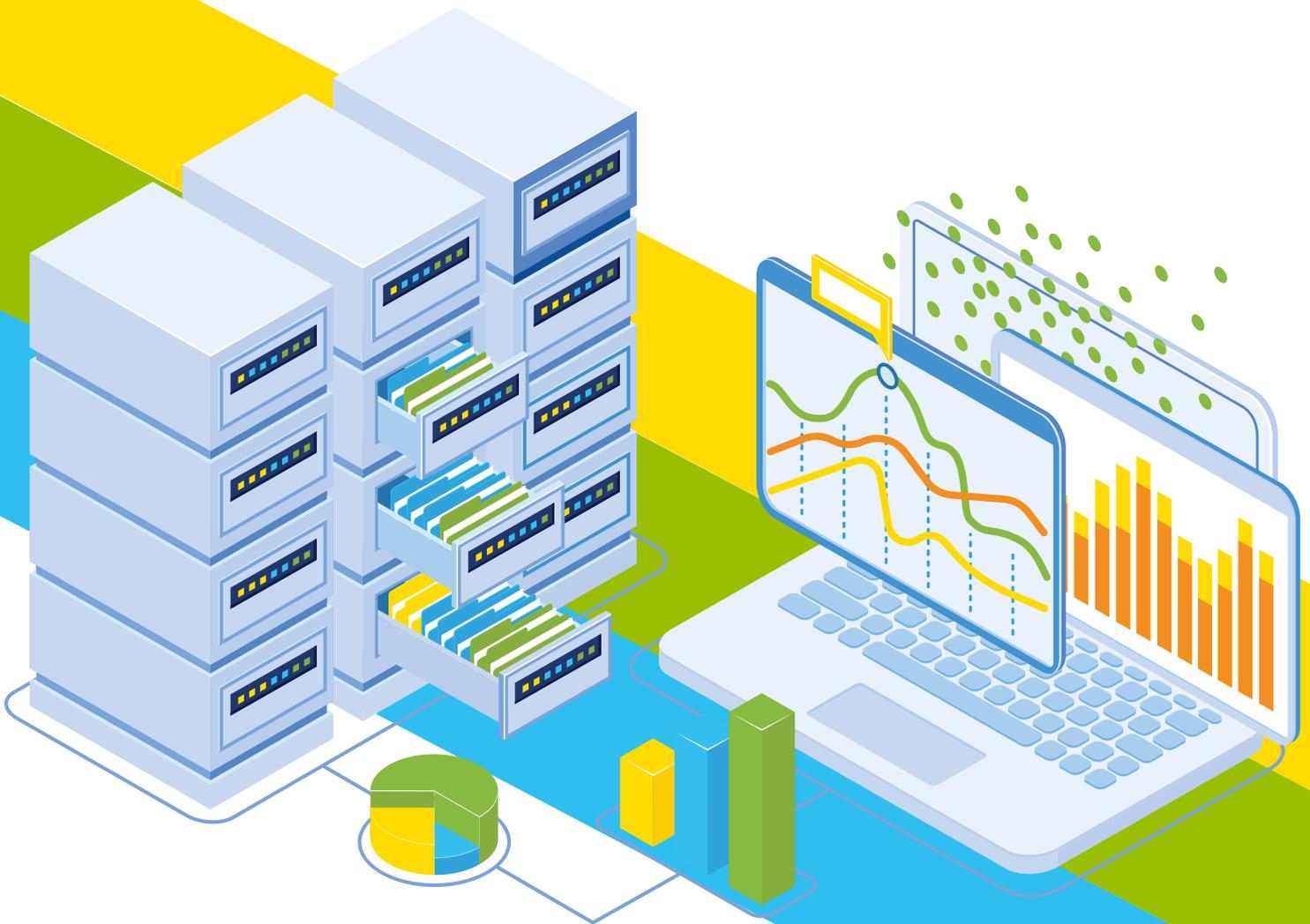


# Why data quality in telematics matters



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# Introduction

## Why is it essential to have the correct data in telematics?

With accurate data, every fleet manager can analyze fleet safety and risk management operations, including driver instruction and accident prevention. Therefore, fleet managers need to ensure they're getting accurate information, even if having access to massive amounts of data is tempting.

Let's take this example. After implementing quality telematics data to analyze real-time data behavior, a company in the automotive industry managed to limit their drivers' speeding habits. They were dealing with over **2500 actions of drivers who exceeded the speed limit in only one month**. After implementing a fleet management system to monitor driver behavior, they saw immediate results. In the first month of implementation, the number of driver behavior warnings dropped by half, registering **only 1200 incidents**. Not only unpleasant events have changed. For example, after installing the data, **the fuel consumption was reduced by 20%**.

Quality data is responsible not only for the safety of the drivers and vehicles but also for the performance of the business. In addition to reducing costs or advanced predictive analytics, you will see long-term profitability. A solution based on quantitative data can also include additional fees, unnecessary information, and the inability to provide valid data.

**The ability to understand telematics data is crucial to the development and success of the business.** To get the most out of it, you need to know how to take actions based on the data obtained and which data sets to prioritize. Telematics systems are essential for effective management in many industries. However, depending on the system, there may be differing levels of limitations on collecting and using data from vehicles.

Despite the many benefits of telematics, **the constant monitoring and management required to collect data can become repetitive and time-consuming.** As a result, you need to rapidly utilize the data and insights generated from vehicle telematics to gain a competitive advantage.

In the following pages we will explore the challenges from the field to discover what you can lose and what you can win when deciding to use a telematics solution based on quality data.



# Are cheap devices a better solution, or are there long-term costs?



When it comes to data reading devices in telematics, many low-priced options are available on the market. Furthermore, businesses are using this strategy to gain new customers. However, while a cheap telematics solution may seem like a good option, the field experience shows that more affordable units cost more in the long term.

In contrast to more expensive alternatives, the capabilities of an inexpensive technology are often uncertain. Even when the installation is complete, customers may discover they still have a lot of unsatisfied demands due to the device's insufficient features. Since there are no new upgrades, you will have to get a new device to meet your other requirements.

## The future of telematics is connected to IoT

According to Ericsson, by 2027, half of all mobile subscriptions will use a 5G connection. To improve safety and comfort for drivers and passengers, connected car technology will use near real-time connectivity with various sensors. Insights from hundreds of Internet of Things (IoT) sensors may help fleet managers improve journeys, which connected car data solutions are already doing.

Data accuracy is already a factor that counts in the company's performance. **Accurate information from qualitative telematics solutions also means adaptation to new technologies, which is essential in achieving objectives and improving performance.**

Which of the following alternatives will you choose?

Low-priced solutions	Valuable telematic solutions
Errors in data collection	Better insights to grow your business
Missing serious driving infractions	Prevent theft
Higher data costs	Cut down operational cost
Poor display on the vehicle map	Improve fleet utilization



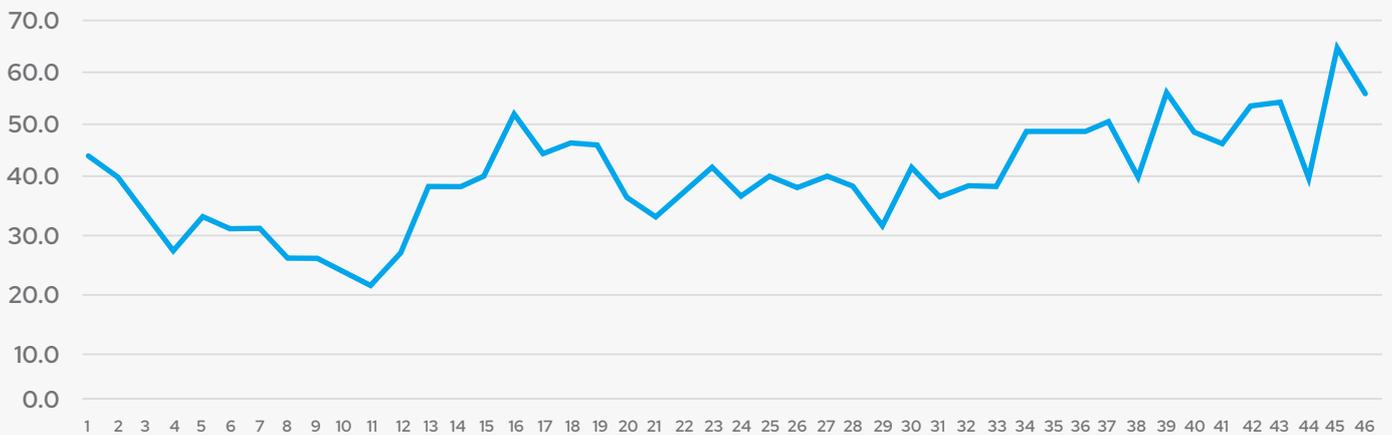
## Quality over quantity data in telematics

While vast loads of data might seem very appealing for any fleet manager, it is crucial to ensure that the data you get is the RIGHT DATA.

With more than 20 years of expertise in measurement and signal vehicle processing, we have seen several scenarios where quantity over quality compromised the results of the reports meant to optimize the activities. That is why we felt there was a need to switch the paradigm, and we have a case that exemplifies this situation when cheap solutions are not profitable.

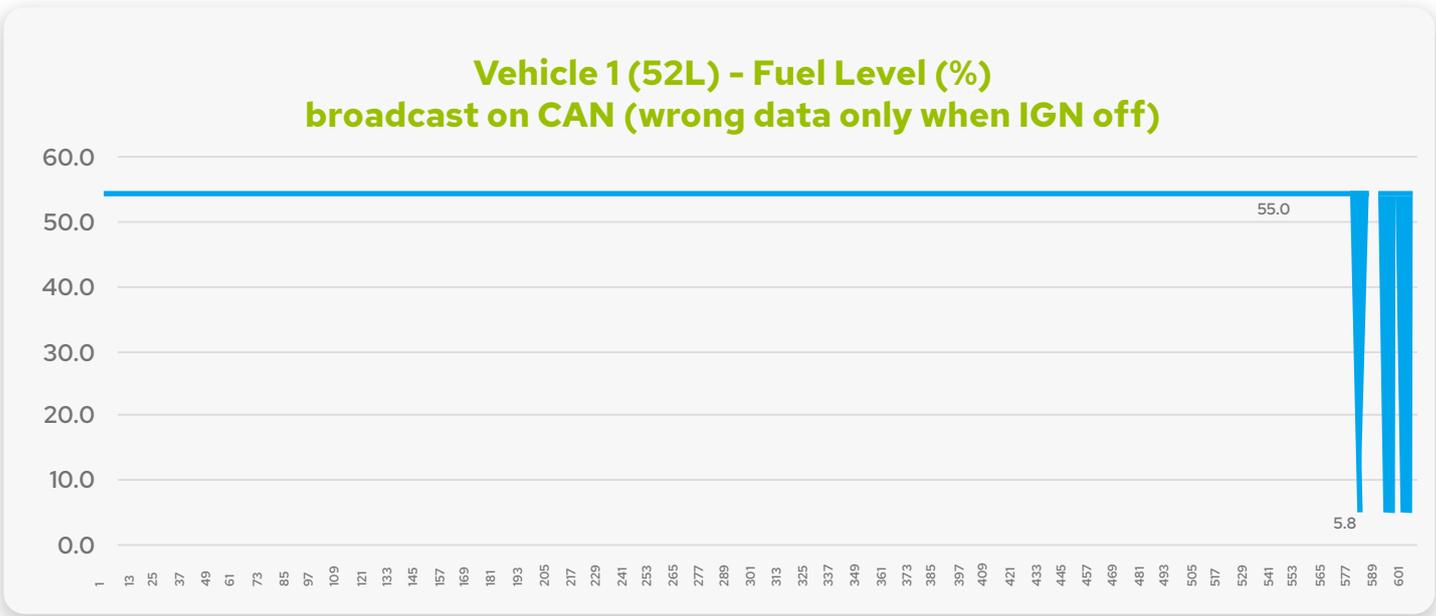
Follow the example below to see a case where the customer requested the Fuel Level (Liters) on an OBD2 device:

**Fuel Level form OBD2 (data request - instant data)**

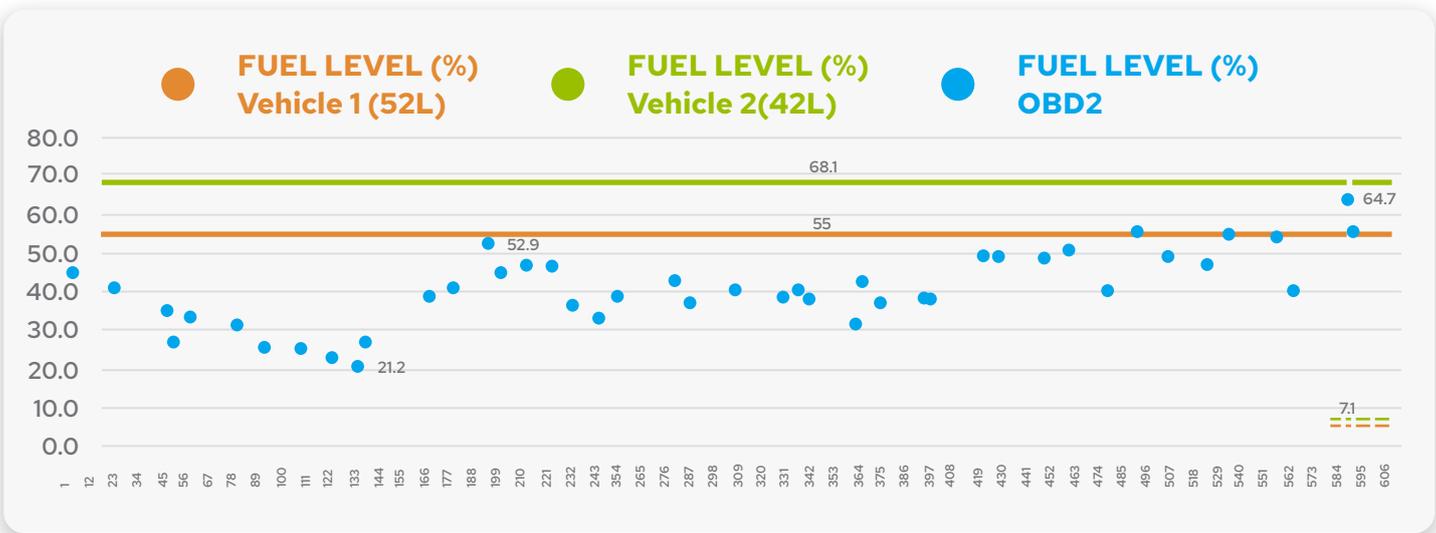


The first graph clearly shows that the Fuel Level is not constant while the car is in motion and that the instant number requested by the OBD2 PID is incorrect.

Below you will find a graph with the identical parameters as before, but this time they were read directly from the CAN bus (without cutting the cables) rather than the OBD2 connection in the car:



The Fuel Level varies between a good number and an inaccurate value at the end of the log when the power is turned off. An "on the field" test, as can be seen in the last graph, was conducted to prove the importance of accurate information in developing and distributing a fleet management system.



Quality over quantity? What do you consider to be the best solution? Yes, it is easier to choose a low-priced alternative and perhaps a solution that will not be so expensive for the company's budget in the short-term. But are you sure you will get the correct data for your company long-term?



### What can happen if you don't make the right choice?

- Spent effort
- Data collection methods may create errors
- The collected information is biased and may not be accurate, which could harm your company in the long-term



### Accessibility to objective data collected automatically allows for more precise analysis, providing the most valuable benefits:

- Save time
- Create new products or services
- Improve your company's performance



### After you combine the data with constant analysis, you will see an increase in the importance of your business:

- Rapidly evaluate potential outcomes
- Identify instances of fraud or misuse
- Quickly identify the underlying causes of fleet/business issues

## How much average cost savings can you expect if you use quality data?

According to the [RAC Telematics Report](#), the main reasons for using telematics in fleets are **the reduction in fuel costs ( 55%), reduction of accidents ( 43%), and maintenance costs.**

There are limitless actions you can do with telematics solutions. From theft prevention, route optimization, driver monitoring to fuel consumption, eco-efficiency, lower maintenance overhead, and safety.

**All these benefits will function properly only with accurate data. Have you ever worried about the reliability of the information you store?**

Most people tend to choose all the available data without considering their long-term efficiency. Using technology that delivers poor data quality or fails to provide data ultimately can raise issues about the decisions' validity. Fleets risk losing vital operations and safety management information if they rely on ineffective logging methods:

- No exact data value
- Missing serious driving infractions
- Loss of essential data
- Poor display on the vehicle map



Fleet managers with access to accurate data can make good choices with greater certainty and minimize the probability of unexpected events. With incomplete or inaccurate data, companies can lose a competitive advantage in the market. Fixing mistakes or making upgrades is also time-consuming. High-quality location and driving data are necessary to optimize routes, control risks, ensure drivers' safety, and keep consumers informed of delivery.

**Below is just one example of how quality solutions can improve the entire efficiency of your business:**

<p><b>The US transportation industry suffers yearly from \$15-\$30 billion in cargo theft.</b> As a result, this can influence the company financially.</p>	<p><b>Integrated fleet solutions can reduce the theft of vans while the drivers are on duty:</b></p>
	<p>The fleet's cars may be managed entirely regardless of their location</p>
	<p>If the driver opens the door while leaving the keys in the ignition, the car will immediately sound an alarm, turn on the flashers, and become inoperable</p>
	<p>A safety mechanism is integrated into the same service, reducing the need for third parties</p>

You'll need to look further ahead than day-to-day operations to gain the strategic benefits of precise data management for your fleet. Understanding the trajectory of your fleet's KPI may require more time. **Using Cango Mobility will help your company benefit from accurate data from day one of implementation.** As a result of the advantages that will follow, you will have an opportunity to maximize the financial potential of your fleet.

The obtained data will provide information regarding almost everything your drivers do, how the car works along the road, but also about the elements of the car (tires, engine, fuel). If you compromise on data quality, the disadvantages will be seen in your company's performance.



## CANLibrary

### Connect vehicles and boost the value of data

Over the past two decades, we have seen the growth of the telematics industry. We've not just seen it but actively been a part of it. To telco, telematics suppliers, providers, and integrators, CanGO Mobility's product portfolio represents a comprehensive, competitive offer of solutions proven by successful implementation on the global market.

To overcome challenges and enable the rapid development of Vehicle-to-X applications, we've created CanLibrary. This completely non-intrusive solution eliminates unnecessary hardware components to give you more control over your fleet management. In addition, you'll only have to include the programs you need while upgrading your CANLibrary setup rather than including everything we offer just to get started.



**CanLibrary can help you with:**

- Data from all vehicle data networks
- Analyzing drivers' behaviors
- High control over the vehicle



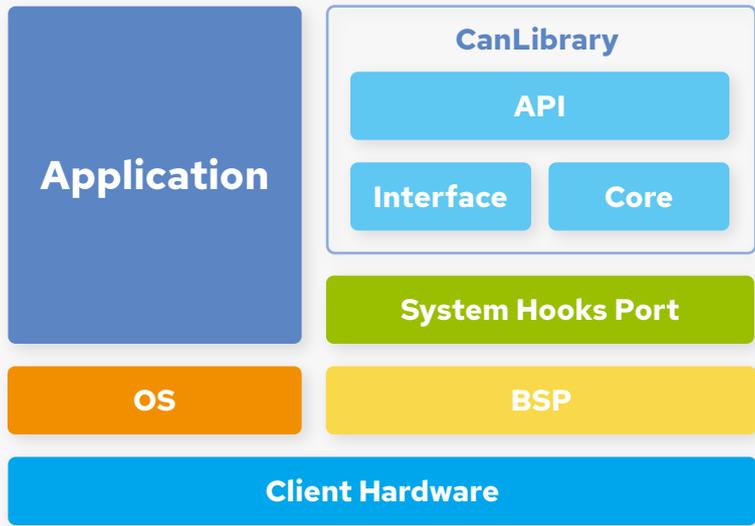
**CanLibrary is easy to integrate:**

- Built to minimize resources used, both time and space, and it is written in C
- Hardware and software platform agnostic
- Can be customized for use in a wide range of situations and implemented with minimal effort, including on the limited hardware resources of automotive ECUs



**Your benefits:**

- Automatic database synchronization and built-in data
- Many different kinds of analytics and services
- Scalable and modular system



- Licensing mechanism managed by yourself
- Provisioning mechanism
- Update process for changing the vehicle type

# Conclusion

**Run a cost-benefit analysis before choosing a solution.** For example, it would be best to calculate the costs or profits from using a device over the medium to long term and then compare those numbers to the initial price.

Considering the return on investment is vital because your business is controlling the expense of the service by utilizing the software to overcome challenges and achieve goals like reducing fuel consumption. Therefore, choose the best solution and consider telematics a long-term investment.

**Not sure what to choose?** We base our judgment on the experiences that we have been taught in the field: never rely on data that has not been checked, tested, or verified at some point by someone. Our tests are made in different conditions, on the field, and in vehicles.

**Get in touch with us** and book a free 30-minute consultation with our team to discover the edge that CANGO Mobility can deliver for you.

[Book now](#)

## Locations

215 Mihai Bravu St, Bucharest  
030316, Romania

## Follow us



## Contact details

[office@cangomobility.com](mailto:office@cangomobility.com)