Support your operations with the right asset tracking service

Asset tracking is invaluable to logistics vendors who want visibility and control over their fleet and shipments. There are many asset tracking options on the market, using standardised technology like GPS, RFID and mobile networks. To choose one that works for you, it’s essential to have a few criteria in mind.

Pan-India coverage

The backbone of asset tracking is connectivity across geographies. To support deliveries across the country, ensure you opt for a player using a high-quality pan India mobile network. The better the coverage, the better the connectivity and uptime, and in turn the accuracy and cost effectiveness.

Ease of use

The asset tracking solution is fundamental to the day to day running of the fleet and customer services, and a cumbersome solution will swiftly become a liability. The solution must come bundled with all the components needed – transmitting device, software platform, connectivity and user portal, requiring minimal technical know-how to install and operate.

Flexible and cost effective

In choosing a system fleet operators must pick one that can be tailored to their needs. Opting for technology that uses mobile phone networks rather than expensive satellite technology means lower upfront and maintenance costs. Check if the solution is customisable and you are not paying for unused features. The key lookouts should be scalability and a ‘pay-as-you-go’ structure.

Reliability

The logistics industry is fraught with unpredictability and tension. Only a reputed and trusted solutions provider with a nationwide footprint can support you 24x7. Critically analyse the supplier’s track record of successful technology deployment. Asset tracking’s edge is real-time data. Only a brand with a strong reputation and expertise in integrated services can assure you of zero downtime.

The Indian freight transport market is set to touch INR 2,090 billion by 2020. To exploit these new opportunities, particularly in the high value or international segment, any fleet owner would do well to equip themselves with the right asset tracking service.