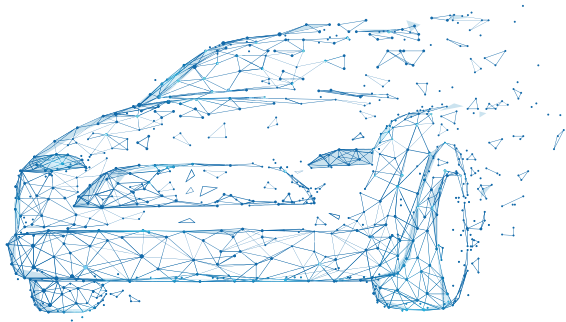




**ELIMINATE  
BUSINESS INTELLIGENCE  
BLIND SPOTS IN FLEET  
MANAGEMENT**



**Holman**



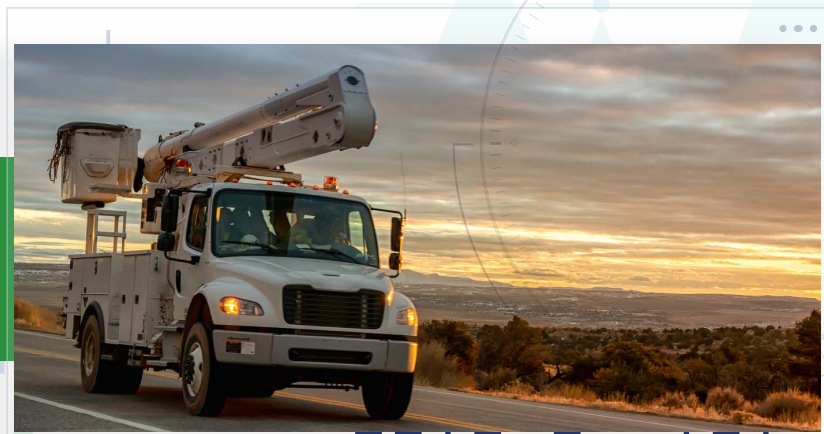
## WHAT'S CHANGING?

Whether you're trying to make better decisions, increase productivity, or reduce costs, the future state you strive for depends on how well you use data to gain a competitive edge.

But data alone isn't useful. That's just information without insight. And without a way to distill data, many companies are still trapped in the world of information, spending much of their time on transactions and putting out fires—simply administering the fleet.

Only when data is distilled to what you need to see—and placed in the right context—does it become knowledge. And having the knowledge to manage effectively is essential. But even with KPIs, alerts, and reporting, simply managing the fleet is no longer enough. Why? Because all that data is backwards looking—focused on what went wrong and how to avoid repeating mistakes you already know about.

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# THE DOWNSIDE OF VIEWING FLEET AS A COST

Due to its significant cost, fleet is a focal point for senior leadership. The total cost of ownership for a fleet typically looks like this:

- Acquisition/depreciation cost
- Total cost of fleet risk
- Fuel and maintenance
- Licensing, tax, and tolls
- Fees and miscellaneous expenses


As you strive to contain costs and meet broader business goals, companies like yours manage the various spend categories independently and transactionally. None of this seems problematic because you're doing a good job managing costs within each of these areas. But by taking this fragmented approach, you could miss the correlation across the areas of spend—and how

cutting costs in one place for short-term benefit can drive up costs in another in the long run.

For example, in a certain year, you might be told to make do with half of your planned budget for vehicle replacements, which pleases the business because you met quarterly projections and kept capital spend down for the year. But the following year you notice your maintenance spend increasing. Those missed vehicle replacements have started to age. Your operating costs are rising, and your fuel spend has increased.

These impacts to your fleet may lead to excess spend in subsequent years to cover the costs.

In short, by viewing the fleet as a cost—a set of transactions that has to be contained—you could end up missing the bigger picture.



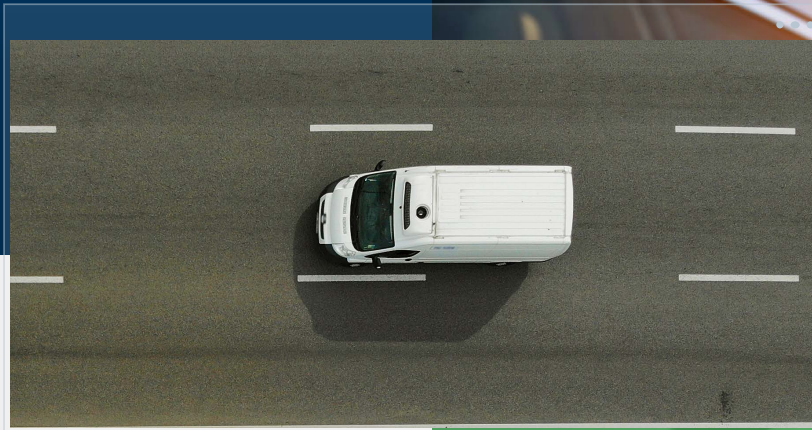
**By managing various spend categories independently, you could miss how cutting costs in one place for short-term benefit can drive up costs in another in the long run.**

# HOW FLEET CAN SUPPORT YOUR CORE BUSINESS

Instead of viewing fleet primarily as a cost, you need to think about it as an investment with one main purpose: delivering the goods and services that are core to your business. While it does involve transactions, those transactions are all interconnected, and an adjustment in one area can impact costs in others.

When you think about fleet as an investment—and get a better handle on these interconnections—you'll see how driver behavior affects maintenance costs. You'll see how capital and operating expenses are intertwined. You can identify cost and time drains. And instead of wasting time with administrative tasks, you'll optimize those connections to create a smooth, continuous cycle: from buy, to drive, to service, to sell.

[Learn how in the following pages.](#) →



When you think about fleet as an investment, you'll identify cost and time drains and create a smooth, continuous cycle from buy, to drive, to service, to sell.

# HOW DO YOU ELIMINATE BUSINESS INTELLIGENCE BLIND SPOTS ACROSS THE BUY-DRIVE-SERVICE-SELL LIFECYCLE?

Many organizations have data scattered across disparate systems. Even if some of it is connected, that's rarely the case across the entire buy-drive-service-sell lifecycle.



BUY →



DRIVE →



SERVICE →



SELL →

Your Challenge →

Design vehicles for long-term value →

## You lack information about downstream impact on a vehicle's lifetime cost and risk

For many organizations, the acquisition of vehicles, whether purchased or leased, focuses on getting the best price for the defined spec. You work with multiple vendors—dealers, OEMs, upfitters, etc.—who are all focused on different aspects of the process. Each group is solving for their separate area while you add up the individual best-price decisions across the process to get the lowest up-front price.

The problem with this approach? It doesn't look at the cost of the asset over its lifetime. As your options continue to grow, with more vendors than ever and build configurations that number in the hundreds, it gets harder to navigate. And sustainability (EV, CNG, etc.) adds entirely new supply chain considerations into the equation, which may mean starting from scratch in some areas.

Without the right information, you risk either over-spec'ing, which wastes money, or under-spec'ing, which could drive up costs and risk down the line.

[So how do you avoid costs rising in the long run? →](#)

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Your Challenge

Design vehicles for long-term value

## What if you could design vehicles for long-term value?

When vehicle acquisition decisions are made without understanding the details of their actual operation, servicing, and ultimate disposition, your fleet could end up costing a lot of money in the long run to save a little up front.

### When you work with Holman's integrated data and analytics, you can:

- Use your actual fleet data to inform vehicle specs and design.
- Take the entire lifecycle into account to design your vehicles for lower cost and risk.

When you do, you'll better align your vehicle with the needs of your fleet and lower the overall total cost of ownership.

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SELL →

Your Challenge →

Understand and manage driver behavior →

## You lack visibility into the impact of your drivers

One of the biggest factors contributing to variability in any company's fleet is the human element: their drivers. No matter how many training, safety, and other programs you have in place, if you don't know what your drivers are actually doing with your vehicles, you're missing critical information that affects almost every aspect of your fleet. This results in hidden costs and risk as well as untapped opportunities—all of which lower your overall effectiveness and TCO.

[So how do you better tie driver behavior to your fleet's outcomes? →](#)

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SERVICE



SELL

Your Challenge

Understand and manage driver behavior

## What if you could understand and manage driver behavior?

If you can't see the impact driver behavior has on your vehicles, efficiency, and liability, you can't make the necessary changes to mitigate the associated costs and risk.

When you partner with Holman, you can use our **interconnected driver and asset data and programs to tie driver behavior to your fleet's outcomes**. And with Holman Insurance, you can use your fleet's data to potentially lower your premiums. You'll use that insight to **reduce cost and risk and increase efficiency and revenue**.

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BUY



DRIVE



SERVICE



SELL

Your Challenge

Innovate your vehicle service strategy

## Vehicle service data is scattered across multiple, unconnected areas

Data has become a standard feature in all vehicles, helping organizations find and track individual vehicle service issues. Despite the high volume of vehicle service data, organizations are unable to use it to uncover meaningful trends and make strategic changes across the fleet. Downtime will go up as costs continue to mount—especially as your fleet ages and grows—outpacing the impact of any transaction-level gains you make.

[So how can you better harness data to uncover trends and inform strategic decisions? →](#)

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BUY



DRIVE



SERVICE



SELL

Your Challenge

Innovate your vehicle service strategy

## What if you could innovate your vehicle service strategy?

When your vehicle service data is scattered in disparate systems, you can't use it beyond its primary transactional purpose, limiting its potential.

When you work with Holman, **you can innovate your vehicle service strategy, consolidating all of the highly granular data into a single system for a vehicle service program view** that's both wide and deep. And using our integrated portfolio of data-enabled tools, you can accelerate and enhance vehicle service insights.

As a result, you'll **confidently develop transformative, proactive strategies to lower costs and increase reliability.**

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SERVICE



SELL

Your Challenge

Leverage favorable selling windows

## Highly variable market dynamics make it difficult to understand optimal sale conditions

When a vehicle reaches the end of its life, companies like yours sell it to recoup some small portion of their investment. It's a simple proposition: cycle out the oldest vehicles via the easiest means possible.

But there are a lot of external drivers that affect the price, such as channels and market forces. For example, **a slowdown in a particular OEM sector could cause prices for certain used vehicles to shoot up. But if you don't have this opportunity on your radar, you won't know to adjust your sales strategy** and it could cost you thousands of dollars. When you pursue sales tactically without taking all these factors into account, you could be leaving a lot of value on the table.

[How do you get the right vehicle on the market, in the right channel, and at the right time? →](#)

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Your Challenge

Leverage favorable selling windows

## What if you could leverage favorable selling windows?

Getting the right vehicle on the market in the right channel at the right time requires a level of data collection and analysis that's out of reach for the average fleet manager.

With Holman, you can connect market conditions data with your fleet's operational data to leverage favorable selling windows. By identifying optimal selling opportunities and positioning yourself to maximize the return on your investments, you'll lower your overall TCO.

When you view fleet as a strategic investment rather than a set of transactions you need to contain, you'll eliminate business intelligence blind spots in your fleet management activities. You'll be able to:



**Design vehicles for long-term value.**



**Understand and manage driver behavior.**



**Innovate your vehicle service strategy.**



**Leverage favorable selling windows.**

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When you take these actions, you'll optimize interconnections between the areas of spend in your fleet, creating a smooth, continuous cycle from buy, to drive, to service, to sell.

Ready to explore another key challenge facing fleets like yours?

Learn what's driving disappointing outcomes across the Buy, Drive, Service, Sell lifecycle now.

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Visit [holman.com](https://holman.com) to take a strategic approach to fleet today.

**Holman**