Do you really own your trucks' data? • Equipment Trend of the Year • Inside EULAs

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# FE Fleet Equipment

Managing Equipment Assets

# DOING GOOD WITH DATA

## Geotab CEO Neil Cawse on the data opportunities, the challenges of reality and what it all means



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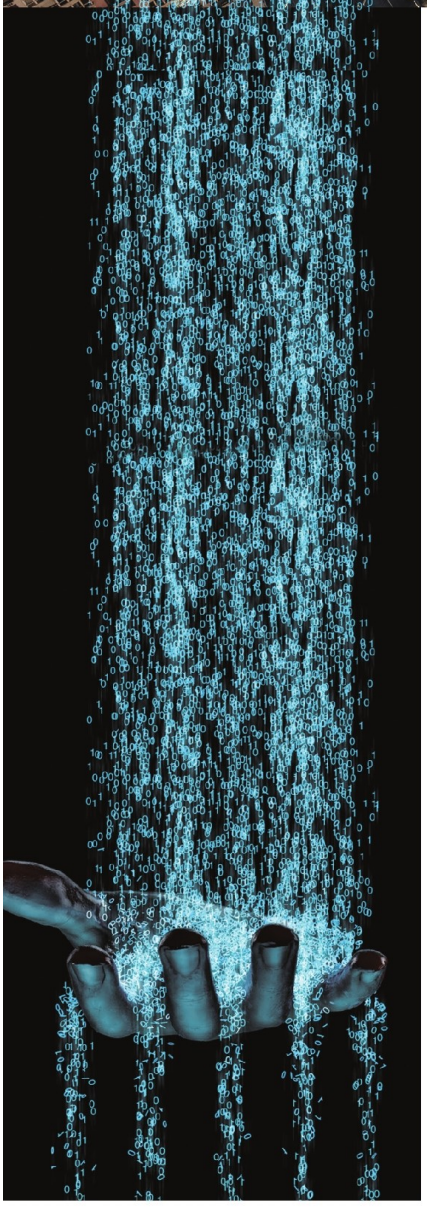
# Data integration: Who has access to your data?



As truck data tracking becomes more precise and telematics capabilities continue to grow, it's important to know the details about everyone you work with—and everyone *they* work with. There has been no shortage of integration between companies, all of whom specialize in different aspects of telematics—whether that's providing the platform, tracking the data, providing routing software or any other solution. It's important not to get lost in the weeds of all this integration and to make sure you know exactly who you're working with and who has access to your trucks' information.

We asked a variety of companies about what they look for when they integrate. Both the OEMs and telematics providers were clear that they have strict standards for companies with whom they work.

"We maintain a focus on security and transparency with all of our partners and expect them to do the same," says Jason Krajewski, director of connectivity with Daimler Trucks North America.

According to Andrew Dondlinger, Navistar's vice president and general manager of connected services, the company has three important steps when integrating with a third party: They make sure a data protection agreement is in place between Navistar and the third party; they make sure they have permission to share the customer's data with the third party; and they look for agile partners who can act quickly while ensuring a quality experience for the customer. Similar standards also apply to telematics providers who integrate with other telematics providers.

"The Verizon Connect platform has robust encryption and security protocols across the entire data lifecycle," says Chris Ransom, director of solutions engineering at Verizon Connect. "Data is transmitted at various frequencies via secure connections on cellular carrier networks. We also have a full-time security team in our engineering group that is constantly assessing any vulnerabilities, ensuring our data process meets our strict security standards."

"The third-party provider must comply with the original end-user license agreement specifications that are spelled out between the provider and the customer," says Gerry Mead, executive director of innovation for Phillips Industries. "The end users' best interests should always come first when integrating with OEMs or suppliers."

These are just a few examples. It's always important to do your homework on any technology or equipment providers you may be working with, and make sure they are working in your best interests. With more data available than ever, there's more at stake.

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you where exactly to find it. It can also help in the unfortunate case of trailer theft. Recovering one stolen trailer can practically prove the ROI right then and there. Stop verification, another trailer telematics application, will vouch for drops and pickups to ensure there are no unauthorized stops along the way, which would help identify possible theft situations. It can also help determine how long trailers dwell at customer locations or ports.

If you're interested in this technology, talk to a telematics provider and tell them exactly what you're looking for—whether that's asset location, help combating trailer theft, or something else. The more specific you are about what you need, the faster you could see ROI on the solution.

### ❸ Routing software

The current arms race to see who can deliver goods the fastest is showing no signs of slowing down thanks to the desire for last-minute delivery from retailers offering one- and two-day shipping. It's no surprise that routing software is becoming more prevalent as it offers delivery fleets a way to cut those precious seconds and minutes out of their routes and maximize productivity.

Routing technology combines real-time GPS data with other routing information such as traffic congestion and weather. In many cases, these are trucking-specific solutions—meaning that they factor in points that truck drivers will need to know, such as drop-off locations or roads that are difficult for an 18-wheeler to navigate. This can set these services apart from those geared toward ordinary car travel.

Some telematics companies are also integrating real-time weather data so that you can see road hazards like impending storms or fog coming. These solutions could anticipate the likelihood of experiencing weather-related delays, including whether the driver needs to be rerouted or pulled off the road entirely.

### ❹ Warranty tracking

Data tracking for warranty claims can be incredibly useful for fleets as well, allowing them to upgrade from paper-based tracking, which may not be entirely accurate or satisfy the warranty provider, and instead use down-to-the-letter tracking software to prove exactly when a part went on the truck and what happened to it.

This solution is specifically geared toward larger fleets with their own warranty administrator—a person who is usually overwhelmed with paperwork and documentation. The data provides them with the ability to submit claims more quickly and with more visibility into where the process is with each claim. This automated process lessens the reliance on one particular person for things to go smoothly and correctly.

*Fleet Equipment* covered this in-depth in our previous issue, and you can read that story here: fleetequipmentmag.com/right-data-increase-successful-heavy-duty-truck-warranty-claim.

## Part II: How rapidly advancing solutions impact data usage

Trucks are generating massive amounts of data into which fleets, OEMs and third-party suppliers have visibility. If your fleet already has a robust data and technology policy, you'll want to revisit it from time to time to make sure it still jives with today's latest technology. If you don't have a policy, you need one. Consider making that your fleet management New Year's resolution.

[Editor's Note: The ownership and use of data is covered extensively in the editor's column on page 1, with the details of technology integration on page 8 and tips for navigating end-user license agreements (EULA) on page 16.]

As new technology and software capabilities are rolled out, you should also expect your providers to notify you

concerning data-usage changes. We asked a couple of truck OEMs and telematics providers how they communicate new features and updates to the agreement.

"We update the EULA periodically throughout the year. Customers are presented with the revised EULA through the portal sign-on process, as well as the application sign-on process," says Andrew Dondlinger, Navistar's vice president and general manager of connected services.

"EULAs are usually updated at the end of a contractual period or when system changes are made that influence the agreement. They are directly communicated to the end user in writing, by phone or in person," says Gerry Mead, executive director of innovation for Phillips Industries.

The next thing you should look for in your EULA is what limitations there are on data usage—both by the provider and any outside companies they might work with.

"EULAs need to assert extensive liability limitations. The EULA holds harmless the licensor (provider) in the event of a catastrophic failure or accident. It also ensures that there is no unauthorized use of identified data regarding a non-disclosure agreement from either party," Phillips's Mead notes.

According to Navistar's Dondlinger, the OEM has put limitations in place on the usage of data. Dondlinger says that Navistar can: use the data internally to help improve its products; use the data externally as long as the data is aggregated and anonymized; and share data with integrated partners on behalf of the vehicle (data) owner.

"There's no limit to what you can collect and analyze to improve your business operations and reduce cost," says Chris Ransom, director of solutions engineering at Verizon Connect. "But it's important for businesses to make sure they are thinking about data at scale in the early days. Adding scale, increasing security or advancing business logic can become more difficult as a business grows."

Again, for more EULA advice, flip to page 16.

What you'll need to decide is what data is important to your business and how that relates to the data solutions you depend upon.

For example, says Neil Cawse, chief executive officer of Geotab, in Geotab's device, the company records diagnostic data and monitors it to see how it's performing, whether there are bugs in the software, or if anything is happening that's not supposed to.

"We gather all this proprietary data that really has no use to the fleet manager, but is very important for us to build and engineer better products," he elaborates. "The same thing is going to apply to the truck OEMs. The OEMs may want to measure temperature distribution of their new engine, for example, so that they can optimize it for the next generation of engines and make it better and more reliable. This kind of data tracking doesn't really benefit anybody except the company that engineers the product."

One thing you'll want to be sure you understand the use of is data that shows your truck's location.

It's easy to see why that is. Say your fleet has fallen behind on a few shipments. What if your competitor can purchase that information, and they can use it to lure business away from you? They can go to your clients, tell them what they know, and show them the data to prove it. It's a compelling argument.

This, Cawse says, should be one of a fleet's top concerns: whether the data that's being tracked could potentially help their competitors. If you're working with a company that is selling this information, that's a problem.

"You have to ask these questions," Cawse concludes. "The proactive fleet starts asking them now, and the reactive will ask them in five years."