

MMR Partners with Drexel University to Assess Current Market Conditions for GPS-Based Solutions



Drexel University's Lebow College of Business, one of the nations' leading business schools, has recently conducted research for MMR on the current state of the GPS market. Specifically, a class in the Baiada Center in Technology Entrepreneurship has worked with MMR to produce an extensive report with some very interesting findings. Here are the highlights:

Growth of the GPS market is fueled by many factors, but most importantly, fleet owners have begun to fully understand the benefits of GPS. Awareness of the key benefits have increased like improved worker productivity, enhanced operating efficiency, reduced costs and better customer service. Also, low-cost reliable wireless data networks offer broad coverage, and in-vehicle monitoring systems are more affordable.

To illustrate the impact this technology is having on the commercial marketplace, listed below are some key ROI metrics from a large fleet operator, who participated in the Drexel survey. This company had implemented a GPS fleet management solution less than 6 months ago, and is projecting their annualized benefits to be as follows:

- Reduction in fuel costs of \$637 per vehicle
- Potential 20% reduction in at fault accidents of \$359 per vehicle
- A cost savings of \$148 per vehicle for underutilized fleet capacity
- Maintenance cost reduction of \$29 per vehicle

Total cash benefits expected to well exceed \$1,173 per vehicle per year

For more details on this report, call Steve Johnson today at 856-642-3900, ext. 113, or reach him via email at sjohnson@mobilemanres.com.