

# Integrated Tracking

## HIGHLIGHTS

- A comprehensive system, fully integrated with your Mobile Workforce Management solution
- The ability to advise customers how far engineers are away from jobs
- A fully auditable record of staff movements meets the need to comply with legislation
- The ability to demonstrate non personal use of company vans
- The availability of accurate, real-time location information which is a key input to any scheduling system, whether human or software driven

“We expect an added bonus of this new system will be improvements in performance management”

Brian Lumb, Data Solutions Manager,  
Anglian Water

## WHY TRACKING IS IMPORTANT

Tracking is not simply a matter of knowing where your staff are at any time. Effective tracking involves taking this raw data and using business logic to build it into your service process. Being able to advise customers how far field workers are away from jobs can dramatically improve satisfaction levels, even in cases where SLAs will be missed. Legislation is placing an ever-growing burden on businesses to account for the whereabouts and actions of their staff at all times, and making them fully responsible for their safety while working. A fully auditable record of staff movements meets this requirement. Where an employer has certain minimum standards for behaviour and treatment of company assets such as vehicles, having a system that implicitly enforces these policies is a bonus. Accurate, real-time location information is also a key input to any scheduling system, whether human or software driven.

## MAKING THE MOST OF CUTTING EDGE TECHNOLOGY

The growth of portable tracking technology such as Global Positioning Systems (GPS) and Radio Frequency Identification (RFID) has greatly extended the type and volume of data available to companies involved in supply chain or field service. Systems using these technologies have the potential to generate large volumes of data that can overwhelm any existing management system and obscure the key data that aids the business process. Integrating tracking data to your business process is key to realising the full benefits the technology has to offer.

## ALL EMPLOYERS CAN BENEFIT

Even for companies that don't require high levels of detail, vehicle tracking has nevertheless become a more pressing issue due to changes in the Inland Revenue's treatment of company vans. From April 2007, the presumption has changed to one where the van is presumed available for personal use, unless logs are kept to demonstrate otherwise. This has a significant impact on drivers, who risk facing an increase in taxable benefit of 600% up to the level of a £20,000 company car.



“If a customer books one of our drivers, we can tell them exactly where the nearest vehicle is and give them a time as to when the driver will arrive. If for any reason the vehicle is delayed - if it’s in traffic, for instance - we can give the customer an updated arrival time based on the vehicle’s progress”

Peter Ingram. IT Director, Addison Lee

## MAKING THE RIGHT CHOICE

Choice of the most cost-effective and appropriate tracking system has to be made within the context of overall Mobile Workforce Management requirements: human and technology requirements as well as business systems and process.

As an expert in Mobile Workforce Management systems and practice, Cognito has the right experience to help organisations with task-oriented field workers who need to integrate or optimise vehicle tracking solutions into their business, enabling them to increase the efficiency and effectiveness of their operations.

Cognito can advise on the right blend of security, safety and performance features for any given business application; and as importantly, provide the consultancy and technical expertise to integrate the chosen technologies with the existing or planned Mobile Workforce Management solution. Cognito’s experience in implementing complementary technology to the core mobility connectivity includes migrating and integrating existing tracking solutions, thereby maximising established system investments while delivering the desired benefits of an enhanced, integrated solution.

As business needs evolve, Cognito’s complete understanding of the total business solution and our experience in a broad array of mobility technologies can be brought to bear, further delivering business benefits to our customers.

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