



WORKsmart™-Eco

Protecting the
environment and
your bottom line

Let's drive business™



www.tomtom.com/business



Content

- 2 How green is your business?
- 3 Optimise vehicle utilisation to reduce total mileage
- 4 Promote eco-friendly driving to improve fuel efficiency
- 5 Measure your success to effectively manage change
- 6 How does TomTom WORKsmart™-Eco work?
- 7 Reduce your fuel bill
- 8 Fuel efficiency

How green is your business?

There are many challenges to running a mobile business. At TomTom, we understand them all. Every year, we invest millions in developing navigation and location technologies to meet your current and evolving needs.

Top of the list for many companies is the 'green' issue. As fuel costs rise and environmental regulations tighten, it's becoming increasingly important for businesses to know what their carbon footprint is, and how to manage and reduce it.

But with our help, businesses all over the world are already increasing the efficiency, and eco-friendliness of their mobile operations. By using less fuel, they are effectively downsizing their carbon footprint and saving money too.

And you can do the same right away, with TomTom WORKsmart™-Eco.



WORKsmart™-Eco not only helps drivers find the smartest, most fuel-efficient route to their destination, but it gives fleet managers the tools to promote eco-friendly driver behaviour. Simply by making subtle changes to their driving style, drivers can improve fuel economy significantly.

Our WORKsmart™-Eco approach is three-fold:

1. Optimise vehicle utilisation to reduce total mileage.
2. Promote eco-friendly driving to improve fuel efficiency.
3. Measure your success to effectively manage change.

Let's drive business™, responsibly.

Optimise vehicle utilisation to reduce total mileage

The more miles your fleet drives, the greater your CO₂ emissions. So to reduce your total mileage, you need to make smart decisions to optimise the utilisation of your vehicles.

Smart decisions call for information – about the driver's job skills, the urgency of the job, the driver's current location and the traffic en route. All these factors will influence your decisions which should be focused on reducing mileage and, ultimately, your carbon footprint.

WORKsmart™-Eco gives you the information you need to make the best decisions:

- **Dispatch the smart way:** WORKsmart™ lets you easily locate your vehicles and allocate jobs to the nearest driver.
- **Cut commuting:** With all orders on their device, drivers can go straight to the customer site – rather than stopping by the office – which cuts down on commuter miles.
- **Eliminate searching:** By giving your drivers the best route, driving with satellite navigation can save as much as 16% of mileage.
- **Avoid detours:** TomTom device lets you plan routes to fit the access, weight and dimension restrictions that truck drivers may encounter, and avoid unnecessary excess mileage.





Promote eco-friendly driving to improve fuel efficiency

The way in which your vehicles are driven plays a major role in how much fuel is used, the fuel bill and, therefore, the amount of CO₂ emitted.

WORKsmart™-Eco helps you establish a company-wide green driving policy by providing the insight you need to monitor adherence and ensure your fleet drives in an environmentally-responsible way, thereby improving fuel efficiency. Here's how:

- **Manage driver behaviour:** Speeding, braking and idling have the biggest negative impact on fuel consumption. WORKsmart™-Eco gives you a real-time view of the speed, RPM and gear for all your vehicles over time, allowing you to set a standard by which drivers can be benchmarked to promote eco-friendly driving.
- **Ban excessive idling:** Idling is a particular drain on fuel and money. By having a tracking device inside the vehicle, you can measure idling time against the standard and investigate exceptions.
- **Drive with Eco Routes:** Your TomTom device gives you the most fuel-efficient routes designed to save you money and reduce your impact on the environment.
- **Avoid delays:** HD Traffic™ gives you the best traffic information for the fastest way through the jams, helping to cut down on 'start-stop' driving which has a negative effect on fuel efficiency.

Measure your success to effectively manage change

Observing vehicle optimisation and driver behaviour is just the beginning. To establish your progress and influence the results, you need measurement. Where are you today? Where do you want to be? And what progress are you making along the way?

WORKsmart™-Eco provides daily, weekly or monthly reports on the size of your company's current carbon footprint and your fuel consumption, allowing you to monitor the success of your policy and manage change over time:

- **Gain a real-time view of your carbon footprint:** WEBFLEET® smartly combines miles driven with actual fuel consumption to give you real-time insight into your company's carbon footprint. This information feeds into the carbon footprint key performance indicator (KPI) on the WEBFLEET® dashboard, allowing you to benchmark your drivers' performance – both against each other and against targets set – and measure progress.
- **Assess your fleet's fuel consumption:** TomTom ecoPLUS™ continuously calculates the engine's fuel consumption and feeds this information into KPIs on the WEBFLEET® dashboard. At a glance, you will be able to compare vehicles according to:
 1. fuel efficiency litre/100 km, per day
 2. idle time per day
 3. wasted fuel per day



How does TomTom WORKsmart™-Eco work?

With TomTom WORKsmart™-Eco, we are providing a total solution to help your business meet the green challenge. This comprises:

- **TomTom device**¹ satellite navigation device to help your drivers find the smartest, most fuel-efficient route at any time of day.
- **TomTom LINK 300/310**, installed in the vehicle which lets you track and trace your vehicles, and have two-way text communications with drivers. It also features a built-in device to record driving behaviour.
- **TomTom ecoPLUS™**, a smart device that connects with a vehicle's engine, providing a real-time view of fuel efficiency, RPM and gear.
- **TomTom WEBFLEET®** providing everything you need to manage your vehicles online. With everything from fuel consumption and efficiency, to idling and CO₂ emissions presented on the dashboard, WEBFLEET® puts business intelligence at your fingertips.



¹ Check for compatibility at www.tomtom.com/business

Reduce your fuel bill

How much does your mobile workforce cost you?

Armed with WORKsmart™-Eco, you'll be able to help your drivers to reduce the total miles driven, find the most fuel-efficient route to their destination and positively influence their driving behaviour.

You'll not only be protecting the environment, but your bottom line too.

How much could you save?
Find out by visiting

www.tomtom.com/business



Fuel efficiency

Realistic fuel cost saving 8% achievable through green Fleet Management Solutions (FMS)

Case²:

For a 40T Truck – **32 L/100 KM**

Diesel Cost (UK Average) - **€ 1.14 per liter**

CO₂ Emissions per liter diesel burnt – **2.6 KG**

Annual mileage of 160.000 kilometers

One year of Operation	Before FMS	After FMS	Saving/Reduction
Fuel Consumption	51,200 L	47,104 L	4,096 L
Fuel Cost	€ 58,368	€ 53,698.56	€ 4,669.44
CO ₂ Emission tonnes	133.1	122.4	10.7

Visit www.tomtom.com/business for more information or to request an appointment.

² Figures provided as an indication of savings only. Actual figures will vary according to the business. According to Frost & Sullivan, Essential European Fleet Management Update - February 2010

