

Fleet Safety Simplified!

There are three basic reasons for using GPS surveillance. The most common is finding people doing things they shouldn't be doing, the second is for the safety of a person involved in a dangerous occupation, and the third is litigation avoidance.

There are two basic types of tracking devices. Wired systems installed in a vehicle for extended use and battery powered systems for temporary use, and there are two types of devices, passive and live.

A passive device is one that stores data for later data retrieval, either by removal of a storage disk (typically an SMS card) or connection via a USB cable to a PC. An active device allows live tracking of a vehicle via the Internet using cellular data service and a web portal. Prices range from under \$200 for a passive device to well over \$1,000 for a live tracking device (plus a setup charge and monthly cellular airtime fees which average around \$35 per month).

Actually, there is a third type of live device which we call "Click and Find", more commonly referred to as a Teen Tracker with prices as low as \$100 and basic monthly charges of as little as \$10 (plus usage charges). Since these devices are very limited in capability, we do not class them as true tracking devices.

The curious thing is that the majority of those that use tracking devices mainly want to know three things – (1) Has the driver left their normally assigned area, (2) Has the driver exceeded the speed limit beyond a reasonable allowance and (3) Has the driver been stopped for an abnormal amount of time? Although detailed reports are available, these three things are what most fleet administrators, transportation supervisors, and law enforcement investigators want to know.

From a cost consideration, we have learned three things. The first is that nobody wants to "buy" a GPS tracking device. They simply want to use it as need for whatever the immediate purpose may be. Second, they want things to be simple. They don't want to wade through pages of useless data. They don't want to plug things in and out. Most importantly, they want to know when a monitored vehicle has violated an established protocol such as leaving an assigned area or excessive speed. Once having been notified of a violation, the fleet administrator or vehicle supervisor want to be able to determine the location of the vehicle. Most of all, this operational tool should be flexible and affordable. This "tool" is called a PT-Tracker - Here's how it works.

First you need a cell phone capable of receiving email or text messages. The PT-Tracker is capable of sending an alert message to a cell phone, smart phone, or Internet connected PC. In order to view the location of the vehicle under surveillance, you need an Internet connected PC. Third, you need a little money in the bank, not much - just a little!

Then you call Falcon Direct at 205.854.2611 and tell them you want to rent one of those PT-Tracker things. Your total cost will be \$50 for setup and shipping plus \$99 per month. That's all you pay. Use for as long as you wish, then send it back. If you keep it for a year, you own it! How's that for simple?

Want to see how it works? Go to www.usfleettracking.com. Click on My Account in the upper right hand corner. Enter *sdr* as a User ID and a Password of *plus*. Move your cursor over the colored icon entitled *Here's Burch*, My current status, parked or moving with speed will be displayed. Over on the left hand side, you will see a tab entitled *Alert System*. Click on this tab to set up an Speed Alert to so send you an email anytime that my speed is over 82 mph (or whatever you choose). Log out when you are finished. Simple isn't it?