

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

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VO:

Telematics is failing the shipping and logistics industry, with few fleets seeing actual ROI on their telematics solutions. Why?

The answer lies in the fact that most telematics solutions offer little more to their customers than dots on a map, and it's hard to generate ROI from just dots on a map – and that is a failure.

But telematics is capable of so much more. Reduced fuel and accident costs, 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 that drive true ROI. We save our fleet customers millions of dollars a year by putting telematics to work for *them*.

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

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

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

At CyntrX, our customers are special, and we work closely with them to build solutions that drive true ROI. So if you're tired of staring at dots on a map and wondering where the ROI is, contact us today and get started on the road to better overall fleet management.

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