



Next-gen Fleet Management Tools Launched in For-hire Market

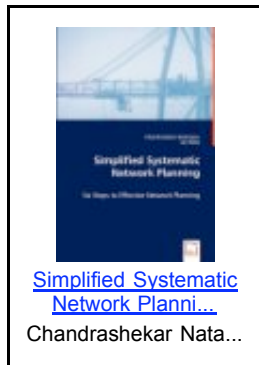
XATA aims to help for-hire companies make smarter and better-informed decisions on using their fleet assets

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By Editorial Staff

Minneapolis — October 7, 2009 — Fleet operations optimization specialist **XATA Corporation** is set to roll out its next-generation Fleet Performance Management (FPM) applications and a new onboard computer (OBC) to enable XATA's fleet optimization solutions for the for-hire trucking market.

To help for-hire companies make smart and informed decisions on using their fleet assets, XATA is rolling out a series of application updates over the next year. A trailer-tracking-and-reporting tool is scheduled for release in late 2009, followed by electronic, graphical driver logs for the for-hire market in early 2010.



Later in 2010, XATA said it plans to deliver a reporting and analytics package as part of its FPM for-hire solution. With these applications in place, for-hire customers will have access to fleet- and business-insight capabilities, based on the applications available in XATANET, which is designed for private fleets.

XATA said its new, non-proprietary onboard computer, supplied by **Digi International**, will enable XATA to provide a compact, ruggedized unit that will deliver the communications and navigation technology currently available on XATA's MobileMax platform. It will also offer a significant boost in processing power and an enhanced array of communications specifically designed to meet the needs of the for-hire market, the solution provider said.

This new platform, which works with XATA's existing family of in-cab color displays, will offer electronic driver



logs, incorporating XATA's 20 years of experience with electronic logs, as well as trailer tracking, configurable dashboards and fleet analytics, among other fleet optimization tools.

"Rising costs and an ever-tightening compliance environment are forcing both for-hire and private fleets to further optimize their operations," said Jay Coughlan, president and CEO of XATA Corp. "Today, it's all about giving managers and business leaders a timely, accurate read — from dispatch and vehicles to drivers and compliance — on how their fleet operations are providing them with a competitive advantage. Over the next year, our FPM solutions and next-generation technology will help for-hire companies do a better job of managing fleet and driver performance against their corporate strategic goals."

Some high-level features and benefits of the new OBC include support for ZigBee and WiFi wireless connectivity with low-power sensor networks within and around vehicles to monitor such items as tires, reefer units, door latches, temperature sensors, cargo sensors and RFID readers, as well as support for both satellite and GPRS and CDMA cellular for instant, always-on multimode communications. The solution also supports CAN J1939 and J1708 vehicle bus-interfaces, and it has the ability to withstand the shock and vibrations found on heavy duty trucks with SAE1455 certifications.

"With this new onboard computer, we have the ability to take the for-hire market well beyond what is available from competitors," said Tom Flies, senior vice president of product management with XATA. "By tapping the expertise gained from nearly two decades of helping the country's largest private fleets reduce costs, increase safety and enhance customer service, we have the talent and track record to deliver leading-edge fleet management tools to serve the for-hire market."

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