

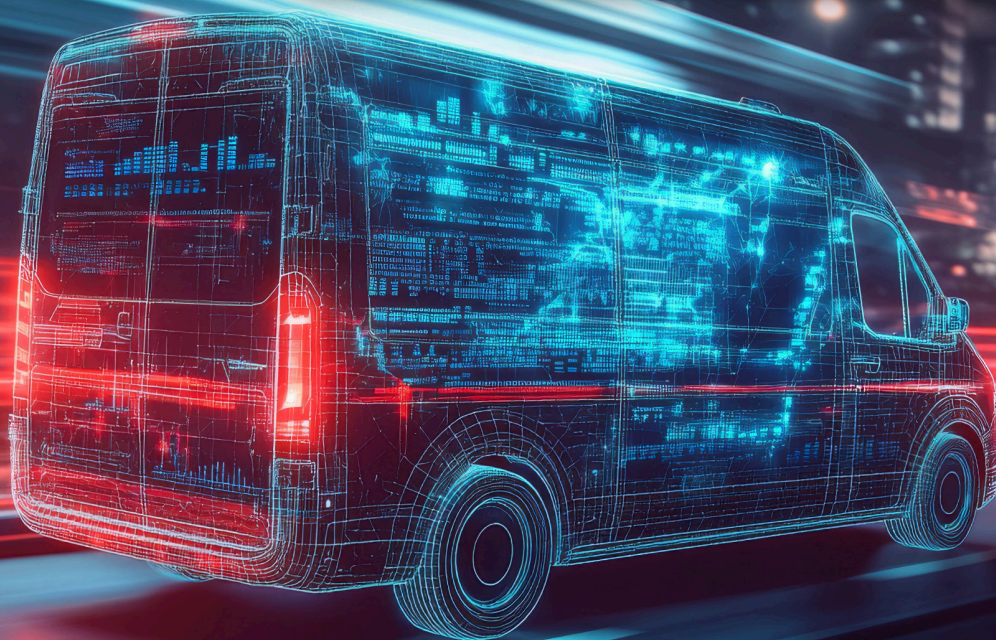


## TELEMATICS & REPORTING: TURNING FLEET DATA INTO STRATEGIC INSIGHT.



*"The effectiveness of any telematics program is determined by the speed at which you can analyze data and implement change."*

— Frank Daccardi  
Manager, Telematics Solutions at Holman



Your fleet is more than a collection of vehicles; it's a dynamic system with the potential to drive measurable business impact. Maximizing its value requires comprehensive insight into every stage of operation, from acquisition and utilization to maintenance and replacement. Telematics plays a critical role in this process by delivering real-time data on driver behavior, vehicle performance, and operational risks. When applied effectively, it supports safer practices, cost control, and informed decision-making across the fleet lifecycle.

## Key Challenges Telematics Can Help Solve

- Risky or inconsistent driver behavior
- Vehicle location and route optimization
- Rising insurance premiums
- Regulatory compliance
- Limited visibility into vehicle downtime
- Difficulty justifying fleet investments
- Pressure to improve retention and satisfaction

## The Value of Telematics

### Strengthen Acquisition Decisions

Use historical data to guide vehicle selection, specifications, and replacement timing.

### Improve On-Road Performance

Monitor driving habits to reduce accident rates and liability exposure.

### Control Costs Without Compromising Service

Identify inefficiencies, reduce fuel fraud, and optimize utilization and service schedules.

### Streamline Compliance

Centralize driver records, licensing, registration, and reporting to meet evolving requirements.

## Making the Data Work for You

Once telematics is in place, the next step is turning data into actionable insight. Fleet operators often face two extremes: data overload or data scarcity. Without a clear strategy, it's easy to overlook critical information. The true value lies in acting on data quickly and decisively. Begin by identifying the challenges you're trying to solve, then determine how telematics can help address them.

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## Safety as a Performance Driver

Driver conduct is one of the most influential variables in fleet operations. Telematics provides the visibility needed to proactively tackle high-risk behavior, enabling targeted training, coaching, and other risk-mitigation strategies.

For example, a recent [White Cap case study](#) documented a 97% reduction in excessive speeding events and a 62% drop in aggressive driving incidents. These results followed the implementation of a telematics-powered safety program and highlight the impact of data-driven accountability.

### Core Components of a Safer Fleet

- Real-time monitoring of high-risk habits
- Personalized onboarding and refresher training
- Continuous MVR checks and targeted coaching
- Video-enabled devices for in-cab and road-facing views
- Driver scorecards to benchmark and improve performance

## Putting Telematics to Work

### Apply Lifecycle Thinking

Leverage telematics data across acquisition, operation, maintenance, and replacement to drive long-term value.

### Set Clear Objectives

Define the issue and establish performance indicators for success.

### Scale with Purpose

Start with targeted priorities and expand as needs evolve.

### Integrate for Impact

Connect telematics with broader fleet metrics—insurance, utilization, and compliance—to uncover trends and guide decisions.

### Track What Matters

Measure improvements in safety, efficiency, and ROI to validate your approach and inform ongoing strategy.