

6 STEPS TO ANALYTICS SUCCESS

Follow the steps to see how easy it is to get started with analytics in your transportation operation.



DEMAND EMBEDDED ANALYTICS

Piecing together information from multiple sources is time consuming and it will prevent you from maintaining a solution. To get the most out of your analytics solution, ensure that it integrates with your current systems and platforms.

STRATEGIZE FOR COLLABORATION AND SHARING

Get a strategy in place for sharing key performance indicators (KPIs) and reports with the appropriate team members. There's no point in identifying areas for improvement if you don't communicate with the people who can address them.

DETERMINE WHO YOUR DATA EXPERTS ARE

Analytics solutions are supposed to make your life better. They should be easy to use — with data that is easy to access. Ensure you have the proper person (or persons) in place to both manage and mine your data.

ENSURE VISUAL CAPABILITIES MEET YOUR NEEDS

Finding problem spots in a standard spreadsheet can be challenging. Solutions with advanced visualizations can help you quickly and easily drill down into those weaknesses so you can make positive changes.

DEFINE YOUR BIG PICTURE

To get the most out of an analytics solution, you need to ask some important questions. What are your major fleet challenges? What are your biggest pain points? What metrics are most important to the business?

DIVE IN!

Whether you have five routes or 5000+ routes, analytics can be a huge asset to your business. Start by understanding the kind of data your fleet collects from GPS positioning data and vehicle data — critical events, engine performance, driver performance, and more.

Consider the tips above and learn more about Omnitrac's analytics solution, Insight. www.omnitrac.com/products/insight

