

Transport Topics

Business

Technology

Equipment

Seth Clevenger | Managing Editor, Features

October 8, 2019 6:00 PM, EDT

Spireon Outlines Vision for Intelligent Trailer Management



Roni Taylor by Marissa Gamache/Transport Topics

SAN DIEGO — Asset-tracking provider Spireon has introduced Intelligent Trailer Management, the company's next-generation portfolio of products and services.

ITM incorporates the company's core FleetLocate tracking systems and NSpire telematics platform, as well as expanded analytics tools to help fleet customers glean actionable information from the growing amount of data they are collecting.

“The data has to be served up in a way that customers can absorb,” said Roni Taylor, senior vice president of strategy and business development at the technology firm.

She described ITM as the next progression from the company’s longtime focus on providing “rich data” through more frequent reporting on the location and status of trailers.

Spireon made the announcement at an Oct. 7 press conference at American Trucking Associations’ Management Conference & Exhibition.

The company said its ITM portfolio connects with an expanding array of proprietary and third-party smart sensors, including automatic tire pressure inflation and monitoring systems, door sensors and temperature probes.

The company also offers its IntelliScan cargo-sensing technology, which uses lasers and optical imaging to detect freight. The product also can capture images inside the trailer to visualize cargo and provide volumetric data to help less-than-truckload carriers maximize trailer capacity.

In addition, ITM offers expanded data sharing capabilities through software integrations and Spireon’s partnership with Snowflake, a cloud-based data warehouse. That partnership, announced in September, enables fleets to store and quickly access years of historical tracking data.

Spireon said it also is working to provide fleets with the right insights at the right time through analytics tools, dashboards and more advanced key performance indicators.

Larry Hall, executive vice president of sales and marketing for Premier Trailer Leasing, predicted that the data derived from trailer tracking will give rise to an increasingly predictive form of analytics in the future.

“Proactively handling potential issues is going to be the biggest benefit, and it’s all about keeping your drivers driving, turning revenue and earning miles — not dead miles,” Hall said in a statement.

Although various forms of trailer tracking have been available for many years, Taylor estimated that market penetration for the technology is still less than 30%.

While most of the largest for-hire truckload and private fleets have adopted trailer tracking, many midsize and smaller carriers have not, she said.

Spireon, which has more than 400 employees, was acquired last year by Greenbriar Equity, a private equity firm specializing in transportation.

<https://www.ttnews.com/articles/spireon-outlines-vision-intelligent-trailer-management>