Matrix iQ
CONNECTING TECHNOLOGY WITH INTELLIGENCE

MagTrack Pro

MyGeotab Platform Playbook

Contents

Introduction

This playbook enhances the general MagTrack playbook to specifically demonstrate the features available in MyGeotab and how they relate to the MagTrack.

We'll translate the features & benefits to value for the sales process.

Tracking non-powered or powered assets is meant to be simple, with a low frequency of GPS pings unless something goes wrong where the frequency is increased to actively track and recover the asset. While this is the simple use case, there are several others that are important to note:

1. Theft & Recovery: A deterrent against theft with location updates
   a. Daily updates based on time bound and movement sensitivity to alert an asset is moving when it shouldn't be.
   b. Quickly activate a robust tracking mode to get granular GPS pings.
2. Asset Utilization: Is an asset spending too much time at the home office/lot and not being used? Often referred to as dwell time.
   a. Identify Non-Revenue Activity: *A non-rented asset is a cost when not generating revenue*
      i. Identify assets spending too much time at the home office/yard
      ii. Identify assets that are at a customer sites longer than contracted for
      iii. Identify where there are too many assets potentially not being used
3. Location Confirmation: Is the asset where it needs to be?
   a. Has it been delivered to the customer?
   b. Has the cargo arrived where it should be?
   c. Is the cargo in transit and on time for arrival?
4. Location Identification: Reduce time spent locating a specific piece of equipment in a yard
   a. GPS satellite pings show accurate location of assets

Setup

Setup actions are required before adding assets into the MyGeotab platform. This includes the addition of the add-in to MyGeotab as well as obtaining Geotab Asset IDs from Matrix for your devices. Please see our Implementation Guide for complete instructions.

- [Implementation Guide](#)

Other support materials for the MagTrack specifically for the MyGeotab platform are located in our Reseller Hub.

- [MagTrack Reseller Hub (reseller.matrixiq.com)](#)

Map

The Map area adds an extra panel to the right to identify devices and identify or change the mode.

Choose Map(1), identify the device to view(2), see the device on the map (3) and identify the device to change the mode(4).

- NOTE: The device will report as "No Communication" (3) between static pings (based on a prescribed length of time). This doesn't mean that the device is offline.
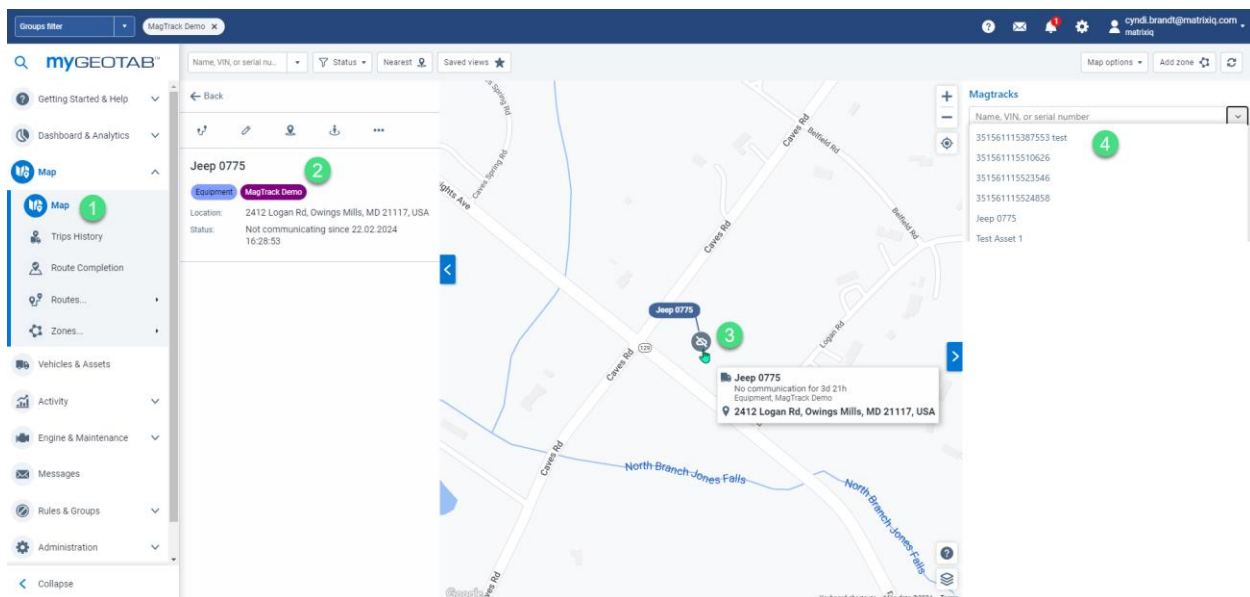

Figure 1

You'll be able to see the detailed information about the asset by clicking on the drop down (1) or the map (2)

To change modes, pick the device from the drop down (4).

This shows in Figure 2 the modes (1) and also the alerts that you can subscribe to (2)

- Motion alert: this is based on vibration and GPS movement.

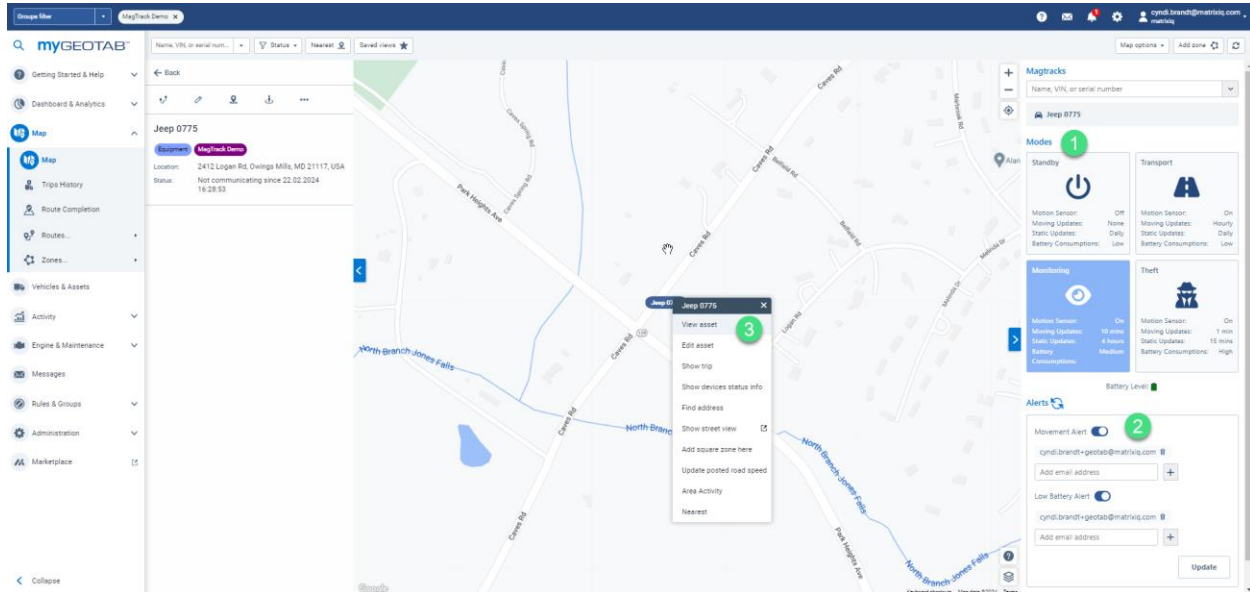- Low battery alert: will send email when a low battery is detected.

Figure 2

All the actions of the asset available in MyGeotab are active (3).

Trips

Trips will show you on the map more than one GPS ping at a time for an asset. Trips are NOT necessarily an accurate representation of the path an asset has travelled due to the ability to choose different modes for varying GPS ping frequency.

Choose Trips History (1) which will display a list of trips (2). This will show time spent in any zones (e.g. Matrix iQ Office).

- NOTE: Driving times may not be accurate based upon GPS settings and should only be used as a general guide.
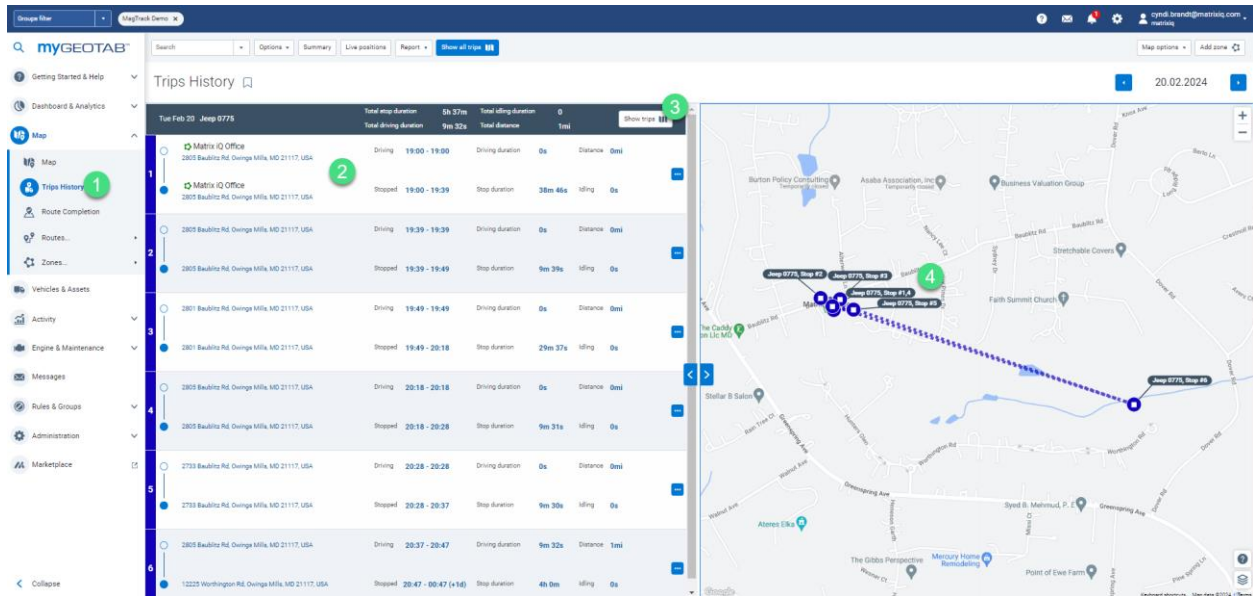
Figure 3

Engine & Maintenance

By following the path Engine & Maintenance > Engine & Devices > Asset Monitoring you'll be able to see another list of the MagTrack devices and a map. We do not recommend utilizing this view as it does not provide you access to the Matrix iQ/MagTrack panel that includes Mode selection, Battery Health and Alerts (specific to MagTrack)

Rules

Management by exception is a key part of asset tracking – the goal is to be proactively alerted rather than spend time staring at the screen. For best use the recommended rules and the reasoning are listed below.

Geotab Rules

1. Zones – know where equipment is whether at a customer site or office yard or has departed that site when it shouldn't
2. Utilization – know if equipment is sitting not being utilized at the home yard
3. After Hours Movement – is equipment being used when it shouldn't be?
4. Too Much Office Time – know when equipment has spent too much time at the office and is underutilized.
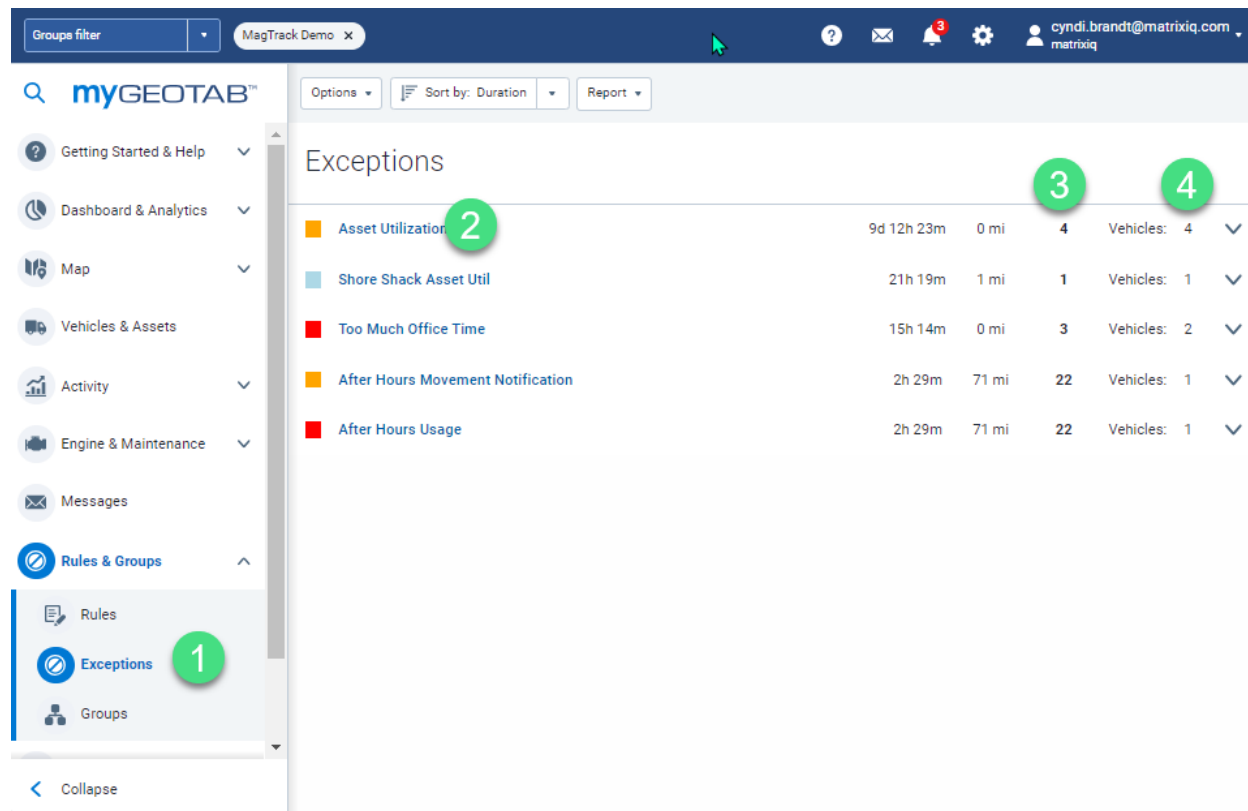
Matrix iQ/MagTrack Embedded rules

5. Movement: This is invoked when an asset senses consistent vibration over a time period.

6. Low Battery: device should be recharged to avoid failure in the field.
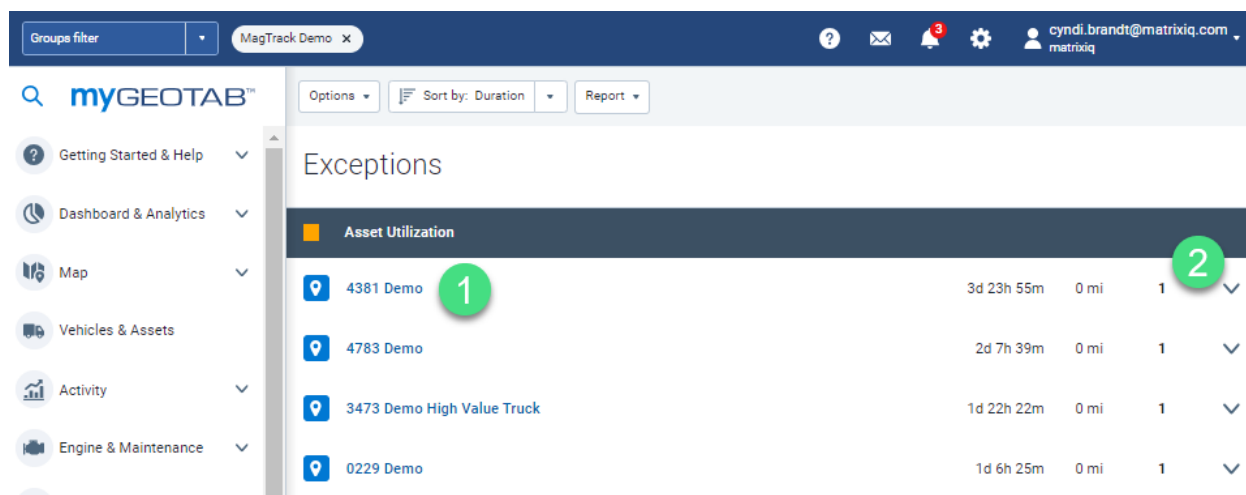
Exceptions

In Exceptions (1) any rules invoked in the Rules section appear in this single view. Each exception is rolled up by Rule (2) and shows the number of exceptions (3) and the number of unique asset involved (4).

Figure 4

Clicking on an Exception shows the Assets (1) and the number of incidents (2).
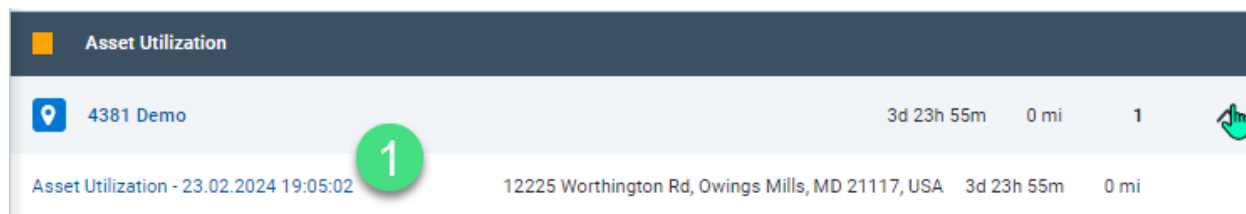
Figure 5

Drilling down on the Asset shows the Exception/Rule broken (1). In this instance, we set up a rule to show when an asset is in the home office/yard for an extended period of time and is not producing revenue. This particular asset has been there for almost four days.

Figure 6

Reports

Geotab has embedded reports such as Trips History and Zones as well as reports that can be generated from Rules and Built-In Reports. We've worked to identify which reports are populated with meaningful data along with key required items such as a zone or working hours.

Key Areas:

Key Area	Report	Value	Requirements
Trips History	Advanced Trips Detail	Shows location and duration. ^ Could potentially be used to ensure that an asset was moved from a customer site to the home office site; however, it is dependent on the frequency of GPS pings.	n/a
	Progress Report	Start and end location if an asset is in motion. ^	n/a
Zones	Default and Advanced	Shows what zones exist, use to update/remove/confirm customer zones	Zones created
Vehicles & Assets	Watchdog	Identify what devices have not reported in	Configure time period in report
	Default Asset Monitoring Report	Shows where the assets were at the last GPS Ping including address.	
Exceptions	Advanced Exceptions Detail Report	Identifies at detailed level the exceptions/rules broken	Rule(s) set
	Default Exceptions Detail Report	Summary level information	Rule(s) set
	Advanced/Default Exceptions Summary Report	Summary level information by device on the number of times an Exception Rule was broken.	Rule(s) set

Reports	Congregation Report	Shows were assets are gathered and zone associated with it. Could be a fast way to identify which assets are at a customer or in the yard.	

^Use caution based on GPS frequency based on Mode selection

Sales & Marketing Tools

We have consolidated our sales and marketing tools including, but not limited to decks, brochures and device photos in our Reseller Hub located at reseller.matrixiq.com.

- [MagTrack Reseller Hub (reseller.matrixiq.com)](reseller.matrixiq.com)

If you find that there is something missing or need a specific tool please reach out.