



TRACKER selects Google Maps API Premier to give customers complete control of their fleets



At a Glance

What they wanted to do

- Design an innovative, easy to use fleet management and vehicle recovery platform
- Implement mapping technology that was flexible, robust and reliable
- Develop the most advanced and innovative vehicle tracking solution on the market

What they did

- Selected Google Maps API Premier as a powerful basis to add Google features and in-house developed functionality to its vehicle tracking system

What they accomplished

- Built a user-centric fleet tracking and vehicle recovery platform with a contemporary, slick interface
- Used Google Maps API Premier to provide a feature-rich system that gives customers more control over their fleet and allows them to run their fleets more efficiently
- Allowed them to move into new markets, including insurance telematics

"We tried to use Google Maps as much as possible, because for our customers, looking at a map is much more powerful and useful than looking at pages of disjointed data."
—Daren White, Lead Developer at TRACKER

Customer

Established in 1993, TRACKER is a leading provider of vehicle tracking with over one million security and fleet telematics systems fitted in the UK. TRACKER offers accurate, scalable, informative fleet tracking technology for customers to integrate into their vehicles. Its products help businesses to control and monitor their vehicle fleets, to verify driver timesheets and mileage, monitoring and controlling out of hours usage and, in turn, allowing businesses to make better informed decisions.

Challenge

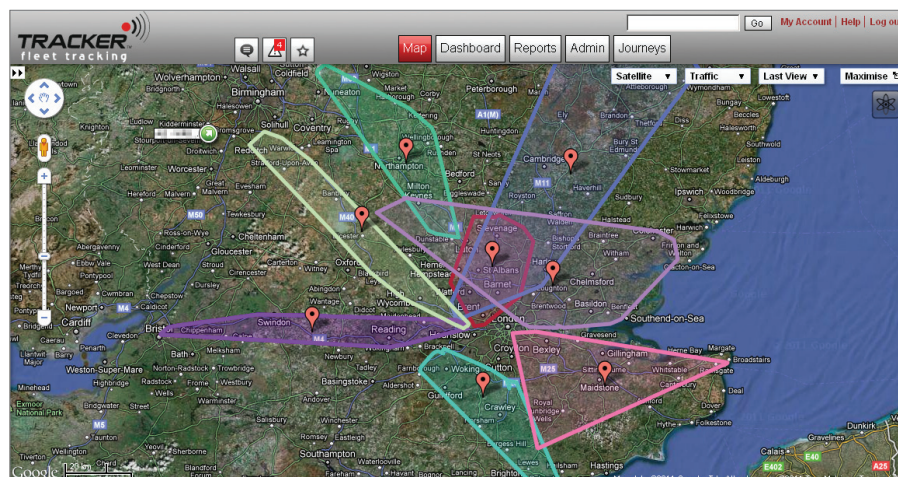
TRACKER designs its systems with a focus on the customer experience. The mapping interface is crucial to this, enabling customers to monitor and manage their fleets quickly and effectively. TRACKER had experimented with different third party mapping services, but, not finding anything suitable, built its own system. However there were a number of restrictions it had not overcome. The visuals it produced were quite basic, the system's interface was not particularly user-friendly and only supported a single browser, which was slow to load.

"Our customers rely on mapping systems to determine strategic information regarding driver habits and vehicle usage, which are critical to their customer service levels, so it is up to us to make this information easily accessible and insightful. When we considered the restrictions of our existing technology we knew we had to look for a more flexible, reliable mapping solution," explains Clive Girling, Marketing and Technology Director, TRACKER.

Solution

In response to these challenges, TRACKER started using Google Maps API Premier. Until recently however, it had only been using basic functions and the company wanted to explore the technology to its full potential.

TRACKER has recently been working on a complete re-design of its fleet telematics portfolio. It decided that greater use of mapping technology would



About Google Maps API Premier

Google Maps API Premier helps customers and employees make the right business and purchasing decisions by easily visualizing important location-based data. Google Maps API Premier also makes it easy for businesses to include fully interactive Google Maps on their websites.

For more information visit

www.google.co.uk/enterprise/earthmaps/maps.html

"What really impressed us was the flexibility of the Google Maps API Premier, the high quality, crisp imaging and the constant improvements and additions from Google."
—Daren White, Lead Developer at TRACKER

be an effective way to make it easier for customers to view information about its vehicle fleets and wanted to investigate displaying historical data on maps that would traditionally appear in a written report or spreadsheet. It found Google Maps dynamic enough to accommodate this.

"Our technology needs to provide the best experience possible, moving away from drop down menus and clunky tick box options that were slowing our customers down, towards making every viewing and analysis option available at the click of a button. We redesigned our system to put ease and speed of use at its core," says Girling.

"Throughout our redesign, Google Maps API Premier has proved reliable and easy to build on, which has enabled us to focus on other parts of the development. What really impressed us was the flexibility of the Google Maps API Premier, the high quality, crisp imaging and the constant improvements and additions from Google," says Daren White, Lead Developer at TRACKER.

Benefits

The TRACKER team now uses many advanced Google Maps features. "We try to use Google Maps as much as possible, because for our customers looking at a map is much more powerful and useful than looking at pages of disjointed data," explains White. "For example, we are now using Google's layering facilities to pull in data from third party providers and add it onto our maps. This means traffic data from INRIX, which correlates accident feeds, road traffic and roadwork data from across the UK, can be layered onto our maps."

The company is also using a Google add-on feature called clustering, which means that when a large number of tracked devices are at the same location, it shows one icon with the number of devices, instead of multiple icons. "The clustering feature is immensely useful to our clients. If they are looking at their fleet warehouse, for example, they see one icon instead of hundreds of separate entities, which can be confusing," explains Girling.

The new version also allows customers to overlay historical journey data to show how long it takes a vehicle to drive a particular route and compare it with how long it should have taken. The customer can overlay journey data from different vehicles onto one map to see which vehicles are covering the same ground and allocate resources more efficiently.

3D Streetview is helping customers to identify any obstacles or unsuitable routes which drivers may or may not be able to drive through. This type of information would otherwise be difficult to identify as it cannot be easily seen on an ordinary map.

TRACKER has begun using these innovations to develop ideas for new services. It is looking into rolling out mapping enhancements into its vehicle recovery platform for customers. It is also keen to use Google Maps in a new range of insurance telematics products. In the event of a claim, services such as 3D Streetview could be extremely useful in investigating an incident.

"Google Maps API has provided the foundation for the transformation of our product range and because Google is always innovating, so can we," concludes Girling. "We'll continue to discover new ways to help our customers get the most out of vehicle tracking and couldn't have introduced our new feature-rich, intuitive service without Google Maps API."

