



Control more costs with custom data visualizations.



When every decision makes money or costs money, inform those decisions with data reporting tailored for your fleet. Work with your fleet management provider to build custom reports in Microsoft® PowerBI. Let the reports gather the insights while you focus on putting them to work.

Standard fleet data reporting that comes part and parcel of your fleet management platform delivers essential insights. Complex fleets with specialized vehicles and mixed assets also have additional, sophisticated reporting needs. Yet many fleets don't automatically have the necessary reports they need to make informed decisions quickly and efficiently.

Instead, insights that should be at decision-makers' fingertips 24/7 take time, energy and resources to pull together.

Work with your smart fleet management provider to build custom reports that display specified types of data from across the fleet; all makes, years, types and models. Access standard and custom reports on the same online platform to see what's costing, what's making and where your fleet's budget is going.

Balancing operational efficiency with cost management across a specialized fleet and numerous locations takes data—a lot of data specific to that fleet. In this paper, we share examples of popular custom report types fleets like yours already use to enhance decision-making.

Customized reporting provides detailed insights needed for a complete picture of your operation—without your spending time and resources to pull, assemble and analyze data yourself.



Idle versus PTO



On-time arrivals



Inspections



Asset utilization



Asset usage



Executive Summary



Idle versus power take-off (PTO)

Specialized fleet vehicles that run auxiliary equipment also use fuel to power that equipment. Utility trucks idle while crews operate the crane. Garbage trucks use fuel to operate their hydraulic grabbers. Snowplows advance slowly as they clear the road, making them less fuel efficient than trucks whose primary purpose is traveling from site to site.

Know how much fuel is used for operations and auxiliary equipment versus how much is wasted by letting the engine run without a valid reason. Work with your fleet management technology provider to build a custom report for idling versus PTO events.

- Uncover and reduce idling outside of what's necessary for operating.
- More accurately budget for fuel that powers auxiliary equipment.
- If possible, include cost estimates associated with the idling times based on fuel burn rates.

The Minnesota Department of Transportation (MnDOT) alone spends more than \$2 million on diesel fuel each year for its snowplowing operations.

[University of Minnesota](#)

On-time arrivals

“Parking lot and street plowing services are the backbone of the snowplowing industry, making up nearly 40.0% of revenue.”

[-IBISWorld](#)

Every fleet has schedules to keep and commitments to meet. When other people take your fleet's punctuality for granted, your operation is doing some things right. Example? Fleet health. Reliable transit buses provide reliable service. Well-maintained construction equipment keeps the site working.

Reliability makes money. Your fleet's on-time arrival rate is a key performance indicator (KPI) of overall operational performance and efficiency. People—customers, clients and crews alike—expect punctuality. Work with your provider to build a customized report for monitoring your fleet's on-time performance.

- Define on-time KPIs to measure overall fleet and operational performance.
- Benchmark effectiveness of operational and safety initiatives.
- Support revenue-generating activities such as job bids with data that proves your fleet's reliability.
- Know sooner rather than later if service levels decline to identify and address root causes.
- Inform other efficiency strategies such as investments in added vehicles and assets or personnel growth.

Asset utilization

Using each fleet vehicle and asset to its best advantage translates into more control over operational costs and revenue growth. A custom fleet data report that centralizes and shows your fleet's asset utilization details may as well be money in the bank. Work with your fleet management provider to build and tailor a report that dishes the data you need to inform deployments, cost control measures and revenue growth.

View the top three items that cost every company the most.

- Utilization
- Usage hours
- Mileage trends

- Identify underutilized and over-performing assets with high-level and detailed analysis—for all or regional locations.
- Right-size your fleet inventory and more effectively plan for future vehicle and equipment needs.
- Reduce unnecessary replacements, rentals, fuel, service, repair and maintenance costs.
- Bid for projects more accurately based on real-world utilization.
- Plan, justify and negotiate budget spend more effectively.

“When asked how [equipment managers] would respond to the ongoing disruptions in supply, 44 percent said they would increase maintenance budgets in 2023 in order to extend useful life, up from 39 percent in 2022. Some 28 percent of managers said that they will accelerate purchasing plans for equipment to ensure they have what they need when their organizations need it. This percentage is also greater than 2022, when it was 20 percent of respondents.”

Rod Sutton, *Fleets Alter Strategies for 2023*, [Construction Equipment Magazine](#)

Asset usage

On- and off-highway fleet assets aren’t cheap. For example, a new backhoe loader costs, on [average](#), \$100K to \$200K. Used ones still cost a pretty penny. According to [Equipment Watch](#), prices for a used backhoe loader “increased during the 12-month period from June 1, 2023 to May 31, 2024, marking the highest average price in the last five years.” Whether it’s bought, borrowed or rented, every asset needs to earn more than its keep to justify acquisition and operation costs.

A custom asset *utilization* report shows how effectively fleet assets are deployed. A custom asset *usage* report shows how effectively those assets are used where they’re deployed. Know what you need to know, when you need to know it, to make informed decisions at the drop of a hard hat.

- Optimize each asset’s usage by monitoring its real-world performance.
- Maximize revenue and operational efficiency by informing acquisition, driver schedules and maintenance schedules.
- Investigate, identify and address underutilization and idling outside of accepted ranges.
- Track real-world asset usage for more precise customer or client billing.

Driver safety

Preventing accidents prevents the citations, lawsuits, downtime and additional costs that come with them. Hold everyone to the same standard for safe driving. Work with your smart fleet provider to tailor a report that shows trends, habits and behaviors that align with your fleet’s priorities for safe driving—as well as local, state and federal regulations.

According to the National Highway Transportation Safety Administration ([NHTSA](#)), “For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities.” Citations and added fuel use that result cost even more money.

Create custom reports that deliver real-world, real-time insights into how often drivers exceed posted speed limits and engage in other unsafe behaviors. Let the custom report pull your data. You focus on the big picture of safety.

- Pull in TCU, [ELD](#) and [driver coaching](#) data for a clear, objective picture of each driver’s behavior and performance.
- Know who brakes too hard, accelerates too fast, doesn’t wear a seatbelt, and drives distracted.
- Use those metrics to measure how effective your safety strategies, policies and technologies are.

“In 2022, speeding was a contributing factor in 29% of all traffic fatalities.”

-NHTSA

[Dangers of Speeding](#)

Inspections and compliance

Apply your time, energy and resources to ensuring your fleet's i's are dotted and t's are crossed. Tailor reports to pull and display electronic inspection, driver HoS compliance and vehicle maintenance insights into real-time, accessible data visualizations.

Inspections	Driver compliance	Vehicle compliance
Pull and monitor electronic inspection data to ensure inspections are performed as required. Ensure compliance with DOT and OSHA regulations. Reduce non-compliances, control repair and maintenance costs, and reduce the frequency of critical repair bills.	Pull and monitor ELD data. Ensure timely, accurate driver hour entries, off-duty time compliance, and compliance with cycle limits. Stay on top of unidentified driving logs available hours to protect against accidental overages or underutilization of available driver hours.	Pull and combine multiple types of maintenance data. Inspections, diagnostics, remote tire temp and pressure data: stay on top of it all, more efficiently. Uncover non-compliances, as well as trends in defects and faults. Increase uptime. And control more repair and maintenance costs.

Executive view

People who lead need data to inform their decisions. Work with your provider to build a custom report that pulls and combines your fleet's KPIs, trends, and real-time or historical analysis of the core metrics that matter most.

Authorize personnel to access the insights they need online, so they can focus on making the most of your fleet to drive business; not pulling data. Enable anyone in a leadership position to see what's going on in their location so they can enhance productivity instead of reporting.

Capture a high-level overview of KPIs and trends to inform decisions.

Roll up multiple reports into a single, high-level overview for a real-time or historical analysis.

Let the reports do the heavy lifting. You focus on decision making.

Data drives strategic decisions that drive growth, efficiency and optimizations. Custom data reports deliver centralized, real-time access to core data, without you (or others) having to pull those insights yourself. Focus on making decisions that enhance business and overall fleet performance. Work with us to create a custom data visualization in Microsoft® PowerBI to fit your specific needs. Know your fleet better than your competitors know theirs. Turn raw data into actionable insights using tailored, detailed visibility—without reinventing the wheel.

Know what you need to know (now) to make more informed moves that make more money. Download our Zonar custom reports brochure to learn more about each report template that's already built and ready to tailor for your fleet.

- Idle and power take-off (PTO): Know when fuel is used for working or wasted in idling.
- Executive summary: Inform decisions using key performance indicators (KPIs) and trends.
- Asset usage: Optimize how effectively fleet assets are used with details into their operation.
- Asset utilization: Identify underutilized and over-performing assets across locations.
- Driver safety: Stay on top of driving practices to ensure safety and mitigate insurance costs.
- Inspections: Monitor Zonar EVIR® data to ensure regulatory compliance.
- On-time arrivals: Ensure reliability and protect service levels by monitoring punctuality.

Enhance your operation's overall performance and profitability. View custom reports alongside standard Zonar Ground Traffic Control® reports for more efficient decision making. All on a single, user-friendly dashboard that shows what's what in clean, understandable data visualizations.

[Download the brochure.](#) | [Set up time to speak with an expert.](#)

About Zonar

Since 2001, Zonar has pioneered smart fleet management and mobility solutions so fleets of every size and mix can operate more safely and efficiently. Now, we're a leading provider of solutions that enhance visibility, asset utilization, fleet health, and safety and compliance for operations in commercial trucking, pupil transportation, mass transit, and hard-working vocational. We also partner with OEMs and other industry leaders to provide seamless integrations and deeper insights.

We were founded on safety, and Zonar remains committed to keeping our roads—the same ones we share with other families—safe. Our complete, award-winning platform fits virtually any fleet and features our 60+ patented technologies. We develop solutions with an innovative spirit, and back them with our award-winning 24/7/365 U.S.-based Zonar Customer Success team.

Zonar is headquartered in Seattle, Washington. We also have locations in Cincinnati and West Chicago.

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