

# 6 Proven Ways to Improve Your Bottom Line with GPS Asset Tracking

Asset Tracking Software  
for Your Fleet Business



**azūga**<sup>™</sup>  
a Bridgestone Company

[www.azuga.com](http://www.azuga.com)



## Discover What Asset Tracking Software Could Mean for Your Fleet Business

Asset tracking is the collection of real-time data from your equipment and vehicles. It is obtained using GPS trackers, barcodes, QR codes, or scanners. You can track all kinds of data such as location, hours of service, idle time, and even more data that you may need to know about your fleet to make important decisions day to day and over time. For this reason, asset tracking is vital to your fleet's operations. Businesses have been tracking their assets for as long as fleets have existed, although they did it manually in the old days. Nowadays, we have a much easier way to do it, using electronic tracking devices and databases that fleet managers can view at any time. This chapter will discuss how asset tracking works and its benefits for your fleet.



Long Life Asset Trackers



## Types of Asset Trackers

There are two types of asset trackers: long life asset trackers and rechargeable asset trackers. Both of these types send regular location updates to your fleet management software. They can even organize that data into reports, so that fleet managers can rest assured that the asset is where it's supposed to be. The difference between these two types of asset trackers lies in their battery life and the types of assets they are designed to track. We will also include the specifications for Azuga's asset trackers in each of these varieties.

### Long Life Asset Trackers

Long Life Asset Trackers can last up to five years on one charge. They are designed for assets that do not receive power. These trackers provide one location report per day. It also comes with a built-in motion sensor. These kinds of assets may include:

- Trailers
- Shipping Containers
- Signs
- Mobile Storage Units

## Specifications

|                       |                                                 |
|-----------------------|-------------------------------------------------|
| Dimensions            | 2.25" (L) x 2.25" (W) x 10.5" (H)               |
| Weight                | 2 pounds                                        |
| Location Technology   | 50 Channel GPS (with SBAS, DGPS)                |
| Communication Modes   | CDMA packet data and SMS                        |
| Operating Temperature | -22° to 164° F, -30° to + 75° C                 |
| Humidity              | 95%RH @ 122°F non-condensing                    |
| Shock and Vibration   | U.S. Military Standard 202G, and 810F, SAEJ1455 |
| Operating Voltage     | 3.6 volts                                       |
| Battery               | Lithium polymer field-replaceable battery pack  |

## Rechargeable Asset Trackers

Rechargeable asset trackers are better for powered assets because they have a shorter battery life. Their battery life lasts for about six months. However, they recharge every time the asset powers on. They'll give you a single message cycle each day when they have a full battery charge. These asset trackers are recommended for use on assets such as:

- Vehicles
- Generators
- Mobile Lights
- Heavy Equipment



## Specifications

|                       |                                                 |
|-----------------------|-------------------------------------------------|
| Dimensions            | 2.15 x 4.33 x 1.59", (54 x 110 x 40.4mm)        |
| Weight                | 12 oz, (340 g) with harness                     |
| Location Technology   | GPS; GLONASS and QZSS capable                   |
| Communication Modes   | GSM/GPRS/EDGE/HSPPA and CDMA 1xRTT              |
| Operating Temperature | -22° to 164° F, -30° to + 75° C                 |
| Humidity              | 95%RH @ 122°F (50° C) noncondensing             |
| Shock and Vibration   | U.S. Military Standard 202G, and 810F, SAEJ1455 |
| Operating Voltage     | 12 and 24-volt vehicle systems                  |
| Battery               | Lithium-ion                                     |



## Top Features of Azuga's Asset Trackers

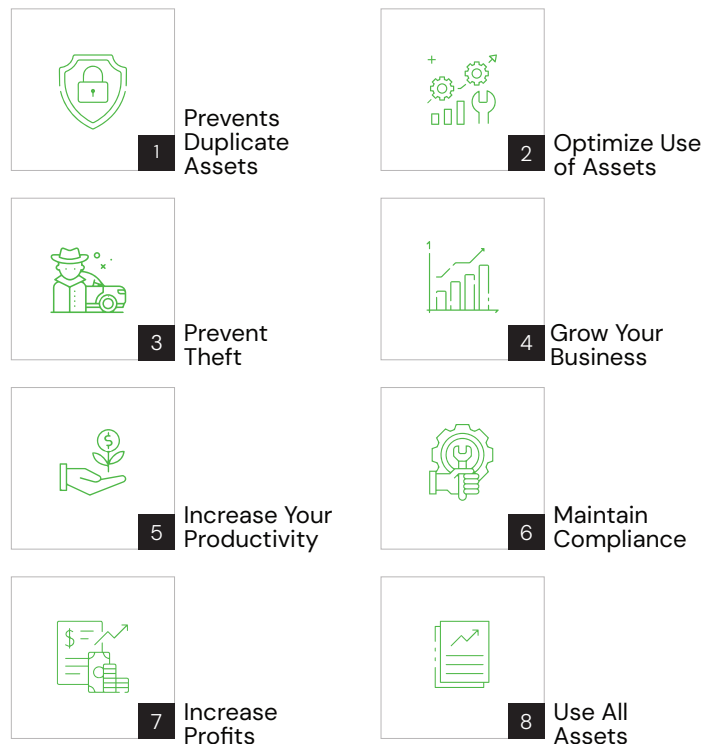
Azuga offers both types of asset trackers meant to last a long time and provide you with all the information you need on your assets in real-time. These are the features that Azuga's asset trackers include:

- Superior cellular and GPS wireless performance
- Sealed enclosure to withstand weather conditions (IP67 for long life, IP66 for rechargeable)
- External surface-mountable
- Internal GPS antennas for easy installation
- Geofence and in-motion alerts
- Detailed historical activity reports

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**W**asset tracking prevents business owners from buying equipment, tools, or even vehicles that they do not need or already own. You may be surprised at how often this duplicate spending happens. If businesses are trying to keep track of their assets with paper and pen, it's easy for information to become out of date and for items to get lost in





the shuffle. Without accurate usage reporting, fleet managers may not realize that they're purchasing unnecessary extra equipment. Therefore, asset trackers can save your business hundreds of thousands of dollars in money wasted on assets that your fleet doesn't even need.

### No. 2: Optimize Use of Assets

Asset tracking doesn't just tell you what you have on hand. As we mentioned earlier in this chapter, it also gives you data on your assets, such as hours of service, idle time, and maintenance. This data allows fleet managers to optimize the use of their assets. For example, you can ensure that your vehicles are not wasting too much time being idle, which wastes fuel and productivity. You can also ensure that your vehicles are properly maintained, so they don't break down and cost your business thousands in egregious repairs and lost revenue. When you optimize the use of your assets, you're sure to save a significant amount of money along the way.

You can even use asset trackers to optimize the dispatching process by telling you where your assets are in the field. If you have too many assets at one site and not enough at another, you can move them, so they're more evenly distributed.

### No. 3: Prevent Theft

One of the first things you probably think of when you think of asset tracking is theft prevention. Knowing the location of your assets in real-time goes a long way towards preventing theft. As soon as your asset leaves the designated area, you'll receive an alert to your fleet tracking app. Therefore, if thieves steal your asset from your fleet yard or warehouse, you can contact the authorities right away and tell them exactly where your asset is. This increases the chances of recovering your asset before the thieves can inflict damage or get too far away.

### No. 4: Grow Your Business

All businesses want to grow and succeed, particularly small businesses trying to get started. There are many challenges associated with growing your business, and nobody wants to make it harder than it needs to be. However, manually tracking assets can hinder your business's growth by taking too much time and wasting money and resources. Luckily, automated asset tracking requires less staffing and time, allowing managers to focus



on more important things for the business, such as growth and expansion. There are many more critical factors for businesses to focus on other than wasting time trying to track assets manually, so stop wasting time and get started with asset tracking as soon as possible.



### No. 5: Increase Your Productivity

Your business's efficiency is likely one of your top priorities. If your business is inefficient, you'll have trouble functioning and bringing in profits. Asset tracking has many features such as geofencing, idle time reporting, and setting operating hours and areas that allow businesses to increase productivity. These features will enable you to ensure that your business's assets are being used to their full potential. If you're wasting your assets, you're wasting money and time that you could be using to your advantage. Don't let yourself struggle; let asset tracking help you take full advantage of your resources.

### No. 6: Maintain Compliance

Compliance is also a critical aspect of fleet management. If you're not keeping your fleet compliant, you might incur hefty fines, and your vehicles may even be taken out of service. These events are significant hindrances to your business that you'll want to avoid at all costs. You may be surprised to learn that asset tracking can even help you stay in compliance with federal and state regulations. This is because, with asset tracking, you have records of all of your balance sheets and can ace any audit that comes your way. There are extensive electronic records of everything in your fleet, so you never have to worry about losing the necessary paperwork that you'd need for an audit or inspection.

### No. 7: Increase Profits

It's no secret that every business wants to increase its profits and grow over time. When your fleet is more productive and efficient, you'll find that your earnings increase in turn. Your business can spend more time growing and expanding instead of manually keeping track of all of your assets, meaning more money for you and your employees. You can take on more customers, increase your number of vehicles and assets, and grow your business exponentially over time. You're sure to be impressed with the results that asset tracking has on the growth of your business and your profits.

### No. 8: Use All Assets

You may be surprised to learn that many fleets have equipment that simply sits unused. This is because fleet managers don't even know that equipment is there or not being used. Why pay for the storage space and upkeep for equipment that doesn't bring in any profit or use for the fleet? Asset tracking generates reports that show not only what assets a fleet has on hand but how much they're being used, so fleet managers can make decisions about the assets they have. Sometimes, it may be beneficial for a fleet to sell some of its assets to make some money to replace that asset with something that will benefit the fleet.

## Invest in the Best Asset Trackers Today!

Azuga's fleet tracking software comes with some of the best asset trackers available on the market today. Over the past couple of chapters, we've discussed our fleet tracking solution, and our asset trackers complete the package. Our clients track all kinds of assets with our trackers, including:

Backhoes  
Bulldozers  
Containers  
Cranes  
Forklifts  
Fuel Storage Tanks



Generators  
Pods  
Pumps  
Rental Equipment  
Roadside Signage  
Trailers  
Vehicles

Our asset trackers are sure to help your fleet help the dispatching process, reduce theft, maximize revenue, and optimize the use of your assets. Everything you can think of using an asset tracker for, you can do with Azuga's asset trackers. To see everything our asset trackers have to offer, check out our feature page on our website, or try out a demo for free.

### Reference

Check out Asset Tracking Software:  
<https://www.azuga.com/asset-tracking>

# About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires, BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

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### Bridgestone Brand

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza  
Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

### Firestone Brand

All season, Champion, Destination, Firehawk, Transforce, WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

### Bandag Retread

website: <https://www.bandag.com/en-us/index>

## About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

