A bevy of technological changes in the fleet management landscape is creating a whole new stage for fleet managers to hone their performance and enhance the overall fleet productivity with smart and intuitive systems. The utilization of fleet management software systems empowers companies to improve driver behavior and prevent accidents by monitoring events like sudden acceleration, abrupt braking, or speeding. Digital tracking makes certain that the fleet manager is aware of the driver’s identity and the vehicle’s location at all times.

With the right mix of business savvy and inventive technology, companies are utilizing telematics systems and GPS tracking to better control their fleet. In the future, vehicles might even drive themselves, interact with mechanics to schedule service appointments when a maintenance alert is issued, or even automatically drive to the closest fuel station when running low on fuel. With several such advancements on the horizon, fleet managers have the opportunity to go a step above the competition by leveraging the latest innovations.

To help CIOs, CTOs, and CEOs find the right fleet management solutions, Logistics Tech Outlook’s selection panel evaluated hundreds of fleet management solution providers that deliver innovative technologies and methodologies along with outstanding customer service. The listing provides a look into how these firms can help tackle the market challenges and gives a comprehensive understanding of the available technologies and how they add value to the enterprise.

In our selection, we looked at the vendor’s capability to fulfill the need for cost-effective and flexible solutions that add value to the complex fleet management landscape. We present to you Logistics Tech Outlook’s Top 10 Fleet Management Solution Providers 2017.

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**Company:**

iTRAK®

**Description:**

Develops powerful tracking, mapping, and reporting solutions in the fleet management space.

**Key Person:**

Thomas Grounds, President & CTO

**Website:**

www.itrak.com
With a mission to ‘design, develop, implement, and support technologically sound, yet simple GPS tracking systems’ for commercial fleet operators, iTRAK Corporation is providing powerful tracking, mapping, and reporting solutions. As a forward-thinking company, they strive to evaluate and adopt new technologies, so their customers have the best cost/benefit ratio for services that meet their evolving fleet management needs.

Mobile information technology has become more widespread in recent years but has been in existence since the mid ‘70s. Its original developments targeted public safety agencies and utilities that could afford the relatively high cost. iTRAK’s technology and knowledge base are rooted in the public safety and utility industries that helped forge the Fleet Management Technology in use today; as its founding engineers have a long history in the market.

It is from these early technological roots that the current modern wireless GPS vehicle tracking systems would eventually grow. Thomas Grounds, iTRAK’s President and CTO, explains, “As technology tends to move in cycles, we see the markets moving from enterprise systems, to cloud-based systems, back to Intranet/Enterprise as well as hybrid cloud/edge systems. We have the experience to anticipate these trends and we have the longevity and knowledge to understand their best cost/use for fleet managers.”

Many companies adopting tracking technology today are focused on business efficiency, cost reduction, and savings; as well for its original needs—safety and security. iTRAK places emphasis on utilizing the right mix of stable technology to meet their customer’s operational needs. Their approach is to incrementally add new technology as it stabilizes and provides an improvement in logistical and safety performance. One example of this is their integration of improved tracking systems that utilize multiple GPS/GNSS as well as Micro Electro-Mechanical Systems (MEMS) technologies. By incrementally incorporating new functionality, iTRAK ensures that their customers remain competitive—disrupting their competition without disrupting their own organization.

iTRAK Fleet Executive (iFE) is a full-featured, Web-based GPS tracking solution for commercial fleets as small as 5 vehicles, to enterprise systems of 50,000 vehicles. Companies managing large fleets often face challenges handling their ‘big data’ sets of information. iFE has been developed to provide stability and efficiency for large and small fleets, utilizing multiple redundant server systems and cross-checking to verify data integrity. Designed for global deployment, iFE currently supports nine languages and can function either as a shared Internet cloud solution, or as an Intranet private enterprise solution. The system is scalable and can be dynamically expanded for either higher redundancy or greater loading requirements, across multiple geographical locations.

Based in Colorado, iTRAK is proud of its heritage as a U.S. tech company. All of their engineering and IT work, as well as their customer service and administrative work is done locally, despite substantial market pressure to outsource many of these activities. iTRAK believes in working globally with their sales and marketing partners while balancing that with technical and corporate operations in the U.S.; as well as supporting their local Colorado communities.

As they look for future trends in the fleet management landscape, iTRAK is constantly reviewing new and emerging technologies for potential integration. The company is currently analyzing the added value of Artificial Intelligence (AI) systems to evaluate complex data sets in near real-time for exception alerting. “While the majority of the market is not ready for drone or autonomous vehicle remote management, we are beginning work on analysis that will allow us to make recommendations to our clients in the future when the technology, economics, and timing make more sense. As the market changes, iTRAK and our clients will be ready,” concludes Grounds.