



The ROI of Smart Trailer Tracking

There are millions of registered trailers in fleets across North America. And, by some [accounts](#), up to 20% of them are sitting idle at any given time – clearly an inefficient use of assets that could be generating revenue.

Moreover, motor carriers are often in the dark about the exact location, health and readiness of their trailers. It can all add up to lost revenue, lost opportunities and frustrated drivers who may opt to look for work elsewhere.

The solution is smart trailer tracking.

Smart trailer technology uses GPS and sensors to provide real-time trailer tracking along with accurate, reliable data that can help carriers monitor fleet safety and utilization, and make smart decisions to increase profitability and improve driver satisfaction.





1 Maximize Revenue

When it comes to ROI for any new fleet technology, revenue generation is key. Here are ways that smart trailer technology can help you boost revenue.



Trailer Utilization

Before a trailer can generate revenue, you need to answer the questions: Where is it? Is it safe? Is it ready? Smart trailer technology puts that crucial information at your fingertips, helping to ensure that your trailer assets are making money for your business, rather than sitting unused.



Fleet Size and Allocation

Improved trailer utilization may reveal that you're able to do more with fewer trailers, providing the opportunity to streamline your fleet. Likewise, smart trailer technology can provide insights on how to best allocate your trailer fleet to meet business demands and extend the life of your trailers.



Detention Management

Time lost to detention costs the trucking industry in the U.S. more than \$3 billion a year, according to a Federal Motor Carrier Association [study](#). Smart trailer technology enables carriers to more accurately track and bill for detention time.



Theft and Cargo Loss

Cargo theft amounts to up to \$35 billion in losses each year, according to the [National Insurance Crime Bureau](#). Trailer tracking and geofencing coupled with door and cargo sensors can alert fleet managers to a trailer door being opened when it shouldn't be. GPS tracking also can aid in the recovery of lost or stolen trailers.



2 Improve Safety and Compliance

Fleet safety and regulatory compliance are critical to protecting your drivers and the public, maintaining good CSA scores and ensuring that your business can keep making money. Smart trailer tracking supports those goals with an array of sensors that can alert you to when there is a critical issue with a trailer.



Brakes

Monitor the health of your brakes and ABS lamp function, and identify potential problems before they happen.



Tires

Get real time insights into tire pressure and temperature, and the operation of automatic inflation systems.



Lights

Know if you have a light out before your driver gets on the road.



Temperature

Monitor the temperature of refrigerated trailers to ensure you're meeting FSMA guidelines.

"Our focus has been beyond just basic tracking and on how do we use diagnostics, how do we pull the right amount of data and get it to the tractor as quickly as we can and prevent safety incidents from happening in the first place."

Rob Phillips, Founder and CEO, Phillips Connect



3 Improve Driver Satisfaction

Driver retention was among the American Transportation Research Institute's [Top 10 Trucking Industry Issues](#) for 2020. And a recent survey by [Professional Driver Agency](#) found that equipment quality is among the top three factors that make a carrier attractive to drivers. Smart trailer solutions can help do away with many of the day-to-day headaches that could prompt drivers to seek work elsewhere.



Trailer Location

Too often, drivers are dispatched to a trailer that isn't where it's supposed to be. The result for the driver: wasted on-duty time, lost income and a lot of frustration. Smart trailer tracking eliminates this problem, giving you the exact location of all your equipped trailers.



Trailer Health

Even if you know where your trailer is, if it's not roadworthy your driver isn't going to be happy. Smart trailer sensors communicate information about tires, brakes and lights – even when the trailer isn't connected to a tractor – so you'll never send a driver to a broken trailer.



Trailer Readiness

A cargo sensor can help you ensure that a trailer is ready to roll. As Jim Epler of EROAD partner Phillips Connect explains: "You can't imagine how many times drivers go to pick up a trailer and it's got dunnage in it, or it's loaded and it's supposed to be empty."

"Trying to keep drivers happy is one of the most important thing fleets can do. If you're not turning, you're not earning. So, all this time spent either trying to find a trailer or find a healthy trailer is a problem for drivers."

Jim Epler, Executive Vice President, Phillips Connect



EROAD

Asset Tracker

POWERED BY



EROAD has partnered with industry leader Phillips Connect to offer a full range of smart trailer and asset tracker devices that provide motor carriers with powerful insights into the location and health of their trailers and other assets.

- [EROAD Asset Tracker powered by Phillips Connect](#) allows you to check lights, brakes and tire pressure remotely, making sure your driver, trailer and loads are safe before they hit the road.
- EROAD Asset Tracker devices install in minutes, easily connecting into your trailer's data network and providing critical safety and status information, along with reliable reporting across your entire fleet.
- EROAD Asset Tracker devices are designed to withstand the harsh conditions that commercial trucks operate in. Built to last, these devices are upgradable with add-on sensors that expand the data you monitor.

Contact us today
to learn more about
EROAD Asset Tracker
Powered by Phillips Connect.

"Phillips Connect, like EROAD, has a strong focus on ease of use, uptime and accuracy, which supports our mission to enable safer and more productive roads. Our combined solutions deliver high quality data that fleets can trust."

Casey Ellis, *President* of EROAD North America