a high level of satisfaction and speedy ROI by spending less on fuel and maintenance while cutting down on accidents that endanger more than just the bottom line.

STEP FOUR: REPORTING

Using a fuel card and premium GPS tracking connected to an analytics platform opens limitless possibilities for analyzing your fleet operations easily, on one screen, without manual data entry. For example, filing for state or federal fuel tax exemptions is easier, because your fuel card and telematics systems know how much fuel you purchased, in which states. With a click of a button (instead a pile of receipts), you can generate specific reports necessary to obtain tax relief. That's just one example of how collecting and organizing vehicle data helps you make informed decisions. Readable, actionable reports will help drive savings to the bottom line while saving time and headaches for fleet managers.



Purchase Activity Report									
CARD NUMBER		CARD EMBOSING			VEHICLE/ASSET IDENTIFIER				
9913		2013 Ford Focus			12166				
DATE	TIME	SITE ADDRESS	PROMPT INFO	TRANS CODE	ODOM				
		PREVIOUS ODOMETER							
MAR-08	18:11	1601 Truman Anytown USA	S Bypasswood	DP	1,200				
MAR-08	18:48	158 Linden Anytown USA	S Bypasswood	DP	1,150				
MAR-15	18:27	176 Gateway Anytown USA	S Bypasswood	DP	1,600				
MAR-18	13:08	1601 Truman Anytown USA	S Bypasswood	DP	1,650				
PERIOD TOTALS					680				
YTD TOTALS					1680				
PERIOD AVERAGES: MPG, PPG, CPM					13.39				
YTD AVERAGES: MPG, PPG, CPM					13.89				
TRANSACTION CODES:									
AD	Adjustment		IP	Indoor Payment Terminal		OP	Outdoor Payment Terminal		
CL	Contract		MF	Mobile Fueling		PF	Private Site		
CP	Contract Pricing		MT	Manual		TP	Transponder		

