

Why Fleets Aren't Getting Full Value From Telematics

We asked operators, manufacturers and technology providers about the barriers to getting value from telematics in the road transport industry



Industry culture doesn't embrace change or collaboration and isn't attracting enough new talent with digital skills

Missing standards create substantial difficulties in day-to-day operations and constrain the innovative use of the data



There is uncertainty about how to calculate the return on investment in telematics

Other investments are often prioritized over digital technology, which is considered more risky



The range of available systems, and lack of joined-up offering from providers is overwhelming and difficult to manage

Operators don't recognise all of the opportunities that can be created by integrating insights gained from the data into their business strategies



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