Google Maps for Work

fleetminder®

At a Glance

What they wanted to do
- Build a unique mapping solution that allows customers to see the locations of their vehicles
- Provide street-level imagery with 360-degree views for all driver locations
- Create advanced vehicle-reporting capabilities by using location-based data
- Enable real-time dispatch, tracking and communications with customers and service providers

What they did
- Integrated Google Maps APIs with Fleetminder technology as part of a single-asset management solution
- Helped customers handle fleets more efficiently and reduce costs:
  - Reduced employee overtime by 25 percent
  - Reduced inefficient driving by 50 percent
  - Reduced number of incorrect deliveries by 20 percent
  - Reduced average customer's vehicle insurance by 10 percent
- Created a system to generate reports to improve risk management
- Allowed customers to monitor all types of vehicles in real time and provide location-based updates based on traffic or accidents

Fleetminder reduces incorrect deliveries by 20 percent with Google Maps APIs

Company

Fleetminder, based in Australia, provides vehicle- and asset-tracking solutions in more than 12 countries. Since its founding in 2010, it has become one of the leading Australian providers of GPS tracking devices worldwide. Its offerings include GPS tracking hardware and solutions for business and individuals, including vehicles and assets for transportation, construction, mining and marine applications.

Challenge

Fleetminder wanted a simple and intuitive way to visualise the locations of all vehicles in its fleets that use Fleetminder GPS devices. Dispatchers needed to display the current locations of all vehicles, and see the actual surroundings of each vehicle, including the streets on its route. Fleet managers wanted to improve efficiency by updating driving routes in real-time, based on data coming in from the vehicles. They were also looking to reduce costs by using GPS to locate vehicles that would soon require maintenance, and scheduling them for service when they were closest to maintenance shops.

Solution

Using **Google Maps APIs**, Fleetminder built a Web-based dashboard and solution that visualises vehicle location in real time and generates easy-to-use reports monitoring their conditions. Dispatchers and fleet managers use the platform as a simple and intuitive means of monitoring and reporting on all vehicles with updates on their current location, speed and various vehicle attributes. This helps save customers money and improve access to quick emergency resources for fleet vehicles.

> *"We have used many different telematics and map providers over the years, and none have gained as much appreciation from my end users as the Google Maps APIs for Work."*
> — *Mohit Khanna, CIO and co-founder, Fleetminder GPS Tracking Systems*

Fleetminder uses the **Street View API** to display 360-degree, high-resolution imagery of the location of all vehicles tracked with a Fleetminder device. The **Geocoding API** converts the coordinates of each GPS ping from a Fleetminder device into an accurate address. **Layers** are used to show real-time traffic which allow Fleetminder customers to change their drivers' routes based on the most current conditions.

Dispatchers coordinating multiple deliveries can use the system to generate the fastest and most efficient routes, saving time and fuel costs. The system also includes sophisticated tools for monitoring each vehicle in a fleet, including historical information about previously driven routes. Fleetminder

About Google Maps for Work

Google Maps APIs for Work makes it easy for companies to include fully interactive Google Maps on their public and internal websites. The Maps API helps your customers and employees make the right business and purchasing decisions by visualising important information on a familiar map.

For more information, visit
www.google.com/work/mapsearth/

hardware also tracks driving attributes, which allows fleet owners to determine the need for vehicle maintenance based on braking habits, distance travelled and tire pressure, among others factors.

Results

Google Maps APIs helped Fleetminder customers handle its fleets more efficiently and reduce costs. Since drivers spend less time on the road, employee overtime has been reduced by 25 percent. Customers now track details about driving habits, which led to a 50 percent decrease in inefficient driving. Through the use of the Geocoding API and access to Street View imagery, companies have been able to reduce the number of deliveries to incorrect addresses by 20 percent.

By being able to clearly see the location of all vehicles that might require immediate maintenance, and receiving real-time updates about accidents, dispatchers can quickly send help during emergencies. Due to constant vehicle tracking, customers recover stolen vehicles twice as quickly. Quicker recoveries mean less damage done. With the new system, Fleetminder customers have reduced their vehicle insurance by an average of 10 percent by creating reports for insurance companies detailing driver behaviour, vehicle maintenance and fatigue management.

Fleetminder sees benefits as well, notably in attracting new clients and keeping existing ones. The familiar Google Maps interface makes the Fleetminder system easy to use, reducing the need for customers to train their employees. The capabilities of the Street View and Geocoding APIs helped Fleetminder create a unique Web-based dashboard and system that keeps the company on the cutting edge of its industry and makes it stand out in the highly competitive asset-tracking, fleet management market.

Google Maps for Work