

5 Reasons Why Best-in-Class Fleets Rely On Smart-Fleet Ecosystems

Maximizing productivity is important for every business, but when it comes to fleet management it is mission-critical for the operation. In addition to overseeing the complexities of a fleet, managers at best-in-class companies are constantly optimizing operating costs, safety, compliance, and more by leveraging smart fleet management solutions.

But finding the “right” solution based on a fleet’s size, vehicle mix, and business vertical requires a lot of time and effort, something busy fleet managers don’t have a lot of. So, what ends up happening many times is that the purchased solution is not used for driving business decisions as there is a mismatch between company needs and what a solution delivers.

As fleet managers move into the future, it is time to lean on a good discovery process to pick the “right” solution on the front end which also saves time and energy. This process includes the effort spent searching, vetting, and comparison-shopping for the solution from among thousands of fleet management offerings available in the market.

Smart-fleet ecosystems are becoming popular among best-in-class fleets because they include all types of systems, processes, and technologies that are used to effectively manage fleet vehicles. Moreover, they enable fleet managers to lower operating expenses, improve operational safety, and enforce compliance throughout their fleet operations.



So, what is a smart-fleet ecosystem? Smart-fleet ecosystems are one-stop-shop marketplaces encompassing diverse fleet management solutions that have been curated and classified by type and offering, and provide fleet managers the ability to quickly discover, compare, and purchase the “right” solution across multiple categories, at competitive pricing. The ultimate benefit, however, might be that fleet managers can access all of their solutions, data, and information through a single pane of glass.

Understanding what fleets really want—and giving it to them—is driving the adoption of smart-fleet ecosystems by best-in-class fleets. So, let’s explore why these fleets are choosing these ecosystems to optimize their businesses.

1. Choice of Solutions & Providers

Fleet Manager: “Offer me a choice of best-in-breed new technologies across multiple solution categories to solve my business problems.”

In a survey of truck operators, 73 percent said they would prefer to subscribe to a GPS fleet management platform that offers a broad selection of applications from third parties which are integrated with their platform.

Smart-fleet ecosystems offer this broad selection of curated third-party solutions across many solution categories. Customers can select the “right” solution from within these ecosystems. Categories which are most popular among the best-in-class fleets include fuel management, cameras and ADAS, driver training, maintenance and diagnostics, telematics, regulatory compliance, field service, and transportation management systems.

2. Direct Industry Relevance

Fleet Manager: “Offer me solutions that are relevant to my business based on my vertical and fleet size.”

In a survey of SMB fleets, 69 percent said they were looking for applications that are specific to their industry, rather than having apps that are “one size fits most.” The best smart-fleet ecosystems include a smart recommender function that asks a few simple questions to help commercial fleets easily find the right solutions that meet their specific needs. Much like a Netflix of choices, the ecosystem tool asks for basic information from the user that helps it to quickly parse down solution choices to ensure a good fit.

3. Data Integration for Actionable Insights

Fleet Manager: “Let me integrate my fleet data with multiple solutions and applications.”

Connectivity between applications provides fleets with improved visibility into their operations. When large amounts of data are integrated across solutions, managers are able to make better business decisions based on holistic actionable insights rather than siloed data from each solution.

According to a recent report published by MarketsandMarkets, harnessing telematics data for making informed business decisions is expected to offer a growth opportunity for the global fleet management market from 2022 to 2027. Smart-fleet ecosystems enable integration of many fleet management solutions on one platform.

Further, a survey conducted by FreightWaves revealed that “more fleets are demanding technology providers move to an open architecture world...and easy integration of multiple apps is gaining steam.”

4. One-Stop Shop

Fleet Manager: “Let me discover, buy, try, and use multiple third-party tech solutions in one place.”

In a SMB group survey, 67 percent said that having to go to multiple vendors for services is a waste of their time. The optimal way to resolve this challenge is to offer an ecosystem of best-in-class solutions across multiple categories in one location.

Smart-fleet ecosystems offer an end-to-end digital experience where you can discover, try, buy, and access curated fleet management solutions across dozens of highly popular solution categories. This is, again, all seamlessly managed from one location. By not going to numerous providers for different solutions or relying on an online search which may provide thousands of results, fleet managers can save a lot of time and effort.

5. Greater Visibility

Fleet Manager: “Let me see data, alerts, and reports from multiple technology providers in one place to save time and improve decision-making.”

In a fleet management operator survey, over 80 percent were interested in managing all their fleet technologies through a single online portal in order to gain greater visibility into their business and operations. With a single-pane-of-glass experience for all of the data, it is easier to not only save time and energy, but also make better decisions based on holistic information.

Key Takeaways: Best In Class Rely on Smart-Fleet Ecosystems

The ability to leverage curated fleet management solutions helps fleet operators select the “right” solution that meets the needs of their business in a fraction of the time and with minimal effort. The integrated nature of the ecosystem helps fleet stakeholders drive better business decisions resulting in safer, more efficient fleets. Smart-fleet ecosystems are a smart way for fleet managers to get tailor-made solution recommendations and find what they need from top providers in one place. For this and many other reasons, these new ecosystems are increasingly becoming table stakes for best-in-class fleets today.

For more information, contact us at
+1 (248) 876-2955 or marketplace@fleetstore.com.