HOW TO PICK THE RIGHT ELD PROVIDER FOR YOUR FLEET

Choosing the right ELD solution takes time. Fleets need to make sure that the ELD not only meets the technical requirements, but the requirements of business operations, and that the provider can adequately support the overall business needs now and in the future.

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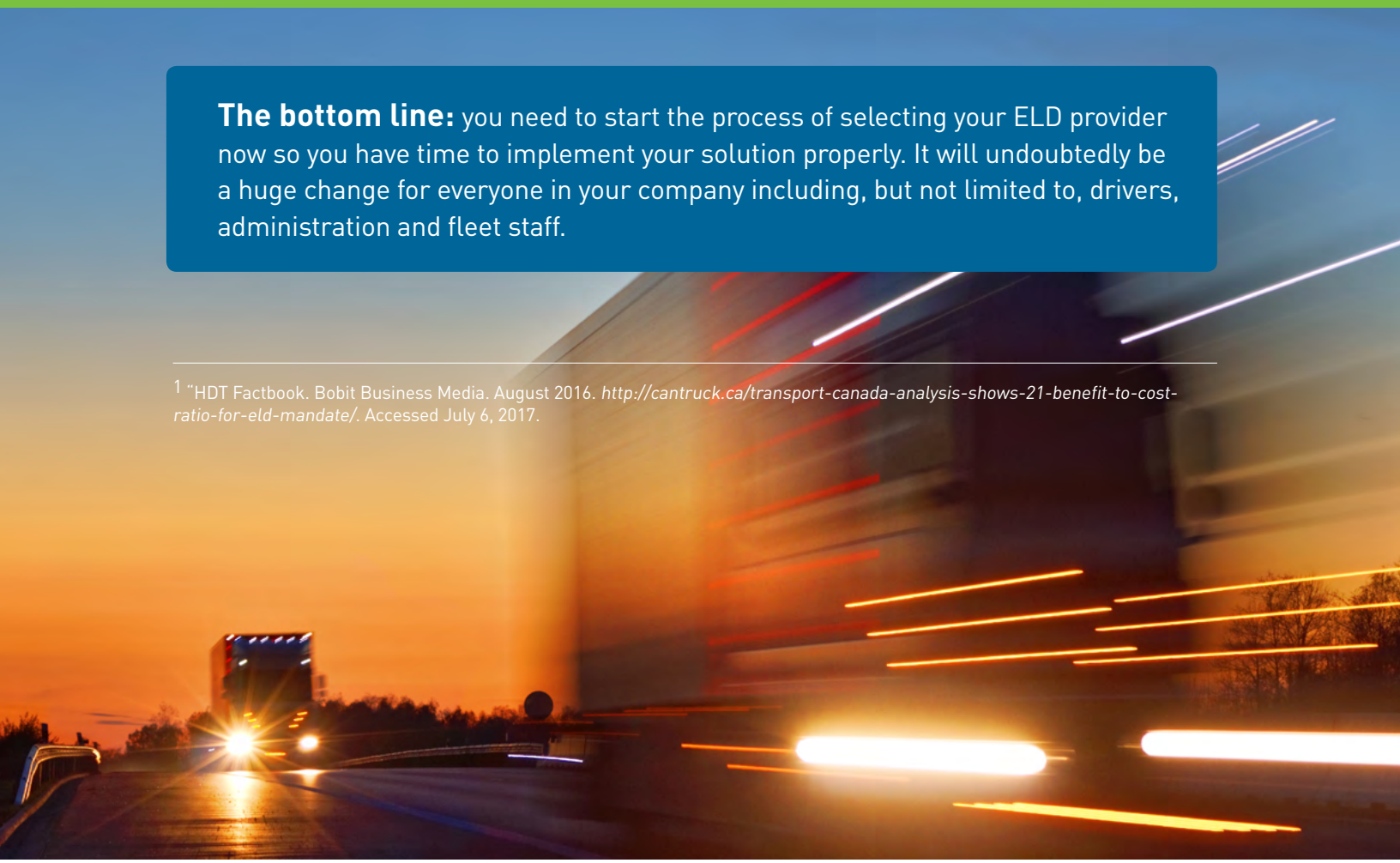
Look before you leap

The Electronic Logging Device (ELD) Mandate will go into effect on December 18, 2017. The mandate will result in a significant shift in the way the majority of fleets keep track of Hours-Of-Service (HOS) data. It will mean that all drivers who are currently required to keep HOS Records of Duty Status (RODS) using paper logs will have to log these hours electronically or risk getting cited and taken out of service, with fines likely for both the driver and motor carrier.

The ELD Mandate will affect a large number of fleets. The number of fleets not currently using an Electronic Logging Device (ELD)/Automatic On-Board Recording Devices (AOBRDs) to log HOS data is about 15%, according to Transport Canada[1].

The bottom line: you need to start the process of selecting your ELD provider now so you have time to implement your solution properly. It will undoubtedly be a huge change for everyone in your company including, but not limited to, drivers, administration and fleet staff.



[1] "HDT Factbook. Bobit Business Media. August 2016. *http://cantruck.ca/transport-canada-analysis-shows-21-benefit-to-cost-ratio-for-eld-mandate/*. Accessed July 6, 2017.

Why Picking the Right Provider Is Key

There are lots of different providers out there, so make sure you choose the one that is right for you. Here are three reasons why picking the right provider in good time is crucial:

1. It takes time to look at all the different providers and pick the right one for your fleet — usually much more time than you think. There's a lot to consider. For example, many software companies — from GPS tracking/telematics companies to other fleet management software providers — are jumping into the ELD business. This means it's important to compare and understand the benefits ELDs and their integration with other in-house technology solutions could bring to your fleet beyond HOS recordkeeping.

2. There's no one-size-fits-all solution. All fleets are different and have different needs. The right provider for you will be the one that will help you be compliant and stay compliant. The provider also needs to offer solutions that are the right fit based on the industry you operate in, your range of coverage, and how technologically savvy your drivers are.

3. Training, developing a compliance culture, and rolling out the new program takes time and can't be rushed. Many of your drivers will have been using paper logs for decades, and will have their own views on the change, so don't underestimate the scale of the shift in mindset you will face. Consider this: "change management" is now a familiar course for business management degrees. Research demonstrates that major changes at companies can result in a high number of failures, with studies by McKinsey[2] putting the success rate for transformational programs at less than 40%. Managing the change is as important as finding the correct ELD solution. A carefully selected provider that fully meets the needs of the fleet can play a crucial role in helping to successfully manage organizational change and making ELD implementation and adherence a success.

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2 "Corporate Tranformation Under Pressure," McKinsey & Company. Isern, Josep; Meaney Mary C.; Wilson, Sarah. April 2009. *http://www.mckinsey.com/business-functions/organization/our-insights/corporate-transformation-under-pressure*. Accessed June 18, 2017.

How to Pick the Right Provider

The right provider doesn't necessarily mean the first one you find. Knowledge of technical compliance to the ELD Mandate is an essential first step in making the right decision.

The FMCSA's final rule requires ELDs to:

- Include integral synchronization interfacing the engine control module (ECM) to automatically capture engine power status, vehicle motion status, kilometers driven, and engine hours. (The exception: commercial vehicles older than model year 2000 are not required to have an ELD).
- Automatically log changes in vehicle motion and change of duty status.
- Be able to present a graph grid of driver's daily duty status changes on a display or printout.
- Give an unassigned driving time/kilometers warning on login with an option for the driver to accept unassigned driving time.
- Indicate automatic duty status change to 'Driving' on vehicle movement detection and 'On-Duty Not Driving', when CMV has not been in-motion for five consecutive minutes and driver has not responded to an ELD prompt within one minute. No other non-driver-initiated status changes are allowed.
- Have the device's time recording be synchronized to UTC (coordinated universal time). Absolute deviation must not exceed 10 minutes at any point in time.

Important aspects of the ELD Mandate are requirements related to transferring, displaying, editing, and monitoring data:

1. **Transmitting Data:** At a minimum, the ELD must transfer data via both wireless Web services and e-mail or the ELD must transfer data via USB 2.0 and Bluetooth.

2. **Data Display:** The device must also be capable of displaying a standardized ELD data set to authorized safety officials via display or printout.

3. **ELD Editing:** While fleet staff will be able to edit a driver's record (with the driver's input and approval), an ELD must not permit alteration or erasure of the original information collected concerning the driver's ELD records, or alteration of the source data streams used to provide that information. ELDs must support data integrity check functions.

4. **Monitoring Compliance:** ELDs must have the capacity to monitor its compliance (engine connectivity, timing, positioning, etc.) for detectable malfunctions and data inconsistencies at all time. ELDs must record those occurrences.

Outside of FMCSA requirements, it's also important to consider if the solution provider will be able to handle a rollout to your particular fleet type in terms of installation and training — does the provider have the capacity and/or the specialist knowledge required to support the ELD for your specific vehicles and industry use case?

Companies should gauge the ability of the ELD provider to meet the particular needs of specialized fleets. Fleets in the service, rail, or construction vertical are very different from the traditional long-distance trucking fleets, and require a provider, such as BSM powered by Bell, to meet and support these differences. For example, traditional long-distance truck drivers are usually assigned to the same vehicle for days or weeks at a time, so the solution can easily stay with the truck. However, a driver in a service fleet frequently changes vehicles, so this fleet will need a solution that can go with the driver as he or she changes vehicles.

In addition, many specialized fleets need to have data integration with traditional driver tools, such as driver apps, with specialized, purpose-built driver apps designed for the specific job function.

Other Capabilities to Consider When Choosing an ELD

Beyond the provider's capability to meet the technological requirements, there are other questions to consider when choosing an ELD:

- Capacity — does the provider have experience with a fleet of your size?
- Integration — can the system work within your current infrastructure?
- Flexibility — does the system allow for your fleet's particular needs?
- Cost — how does it compare with other providers, and what will you get for your money? Remember that the cheapest is not necessarily the best.
- How will this system improve your fleet safety and make drivers more effective?
- Is a professional training curriculum for drivers and managers available?
- Does the provider offer project management to assist with your rollout?
- How will this system improve your fleet safety and make drivers more effective?
- What procedures has the provider gone through to ensure its system fits the technical requirements?
- What solutions does the provider have for supporting the system post-implementation — especially if the system is ruled as being "out of compliance"? Crucially, how quickly can the vendor replace any hardware to ensure the fleet is in compliance?

Understanding 'Compliance'

It is important to note—as part of your evaluation process—that if the ELD you have chosen is found to be non-compliant, you will have just eight days to replace the non-compliant pieces before being ruled out of compliance and subject to citation. If that happens you're at risk of being placed out of service, and possibly having both the driver and fleet fined (fines range from $1,000 to $10,000 per offense) so it is worth doing your homework to get this right by selecting the right provider that is committed to compliance.

It is also a good idea to understand what commitment a potential provider has to being compliant over time and what protection and support they will provide if the system is found to be non-compliant.

Beyond Just the ELD

It's also worth considering a provider that offers more than just HOS recordkeeping through the ELD solution. Some will offer only the basic services required, such as kilometer and hour tracking, while others offer the potential to manage other systems.

These functions, while not required under the ELD, can help improve the fleet's operational efficiency, and give fleet personnel additional insight into vehicles and driver behavior that can keep the fleet safe and in compliance.

These functions include:

- **Comprehensive dashboards focusing on idle reduction, driver behavior, and speeding alerts.**
- **Back-office management tools that enable increased efficiency in both operations and administration.**
- **Management of workflow, process, and change management systems.**
- **Complementary functionality (e.g., EDVIRs, AVL, dispatching, etc.)**
- **Specialist knowledge, and a willingness to be flexible, and meet the needs of drivers across a wide range of sectors.**

Look for Guidance Within Your Industry

With time growing short for choosing and implementing an ELD solution, and with the plethora of solutions available, fleet personnel could feel overwhelmed.

One way to simplify the process is to consider what ELD provider other companies in your industry (only we refer to them as verticals) — whether that's construction, rail, or service— have chosen.

What ELDs and other services are these other companies using and what provider do other businesses in your network recommend through word of mouth? Are there specific features for the fleet's vertical that the provider specializes in? Benefits to consider include:

- **Ability to track Air Radius rule exemptions** – while some companies are exempt based on work schedule, a system should be flexible to determine and track these exemptions.

- **EDVIRs** – does your provider comply with your company's methods of performing them? Can inspections on vehicles and/or trailers be altered to meet the fleet's specific requirements? Can you build specialized EDVIR for vehicles types? Can you inspect other assets, such as skidsters, cranes, rail equipment, etc.?

- **Defect tracking** – does the provider give you the ability to track defects and alert maintenance teams. Can you take pictures of defects to inform repair specialists?

BUYING TIME: The AOBRD Option

If you're concerned about getting an electronic logging device (ELD) in place by the December 18, 2017, deadline, one option to consider is an automatic on-board recording device (AOBRD), which has a number of differences to an ELD. The fundamental difference is that while it is required to have integral synchronization with a truck's engine, unlike the ELD Mandate, this is not fully defined. In addition, there are also no requirements for data display or transfer. Location information is only required at the change of duty status and can be logged manually or automatically.

These devices, which offer basic tracking services, are still part of the FMSCA regulations, and will allow fleet to meet the compliance date and remain in compliance until December 2019. Fleets need to select a reliable AOBRD vendor with a reliable record who is committed to upgrading its solution by the 2019 deadline. For example, BSM has committed the resources and expertise to providing a reliable AOBRD for over 5 years. It plans to upgrade its solution with a seamless software update that it will push out to its AOBRD fleet customers well ahead of the December 2019 deadline.

By implementing an AOBRD, fleets will have more time to find the right provider for the their compliance and business needs.

It will also minimize the effects of potential changes made by the Federal Motor Carrier Safety Administration (FMCSA) as it finalizes and refines the technical rules. This will keep the fleet in compliance, and allow for better evaluating the providers that not only meet the requirements of the ELD Mandate, but can support the device and the fleet.

But you must ensure that, again, the chosen AOBRD meets the FMCSA's technical requirements — it must record, at a minimum, engine use, road speed, kilometers driven, date and time.

Bell

Run your business better with an Electronic Logging Device (ELD) solution, powered by Bell.

With BSM Technologies' ELD solution powered by Bell, you can track and monitor your fleet of trucks anywhere they go on Canada's largest LTE network.[1] Ensure your drivers stay safe and comply with Hours of Service regulations. Avoid costly violations and fines. Reduce paperwork and maintain accurate logs with real-time data.

With Bell, you get access to Canada's best national network[2] for IoT solutions, world class IoT expertise and support, professional services and a range of applications and solutions. In fact, according to a recent survey conducted by the IDC, more businesses choose Bell for IoT connectivity than any other wireless carrier.[3]

Why choose Bell?

✓ Canada's largest LTE network.[1]

Monitor all of your trucks with confidence no matter where they travel with the widest coverage on Canada's largest LTE network.

✓ Access to the world's fastest network technology.

Get data from your drivers and trucks quickly, so you can make timely, well-informed decisions.

✓ Amazing selection of solutions.

With over 25 different applications, we offer a wide range of fleet management solutions so you can choose the one that is the best fit for your business.

✓ Quick implementation, minimal downtime.

Our dedicated team applies a consultative approach to help you select and quickly deploy the right fleet management solution for your business.

✓ Safe and secure.

As an industry leader in network security, we use a highly secure private infrastructure and employ over 300 experienced and accredited security professionals to ensure your sensitive information is protected.

✓ Best selection of global IoT platforms in Canada.

Enjoy a complete view of your devices with Bell Control Centre and Bell Management Centre. Gain visibility into your entire network of IoT connected devices no matter where they are. IoT web-based platforms allow you to better manage provisioning, billing and troubleshooting with minimal effort.

To request a callback from a Bell IoT Expert, visit **bell.ca/ELD.**

(1) Based on total square km of coverage on the shared LTE network available from Bell vs. Rogers' LTE network; see bell.ca/LTE for details. **(2)** Based on a third-party score (Global Wireless Solutions OneScore™) calculated using wireless network testing in Canada against other national wireless networks of combined data, voice, reliability and network coverage. **(3)** IDC survey included 244 organizations with 100 or more employees who indicated that they had adopted one or more IoT solutions, June 2017.