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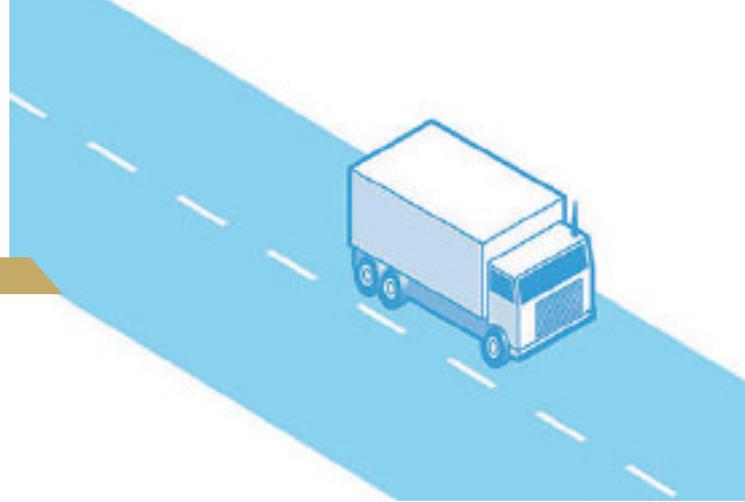


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## EARNED RECOGNITION: THE OPERATIONAL BENEFITS OF SHARING TACHOGRAPH DATA

By Andrew Tavener, Head of Marketing, Descartes Systems UK

**T**ime is money as they say - and never has this been truer for transport operators. As the demand for faster, more personalised delivery options continues to rise, transport companies are faced with the challenge of how to meet this demand while still remaining profitable and, importantly, compliant. Add in driver shortages, emissions charges, rising congestion and penalties for missed delivery slots, and it is clear that change is afoot - a more collaborative, compliance-led approach to transport management is required to meet increasing demand with stretched resource - and technology will be key.

### Industry challenges

In 2016/17, the DVSA reported that 6637 penalties were issued to HGV drivers or operators who violated drivers' hours or tachograph rules, the equivalent of £1,487,750 in fines. With greater demand to achieve more with less, coupled with increasingly complex processes, it is more important than ever that the right technology is in place to guarantee compliance. Drivers must not find themselves in situations where they have to park up in laybys for a rest or wait for delivery slots. Nor should they ever be faced with a choice between exceeding drivers' hours or missing a delivery slot.

Greater collaboration is crucial, and industry bodies are responding. The Earned Recognition pilot, launched by the DVSA, aims to refocus their resources on the seriously and serially non-compliant, by inviting transport operators to voluntarily share Key Performance Indicators (KPI's) on their tachograph data. In return, operators will receive fewer roadside checks, as well as a reduction in the associated cost and time that hauliers can lose during these stops.

Understandably, many transport operators may be cautious about this form of data sharing to begin with. However, those looking to work within a compliance first framework should have nothing to fear and the benefits

of fewer or no roadside checks could translate into big potential cost savings.

By modernising in this way, the DVSA can utilise a more efficient and pragmatic approach to monitoring compliance, freeing front-line resource, and allowing compliant transport operators to see a clear reduction in the impact to costs and end customers. Adoption of electronic compliance management solutions is also an opportunity for operators to move beyond siloed operations to create a joined-up, collaborative model for effective, end-to-end information sharing that can truly transform transport operations - and unlock opportunities for crucial efficiency gains.

### Opportunity

Descartes Smartanalysis is the industry's leading tachograph analysis and compliance management solution.

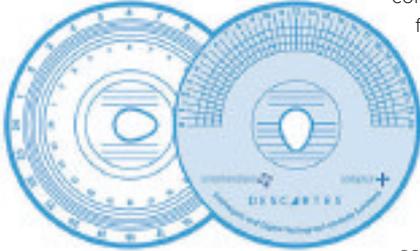


Descartes has worked with the DVSA, alongside other providers and operators, to provide the KPIs required by the Earned Recognition pilot for tachograph data and the management of drivers' hours. The Smartanalysis solution can provide more than 100 standard reports and has these KPIs configured specifically to meet the requirements of the DVSA pilot. It allows transport operators to achieve Earned Recognition status easily and simply.

By automatically sharing compliance data and opening up the organisation to more collaborative processes,

operational efficiency can also be improved and wider benefits gained. Streamlining fleet operations with route planning software will minimise costs by reducing the miles driven, the fuel consumed, and the vehicle servicing and maintenance necessary as a result.

As with telematics data, tachograph data can be fed back from the vehicle whilst it is in use to provide a direct feed from the electronic drivers' hours compliance management solution



for route planning and scheduling.

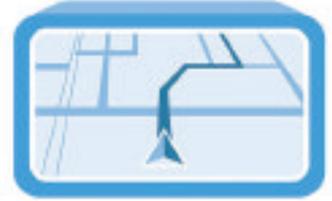
This ensures this key criterion is included within the planning process by default. Continuous background optimisation of deliveries enables operators to extract the maximum efficiency benefit from route planning

software and provide costed delivery

options at the point of sale that are no longer a race to the bottom, but that are generating a healthy profit instead.

What is more, this only scratches the surfaces of ways in which transport operators can utilise their telematics data to drive greater performance, efficiency and service. Using telematics with a routing and scheduling

system, for example, not only allows the fleet manager to see where a vehicle is, it enables them to compare this to where it should be. New jobs can be added in real time or corrective action can then be taken to re-route a vehicle to keep to a committed delivery time, or warn the customer in advance should the driver be running late, all in a compliance first framework.



**Conclusion**

Today's pressures demand a far more efficient approach to fleet management, and transport operators must be compliance-led, proactive, and technology-enabled in order to not only survive but thrive in these changing times. Compliance management solutions, along with collaborative technology and processes, will be key to achieving tangible business benefits; it is the ability to leverage and share accurate real-time information that will enable transport operators to better manage assets, vehicle and driver compliance, and live by the 'do more with less' mantra.

**For more information:** [www.smartcompliance.descartes.com](http://www.smartcompliance.descartes.com)

