



Technophobic Hauliers Could Be Missing Out On Big Savings

TELEMATICS equipment manufacturer Aeromark says the majority of haulage companies are missing out on new technology that could put them on the road to higher profits.

Britain's haulage industry is damned as 'largely ignoring' new technology that could reduce operating costs and dramatically increase profits since despite spiralling fuel costs and tight restrictions on driver's hours, only 10% of truck operators are using the latest vehicle management systems to help them work smarter and increase efficiency, say the company.

Telematics, a system that allows operators to monitor the position of their vehicles, communicate with their drivers and collect valuable journey data has been available for some years. It can increase profits at a stroke or convert losses into profits in an ever more competitive business, but remarkably, only the most progressive companies seem to have really recognised the benefits.

'It's not the haulage companies' fault,' says Roger Marks managing director of Aeromark. 'So many telematics providers have tried to impress customers with clever features without focussing on the core benefits. Using telematics has the ability to reduce overall mileage and reduce the cost of administering fleets. It's simple and it works.'

The traditional ways of controlling fleets of vehicles, require considerable experience and skill and rely heavily on the ability of the controller to

estimate the progress and position of every truck they have on the road. With increasing congestion and unpredictable delays, this is becoming an impossible management task. The result is missed pick-ups, uneconomical routing of vehicles, and inevitably smaller profits.'

Roger Marks also explained that the benefits are not always apparent to hauliers, as you can't manage what you can't measure.

Companies that do not have an efficient method of measurement before using telematics find it hard to

identify the return on investment. 'It's a bit like the chicken and the egg,' he says. 'You need a system in place to measure the start point, so that you can measure the improvement.'

While many of the larger haulage companies have recognised the advantages of telematics, the vast majority of operators still hang on to the old ways of running their fleets, says the boss of Aeromark which provides a wide range of systems offering fleet operators tracking, control, communication and interactivity with their fleets.