Geo-fencing to keep your shipments on track

The logistics industry is a huge part of India’s economy, growing at roughly twice the rate of GDP. A study by The Associated Chambers of Commerce and Industry of India (ASSOCHAM) estimated that the logistics market in India is expected to grow to INR 2,090 billion by 2020. Thousands of trucks transport goods, from precious metals to vegetables, the length and breadth of the country every day; and for those in the distribution and transportation industries, it is vital that they know the location of their goods at all times.

Not all smooth sailing

From delays that result from poor road conditions, to trucks hauling high-value items that become a target for crime, fleet operators have a significant challenge when it comes to maintaining control of their entire fleet. A BSI Global Supply Chain Intelligence Report highlighted that globally businesses suffered INR 1,508 billion worth of losses due to cargo theft in 2015. Couple this with the INR 1,375 billion lost each year in India alone as a result of delays and additional fuel consumption, there are significant problems facing the logistics industry. Given India’s size and enormous road network, knowing that every vehicle is on track and accounted for is a significant challenge.

Location-based-services can provide complete visibility

Visibility is critical to give fleet operators control of their workforce. Today’s mobile technologies make it possible for them to use Location-Based-Services (LBS) to know the location and movements of all their vehicles in real-time. It gives them the visibility to run a fleet more efficiently and the control to minimised losses that are a result of delays and theft. Using simple transmitting devices and mobile networks placed in every truck or container, fleet operators have the power to track every parcel from shipment to receipt. Data is collected from every tracking device in real-time, then using the mobile network to ensure constant connectivity, regardless of location, this data is then analysed to give an operator complete visibility of its fleet.

Using geo-fencing to put fleet operators in the driving seat

New technology not only allows fleet managers to see what is going on across their fleets, but also to control it. Geo-fencing allows an operator to define the route of every vehicle in its transportation network and ensure that the driver sticks to it. For example, if an operator is shipping a consignment of high-value electronics goods from Chennai to Hyderabad, they know that the safest and most efficient route would be via the NH65. However, if a driver were to deviate from this route for any reason, it would be completely out of the operators’ control. Geo-fencing technology controls this by triggering an alarm in real time as soon as the shipment goes off the defined route. Giving the fleet operator the opportunity to investigate promptly and putting them back in control.

The need for a trusted expert in real-time communication

It is clear that LBS and geo-fencing technologies offer a considerable benefit to fleet operators, giving them the visibility needed to better control their vehicle networks. To be effective the solution they use must support nationwide operations. While choosing, a fleet operator must opt for a service provider with the necessary heritage and footprint in mobile communications to ensure complete nationwide tracking.
The commercial advantage of asset tracking is real-time data and this means that network downtime isn’t an option. To reap the full benefits that geo-fencing can offer, fleet operators must choose a brand that can not only offer access to all-India network coverage, but a brand that both it and its customers can trust.