

GPSINSIGHT

Guide

The Complete Guide to Equipment and Asset Tracking



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GPS Insight has been helping fleets of all sizes track their fleets and optimize their operations for over 20 years. In this guide, we'll cover the benefits of equipment and asset tracking, explain the differences between tracking devices, and share some best practices for getting up and running.

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Equipment and Asset Tracking—What Can It Do?



Do you have trouble understanding how much a piece of equipment is being used? Have you had an asset stolen, or had to replace it multiple times due to poor maintenance and upkeep? Do you suspect your equipment is running when it shouldn't be, but don't know how to tell?

GPS Insight offers a comprehensive equipment and asset tracking solution designed to give businesses like yours real-time visibility, control, and optimization of valuable assets.

With GPS Insight, you can track and monitor assets beyond vehicles, including:

- ▶ Trailers
- ▶ Tractors
- ▶ Yellow Iron
- ▶ Pallets
- ▶ Generators
- ▶ Heavy Equipment
- ▶ Tools
- ▶ Dumpsters
- ▶ Street Sweepers
- ▶ ATVs
- ▶ Snowplows
- ▶ And More!

Key Features to Make Your Life Easier

You already know you need an equipment and asset tracker, but do you know everything they can do? We can't speak for all providers, but with GPS Insight, you'll get:

- ▶ **Real-time asset location tracking:** You'll get up-to-the-minute location pings, so you know the precise location at any given time.
- ▶ **Geofencing and Boundary Management:** Know when assets operate within and leave specific boundaries and geofenced areas that you have set up in the GPS Insight Portal.
- ▶ **Alerts and notifications:** Get customizable alerts right to your phone, email, or GPS Insight dashboard to be notified about unauthorized use, asset movement, or maintenance needs.
- ▶ **Historical location data and route history:** See where your equipment's been with historical location data and route histories. See specific hours, power loss alerts, and when drivers start and end a trip.

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Benefits Beyond Visibility

Of course you want to see where your assets are—but when you harness the power of an equipment and asset tracking system, you make the most of your mixed fleet and even save some money.

- **Maximize asset use:** Monitor asset use and availability, so you can see if you're running certain pieces of equipment too little, too long, or too much.
- **Optimize deployment and scheduling:** Did the street sweeper break down on its route? Was the job site bigger than you expected? Deploy effectively in a pinch to keep things running smoothly.
- **Get better reports and insights:** Get comprehensive reporting capabilities, including asset performance metrics, utilization reports, job cost analysis, and compliance and audit reporting.
- **Integrate with vehicle management:** Coordinate your asset tracking with your vehicle tracking to run your operation more effectively.
Think: Track your cab and your flatbed container to ensure a safe journey and drop-off.
- **Schedule maintenance before a breakdown:** Set up proactive maintenance schedules, service reminders, and asset health monitoring. This prolongs asset life cycles and reduces downtime.



- **Get real-time theft alerts:** You can get movement alerts and geofence-based alerts to protect assets from theft and off-the-clock use.
- **Improve job billing and analysis:** When you track asset usage and associated costs, you can also pull detailed reports for job cost and billing purposes. This can help you allocate costs to specific projects or clients and help improve the accuracy of your billing.
- **Enhanced control and cost savings:** By leveraging an equipment and asset tracking system, you can gain improved control, reduce costs, optimize operations, and make data-driven decisions to better manage your assets.

We're here to help businesses in YOUR industry. GPS Insight is specially tailored to help the following industries: Construction, transportation, utilities, oil and gas, rental companies, field services, public sector fleets, and more.

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What Kind of Devices Do You Need?

Consider this: Do the assets you want to track have their own power source? Will the asset be exposed to the sun, or sit mostly indoors? For non-powered assets, such as flatbed trailers, storage containers, and some heavy construction equipment, there are both solar and battery-powered devices available. One key consideration here is that with battery-powered devices, the more times they send information, the shorter the battery life.

Choosing the Right Solution for Your Business

Ready to embark on your asset tracking journey? First, get full picture of your asset inventory. Then, lay out your tracking requirements and budget. For powered assets, plug-and-play options are available.

Here's a snapshot of the types of asset tracking devices GPS Insight offers:

TT-2200



Ideal for more remote areas, the TT-2200 is a satellite-based tracking device. It's powered by four (4) AAA batteries that can be easily purchased at any retail store. It sends one location ping per day by default and additional pings can be added for a nominal up-charge.

The XT-45 is ideal for tracking assets with power (e.g., tractors, backhoes, loaders ATVs, mowers, and more.). It supports multiple switch/sensor inputs as well as outputs for relays to control fuel pumps, starters, and other remote devices.

XT-45



TT-610



The TT-610 is a low energy, battery-powered, 5G device that can trigger alerts based on movement or simply provide daily location updates. Because it is Wifi enabled, it is reliable even indoors. The long battery life makes it more feasible to install in inconspicuous locations and avoid tampering. This device is ideal for non-powered assets like flatbeds used to move other assets, storage containers, and portable generators.

Utilizing the latest in LTE-M/NB cellular technology, the ST-610 delivers solar-powered asset tracking at a reasonable price. In optimal conditions, the large rechargeable battery lasts 5+ years. It's ideal for enclosed trailers, storage containers, or other enclosed assets that are not self-powered, and where the device can be positioned on top of the asset in full view of the sun.

ST-610



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Getting Set Up

Once your devices have arrived, you'll need to get them installed. We have a network of installers or you can do it yourself. Our detailed step-by-step documentation and support make it quick and easy to get your tracking system up and running.

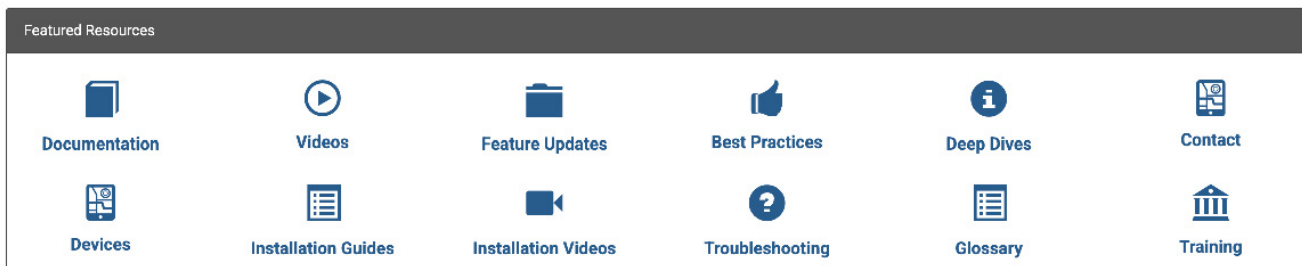
You can access training videos, hardware installation guides, feature documentation, and more at any time in the online Help Center at www.help.gpsinsight.com. Even better, our customer service team is available toll-free around the clock.

At GPS Insight, **YOU** matter. **We guarantee that if you call the 24/7 technical support line, you will speak to a live, US-based GPS Insight teammate within 2 minutes.** If not, we will send you a gift card for your inconvenience.



Integration

Introducing a new program can be daunting. GPS Insight is designed to easily integrate with your existing systems. Easily share data between programs to give you the overall view of your assets and equipment. We're experienced in making these integrations happen, so check with our support team if you have any questions.



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Best Practices for Effective Tracking

Effective equipment and asset tracking goes beyond simply implementing a tracking system. It also involves establishing procedures, training, and regular review to see the greatest benefit.

GPS Insight can help with this.

Develop Asset Tracking Policies and Procedures

Before you get started, figure out how you will tag assets, how frequently you'll track them, what you'll do with the data, and who's responsible for what. By knowing this ahead of time, the entire business can start off with a solid foundation and mutual goal.

Train Employees on Your Asset Tracking System

A system is only good if people can use it. Your team members will need to learn how to use the tracking system, how to read the data, and how to respond to alerts and notifications. This way, your business will be able to use the system to its full potential.



Regular Audits and System Maintenance

Periodically check to make sure assets are tagged, locations are recording, and the right information is connected to the correct asset. This helps with the accuracy and reliability of the entire system.

Continuous Process Improvement

A successful program doesn't just automatically happen, but when you review your asset tracking processes, analyze data, and get feedback from your users, it helps your business achieve greater efficiency and cost savings.

By implementing these practices, businesses can ensure effective equipment and asset tracking, maximize the benefits of the GPS Insight tracking solution, and achieve operational excellence when managing their equipment and assets.

See How Your Business Can Benefit

Contact GPS Insight today to discuss how equipment and asset tracking can improve visibility and streamline operations in your business.

[Book a Demo](#)

About GPS Insight

GPS Insight helps fleet and field service businesses by delivering innovative solutions and actionable insights. Organizations across the globe turn to GPS Insight when they have high operating costs, are worried about safety on the roads, and struggle with fleet and field inefficiencies that waste valuable time and money. GPS Insight offers best-of-breed technology for organizations with drivers and technicians in the field, fleets of vehicles, trailers, and other mobile assets. GPS Insight provides many solutions that include vehicle and asset tracking, fleet management, AI-enabled smart cameras, field service management, and regulatory compliance solutions.

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