

More than Dots on a Map? The Failure of Telematics [Draft]

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As of 2018, 85% of trucking fleets have electronic logging devices – ELDs – installed. And when AOBDRs sunset in 2019, that number is sure to grow.

The problem?

Relatively few fleets are seeing any ROI on their installed telematics. Why?

The answer lies in the way that telematics is monetized. Large telecoms make their money from connectivity, and thus connectivity is primarily what they're selling.

Smaller, dedicated telematics providers make their money from selling and installing devices, and provide software platforms that offer little more to trucking and logistics customers than dots on a map.

It's hard to generate ROI from just dots on a map – and when we talk about the failure of telematics, that's exactly what we mean.

But it doesn't have to be that way, when telematics is capable of offering so much more. Reduced fuel costs, fewer driver accidents, maintenance and breakdown alerts, enhanced cold chain management – all of that, and the millions of dollars of ROI it can generate, is within easy reach.

But only if your telematics offers more than just dots on a map.

With years of telematics experience, CyntrX offers event-based tracking and advanced reporting to trucking and logistics customers that drive true ROI. We save our national fleet customers millions of dollars a year by putting telematics to work for them in the ways that matter most.

Our customers know which vehicles are most efficient, and why, saving millions in fuel costs annually.

Our customers have access to driver scorecards, providing them insights into unsafe driving behaviors and lowering accident rates fleet-wide.

Our customers know when a vehicle needs maintenance to prevent a costly breakdown – and when a breakdown does occur, they can diagnose it remotely and get help on the way.

At CyntrX, we believe that each one of our customers is special, and we work closely with them to build them the telematics solution that they need to drive true ROI. So if you're tired of staring at dots on a map and wondering where the ROI is, we invite you to contact us today and get started on the road to lower fuel costs and better overall fleet management.

CyntrX: Because telematics should be so much more than just dots on a map.