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Driving What's Right

USING DATA TO IDENTIFY, PREDICT AND PREVENT CRITICAL FLEET ISSUES

The range of opportunities to leverage fleet data continues to expand in the 21st century. However, the more data you track, the more difficult it becomes to understand which data is the right data to help you realize significant cost benefits and efficiency gains. In order to create tangible outcomes, successful fleet teams must find partners and solutions that provide actionable insights. Fleet management companies can help guide you by first defining your clear business objectives, then producing a fully-integrated data analysis solution, complete with forecasting and predictive modeling, which lowers the total cost of ownership across your entire vehicle life cycle.

Leveraging Fleet Data To Solve Your Business Challenges

Managing volumes of data has become a big challenge for many businesses and industries. Fleet management is no exception. You now have the capability to track hundreds of unique data points on every fleet vehicle. Given the millions of data points generated, the amount of data that suddenly becomes available can overwhelm you.

Modern fleet management requires the ability to refine this incredible wave of data into actionable information that helps guide your strategic decision-making process.

Your organization needs reports that not only provide insight into your fleet's day-to-day operations but also help C-level executives see the broader impact that the fleet has on your organization in order to understand that investing in the fleet produces meaningful returns.

INSTEAD OF SIFTING THROUGH MOUNTAINS OF FLEET DATA, YOU CAN LEVERAGE ANALYTICS TO TARGET OUTLIERS AND CONTROL COSTS.

Statistical analytics of your fleet data can help pinpoint the exact vehicles creating the ***costliest inefficiencies and increased spending.***

Big Data Churns Out Big Problems

Organizations are operating in the age of analytics, and Big Data is the method many have been using to identify patterns, trends, and associations.

According to a December 2016 report by McKinsey & Company, Big Data's potential keeps growing, and corporations must integrate analytics to their strategic vision to make better and faster decisions.

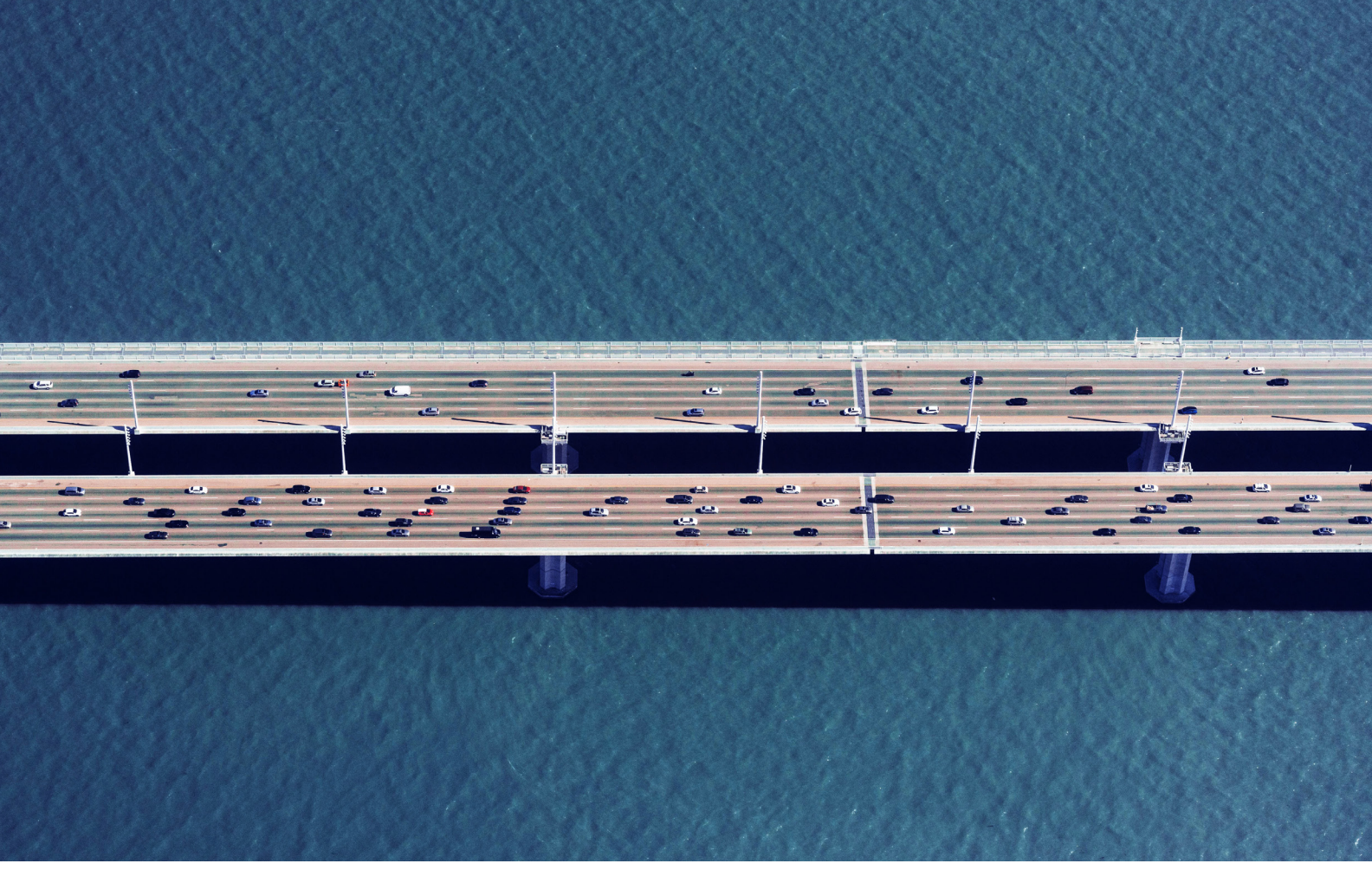
Many organizations, however, have failed to make a big impact with their fleet data. Instead, the report found only a small amount of the potential value from data and analytics is being captured. A disconnect remains between having the insights and using them to positively impact the bottom line.

The trends found in the McKinsey report echo the fleet industry. Over the past few years, fleet management companies have partnered with software giants to develop sophisticated solutions for managing fleet data, so that it can yield valuable insights. Telematics, driver safety, fuel transactions, maintenance purchase orders – every data point tied to a vehicle can be tracked.

WITHOUT A TACTICAL PLAN TO HARNESS THE POWER OF FLEET DATA TECHNOLOGIES, YOU MAY SIMPLY END UP WITH A LOT OF FACTS AND VERY LITTLE EFFECT.

IN A GIVEN YEAR, HOW MANY DATA POINTS WILL A FLEET OF 300 VEHICLES GENERATE?

1,254 from maintenance **30,000** from fuel
15 MILLION from telematics



Drowning In Data – Lots Of Information Without The Why

While initially seen as a breakthrough within the industry, Big Data became overwhelming and not the empowering advancement it hoped to become. The first generation of data analytics formed a general idea surrounding the fleet, but produced no concrete evidence on which companies could base strategic decisions.

The data produced extensive detail about the fleet's operations but couldn't clearly show fleet managers why something was happening, and more importantly – how to prevent it.

- Fuel spend is increasing, but why?
- Maintenance costs in one segment are higher than another, but why?
- Drivers need to stick to the assigned preventive maintenance schedule, but why?

TIME WAS WASTED WADING THROUGH MOUNTAINS OF DATA TO FIND THE INCIDENTS THAT IMPACTED THE FLEET THE MOST.

Ultimately, what good is having all this data if you can't use it to your benefit?

The Shift From Generic Ideals To Pinpoint Accuracy

The analysis of fleet management data has shifted from a vast ocean to pinpoint accuracy that is vehicle-focused. This next generation of fleet management software is successfully deploying expertly-designed statistical analyses that generate clear and specific reasons why your higher costs are occurring.

Reasons for increased fleet costs may include:

- Premium gas use
- Inefficient driving patterns
- The vehicle's age, make or model
- Application of the vehicle

Today, analytical software can plot every vehicle along a bell curve to spotlight high-spend vehicles. This means you can analyze the data quickly while spending less time searching for the highest cost drivers.

SHOULDN'T YOU FOCUS PRIMARILY ON THE VEHICLES THAT REQUIRE IMMEDIATE ATTENTION?

When you use advanced tools to produce reports and critical key performance indicators (KPIs), you get immediate benchmarking information for better decision making.

Automatically, you'll see the outliers and anomalies, and the vehicles or drivers contributing to the bottom line become clear.

Instead of providing broad reasons why spending is moving in certain directions, you have the logic based on statistical analysis to explain changing fleet costs. Your organization now has proof of which specific issues can be addressed to produce immediate outcomes.

STATISTICAL ANALYSIS OF YOUR FLEET DATA ESSENTIALLY PUTS PARETO'S 80-20 RULE INTO EFFECT. THIS RESULTS IN A QUICKER MOVE TO MORE PRESCRIPTIVE ACTION.

20% of your vehicles
are likely driving
80% of your spend

Moving The Needle Further – Predictive Analysis In Action

Today, technology is at your fingertips, enabling you to take data from merely insightful to genuinely impactful.

Using predictive analysis solutions, you can empower your organization to dive deep into your data easily, analyzing current maintenance data along with the vehicle's history to establish failure ratios. You then have the opportunity to more accurately predict and manage future costs by taking the analysis a step further and identifying units or components that haven't had repairs.

Once you've identified the worst vehicles and taken action to reduce their cost to your fleet, you can then use intuitive intelligence through statistical analysis to identify the next most costly vehicles to your fleet, striving for additional ways to decrease spending even further.

When you give your leadership the exact data they need right when they need it, the span of time they have to make a decision opens up a little bit more, and they feel more confident they are making the right decision. This will result in cost savings and generate a positive impact your organization's bottom line.

You can also use this refined data to improve:

- Vehicle selection
- Fuel efficiency
- Specifications
- Maintenance criteria
- Replacement cycling

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Fleet management is shifting from a ***break-fix model*** to a ***predict & prevent model***

Conclusion – Predictive Analytics Create Certainty

MAKING DATA DRIVEN FLEET MANAGEMENT EFFECTIVE

Most fleet management companies provide data solutions to their clients. But the ability to decipher and mold data into something that makes a tangible impact has become hard to find. When fleet data produces numerous reports that generalize what is going on in a fleet, you end up with more questions and more headaches.

Advanced data analytics is changing this. Organizations now have access to proven solutions that take quick action based on solid, real-time data and management by outliers. These new solutions provide insight to your fleet's operations very quickly, which brings greater accuracy too. As a result, efficiencies increase and costs decrease.

YOU CAN SEEK OUT PARTNERS WHO OFFER POWERFUL STATISTICAL ANALYTICS THAT HELP DRIVE POSITIVE RESULTS FOR OVERALL BOTTOM LINE

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ABOUT HOLMAN

The Holman story started nearly a century ago in 1924 with one Ford dealership in Pennsauken, New Jersey. Even then, the company's purpose went beyond just cars and trucks, sales and profits; it was about people.

Today, Holman is one of the largest family-owned automotive service companies in North America. Our headquarters stands in Mount Laurel, New Jersey, and our 6,000+ employees are in all corners of North America, the UK and Germany.

Our seamlessly integrated teams and systems deliver a unique spectrum of automotive services: fleet leasing and management, vehicle upfitting and accessories, parts and logistics, commercial and retail vehicle sales, and commercial and personal insurance and risk management.

Rooted in the Values and Principles of The Holman Way, we are continuously Driving What's Right.

Learn more at holman.com
(856) 778-1500
Global Headquarters • 4001 Leadenhall Road
Mount Laurel, NJ 08054 • United States of America