2021 Australasian Fleet Conference & Exhibition AND FLEET AWARDS MAY 20-21

Exploring Fleet Management KPI's and Benchmarking

Darren Gore

General Manager

Summit Fleet Leasing and Management

AfMA

What we will cover off today

Definitions

Who Needs it? Who Get's it?

Is Measuring to Manage Enough?

Where do we start? What should be benchmarked?

Data Management

How do we need it to look

Let's get creative

Is that a good number or a bad number?

Definition: Benchmark

A standard or point of reference against which things may be compared.

Definition: Key Performance Indicator (KPI)

A quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.

Definition: Improve / Improvement

Make or become better

The action of improving
or being improved.

Who are we Measuring for?

KPI

Stakeholders

You

Decision Makers

Embedded Resource

If you Measure it, you can Manage it!

IS THAT GOOD ENOUGH?!

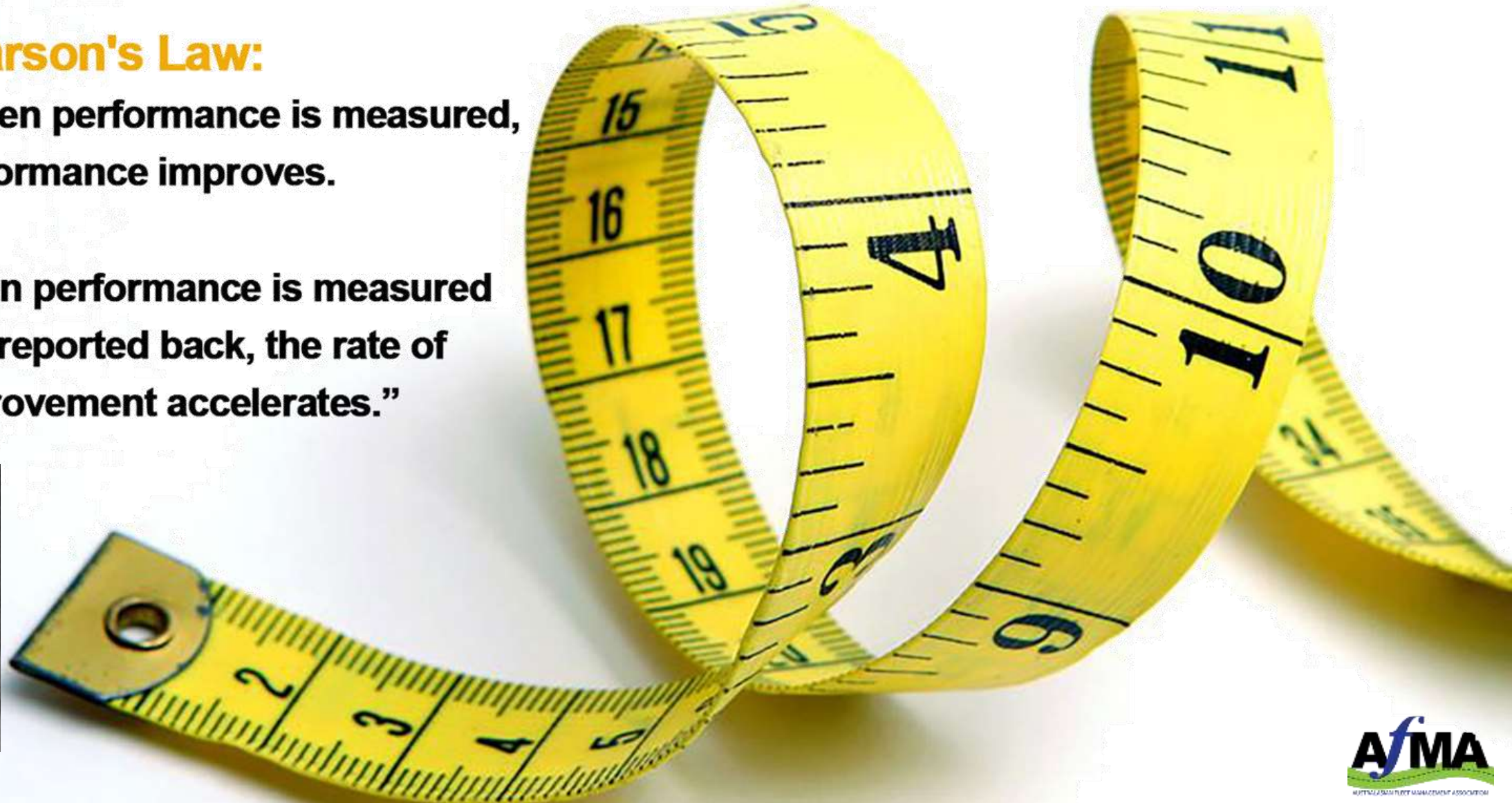
When performance is measured, performance improves.

When performance is measured and reported back, the rate of improvement accelerates.

Pearson's Law:

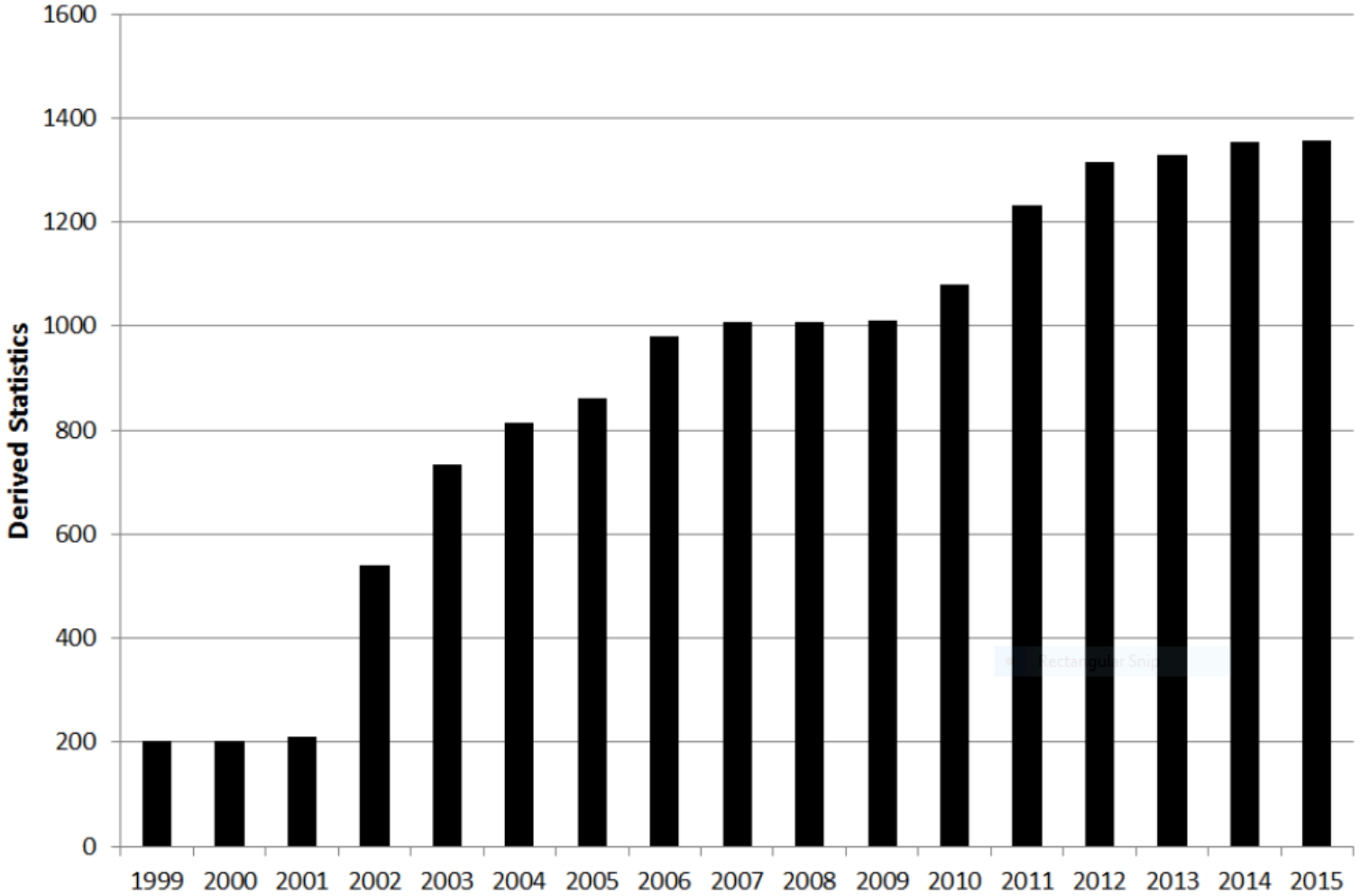
"When performance is measured, performance improves.

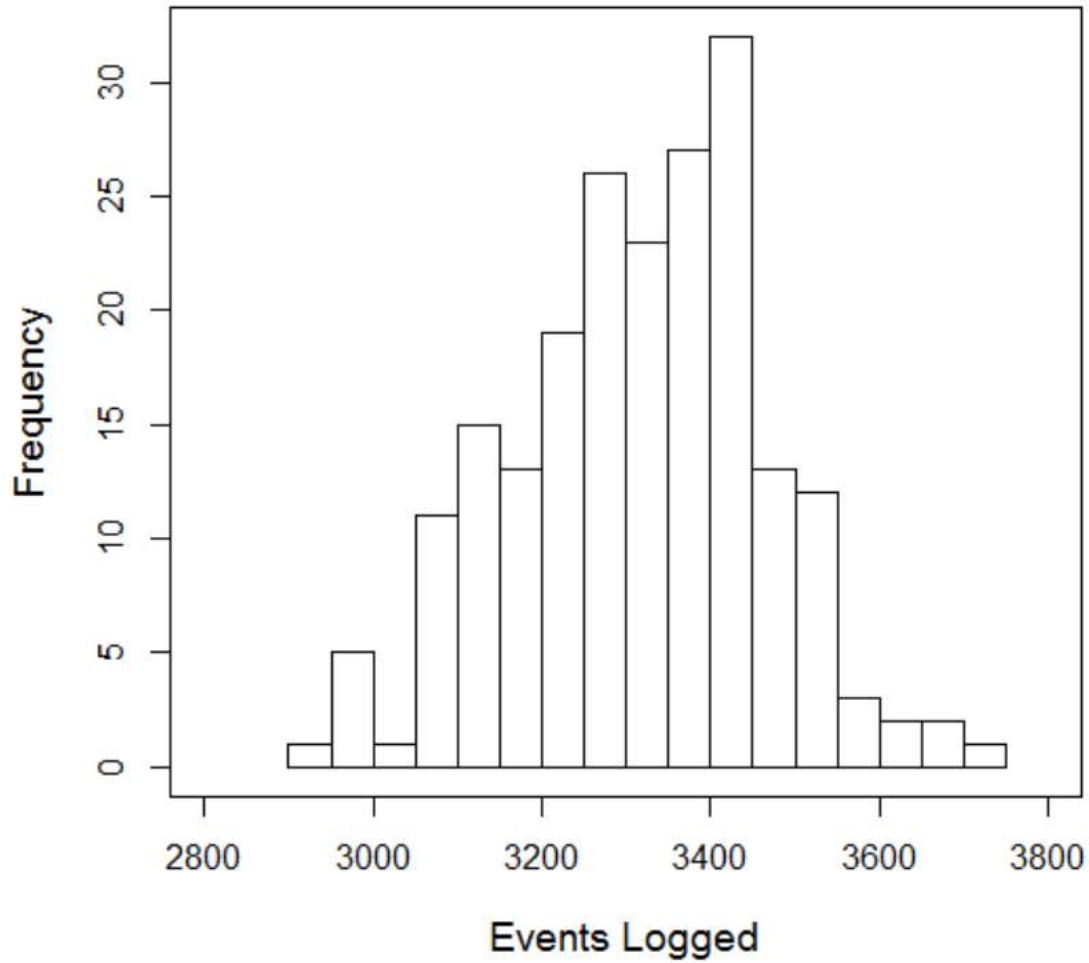
When performance is measured and reported back, the rate of improvement accelerates."

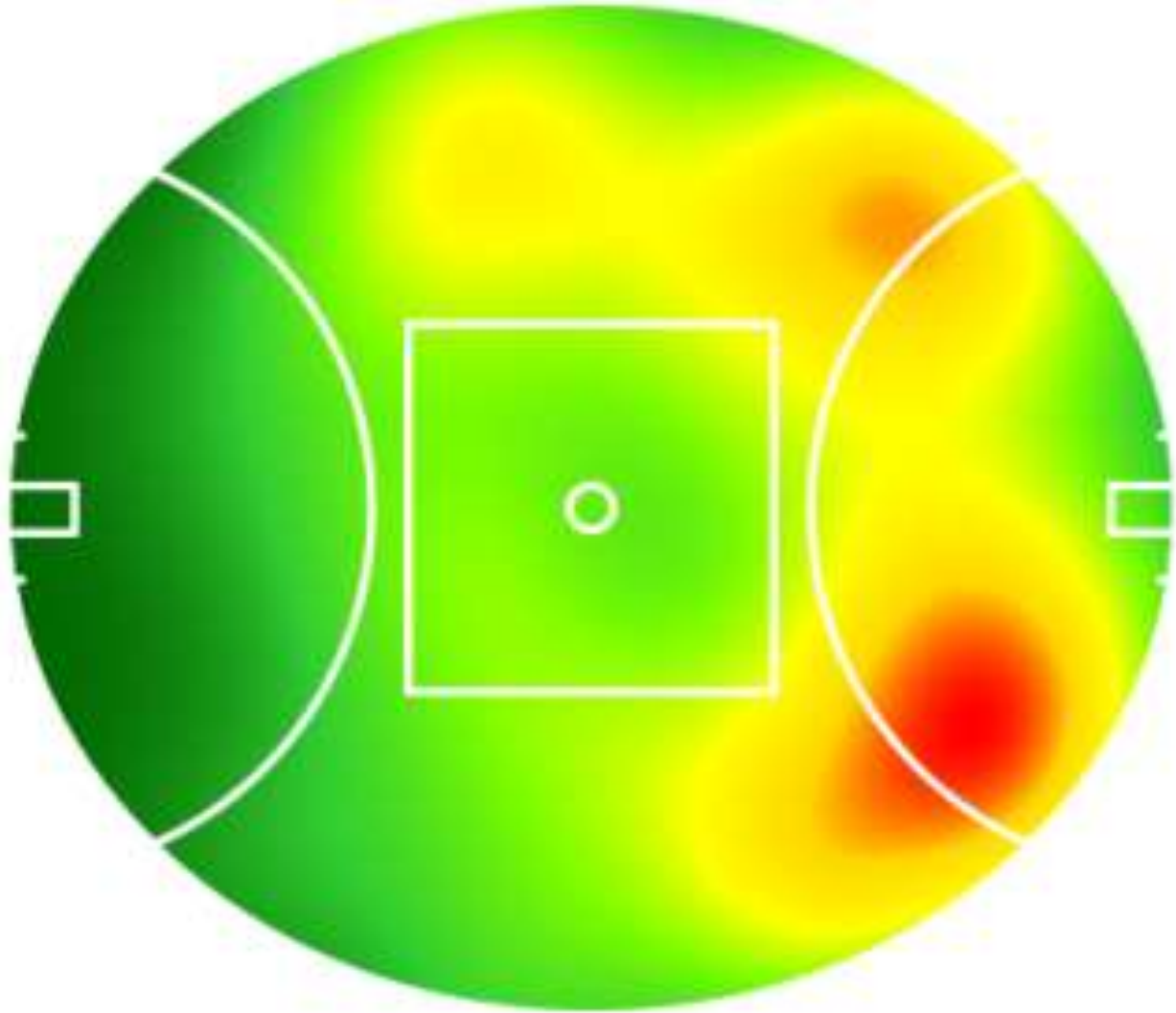


A Practical Example

AFL – A Game of Numbers

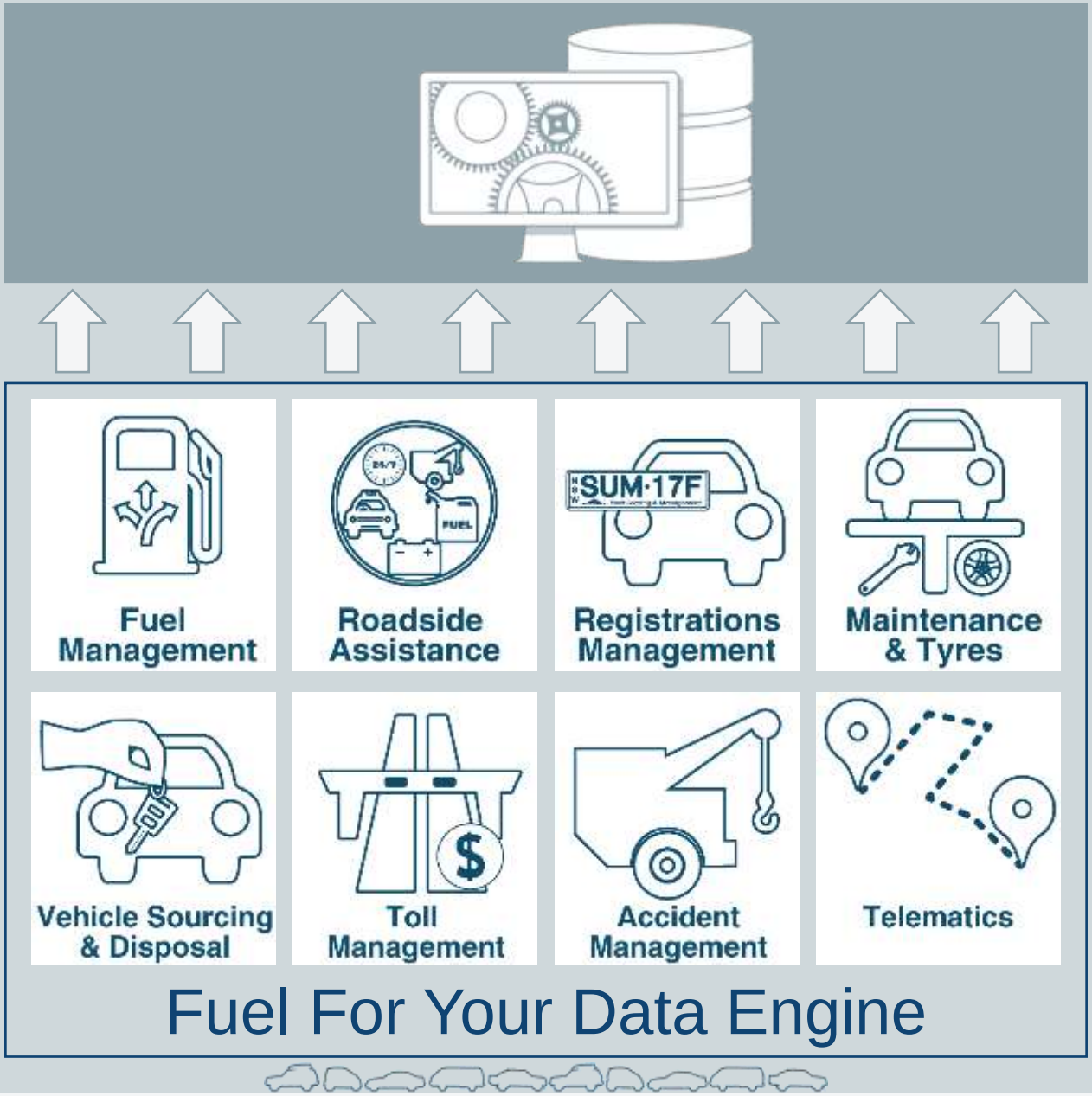

Derived Statistics
1600
1400
1200
1000
800
600
400
200
0
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015


Frequency
0
5
10
15
20
25
30
2800
3000
3200
3400
3600
3800
Events Logged



Making Work Visible can have great impact

Where Do We Start?

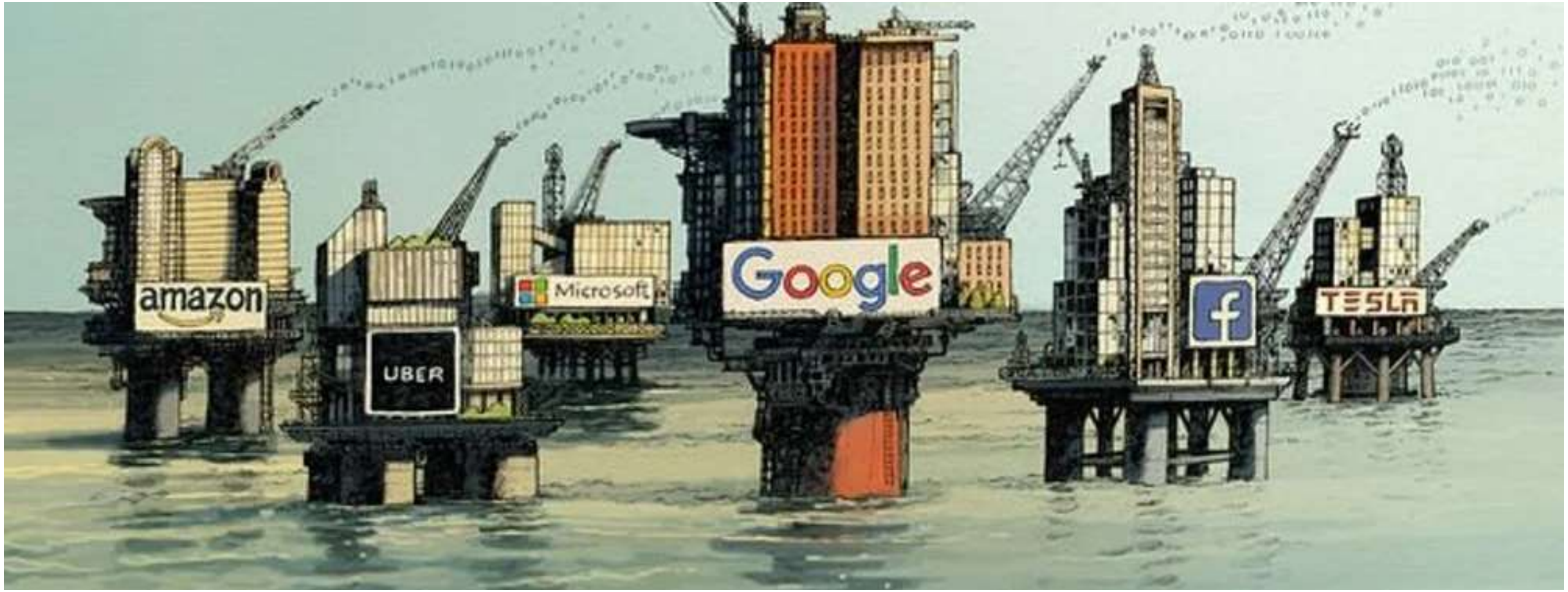

Fuel Management
Roadside Assistance
Registrations Management
Maintenance & Tyres
Vehicle Sourcing & Disposal
Toll Management
Accident Management
Telematics
Fuel For Your Data Engine

slido

What is the most important input or area of focus that you think you need to understand, measure and benchmark the most?

Above responses collated from delegates in real time during presentation

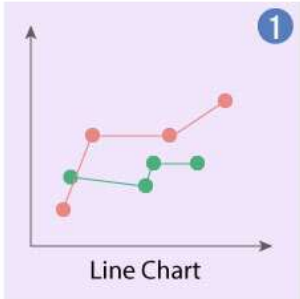
Ready Set….?



The world's most valuable resource is no longer oil, but data


DATA
VISUALIZATION

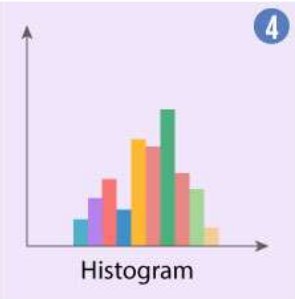
TYPES OF DATA VISUALIZATION CHARTS



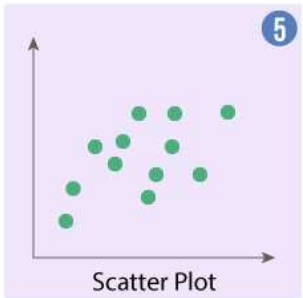
Display trends over time

A line chart with areas below the lines filled with colors

Display trends with multiple variables



Display the shape and spread of continuous dataset samples



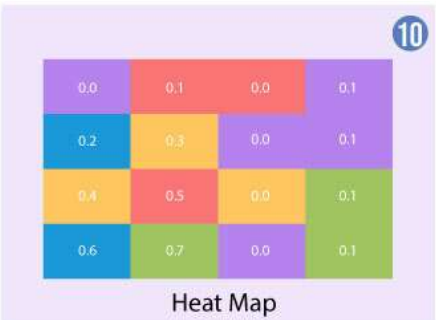
Show correlation in a dataset

Show and compare the relationship between the labelled circles

Show the contribution of data point inside a whole dataset

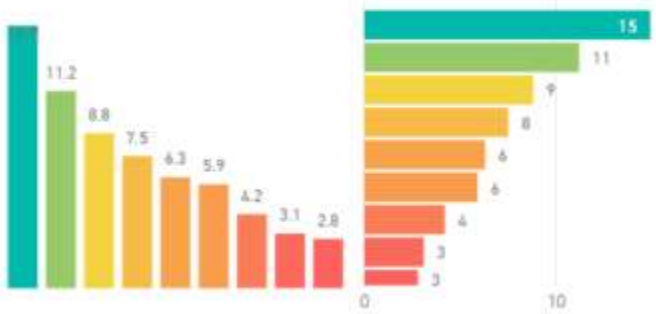
Visualize the distance between intervals

Show data with location as a variable



Show magnitude of a phenomenon

CHART TYPES IN A NUTSHELL

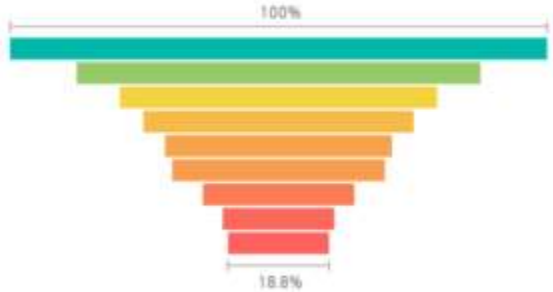


HISTOGRAM/ STACKED COLUMN OR BAR CHART

Chart used by analysts who understand the power of segmentation and the sadness that comes from aggregation data.

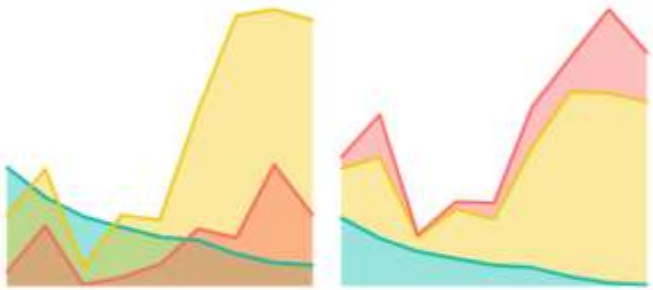
DONUT AND PIE CHART

Extremely useful when creating a well designed document that is intended to people that will not read the data. But should't be used if the elements are too many (i.e. more than 15), because it won't be useful anymore.



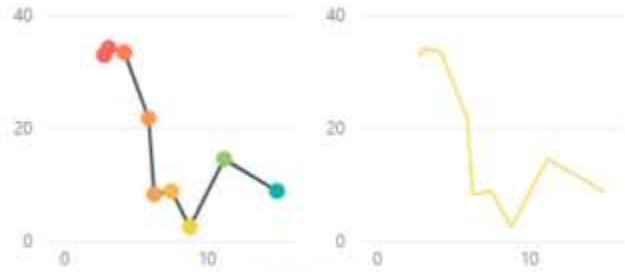
FUNNEL CHART

It is used to visualize the progressive reduction of data as it passes from one phase to another. Very useful if used to represent stages in a sales process and show the amount of potential revenue for each stage.



AREA and STACKED AREA CHART

Use a stacked area chart for multiple data series with part-to-whole relationships or for cumulative series of value. But personally, I always try to avoid this type of chart

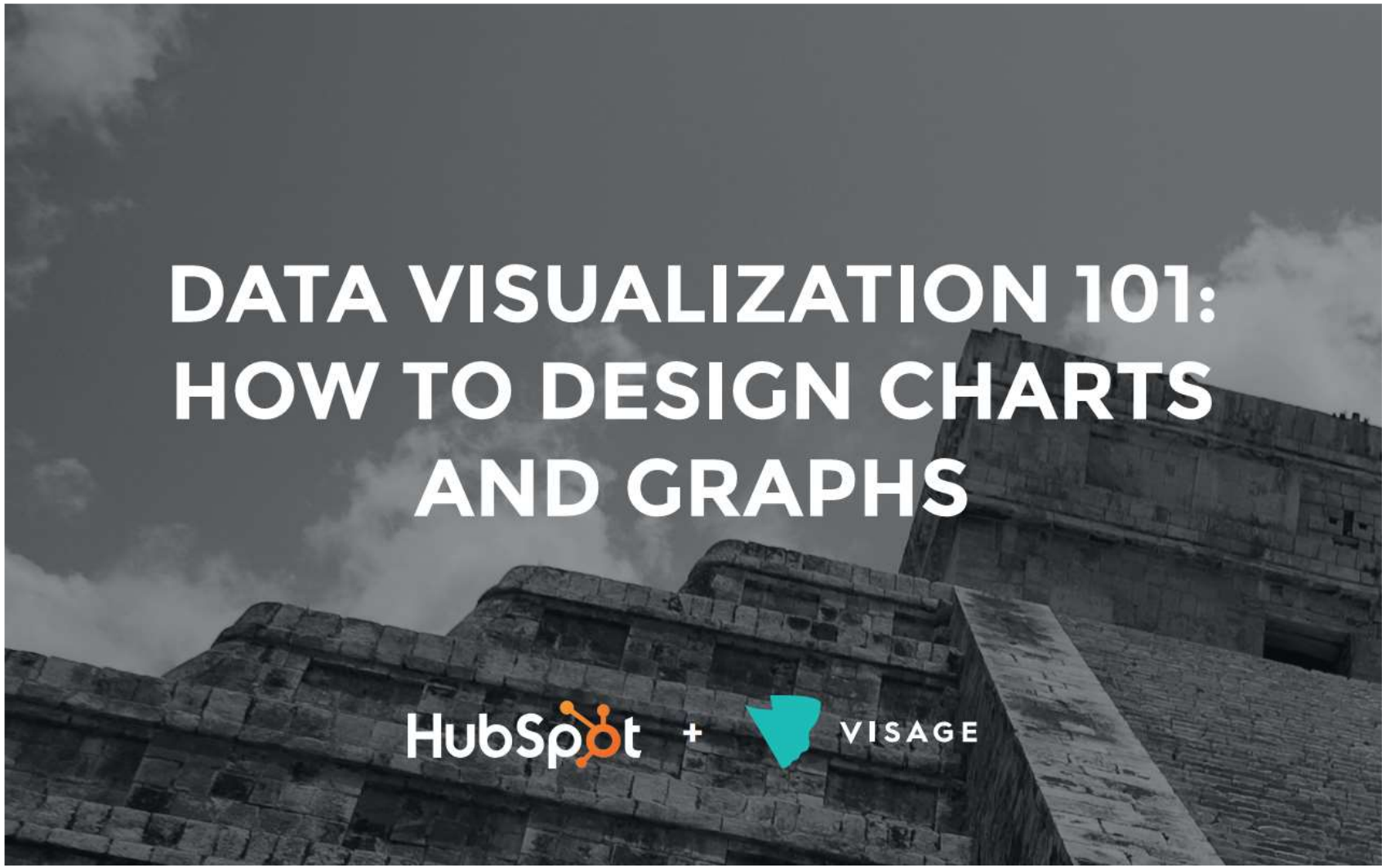


LINE CHART

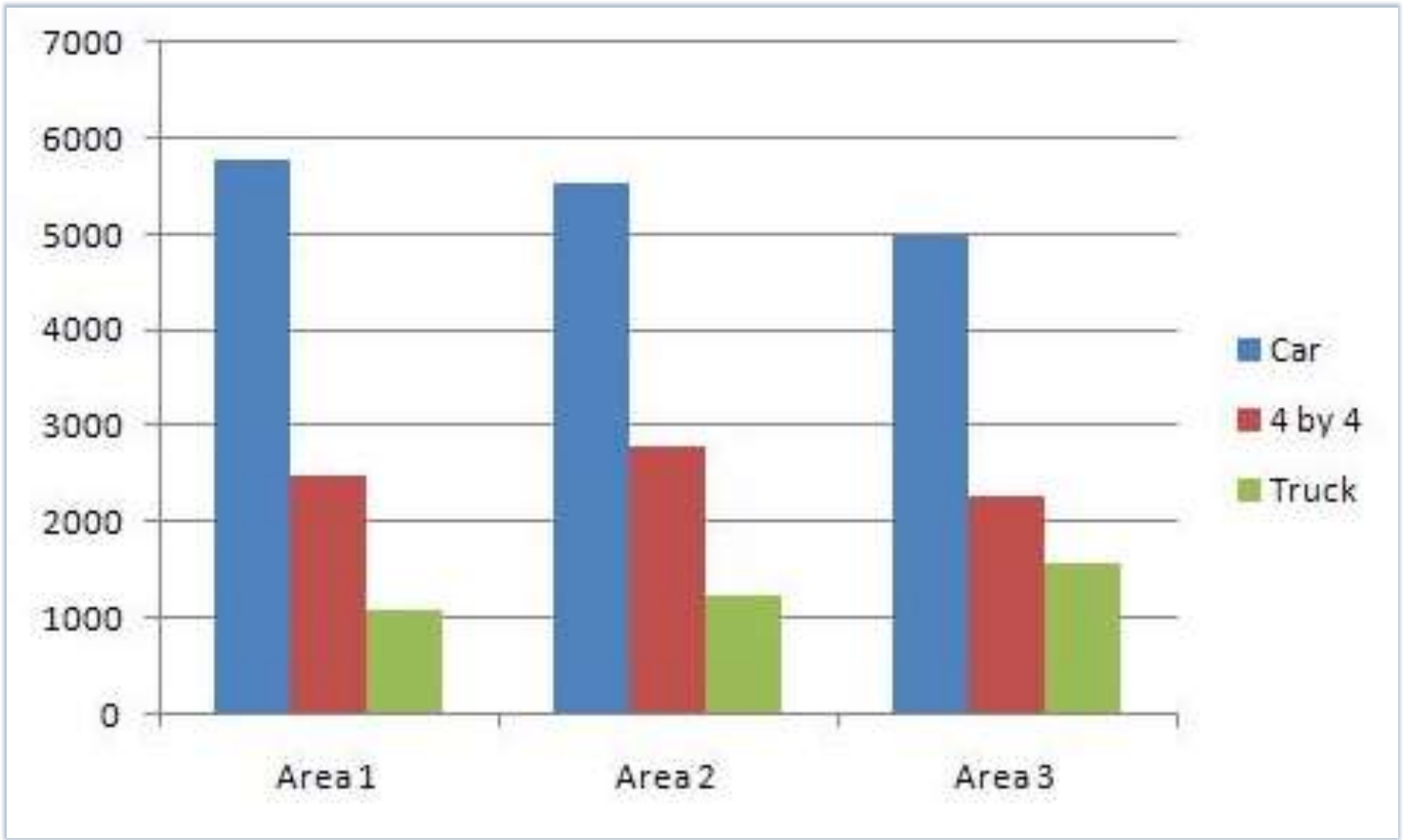
A line chart is often used to visualize a trend in data over intervals of time. If you have continuous data that you would like to represent through a chart then a line chart is a good option.

TREEMAP CHART

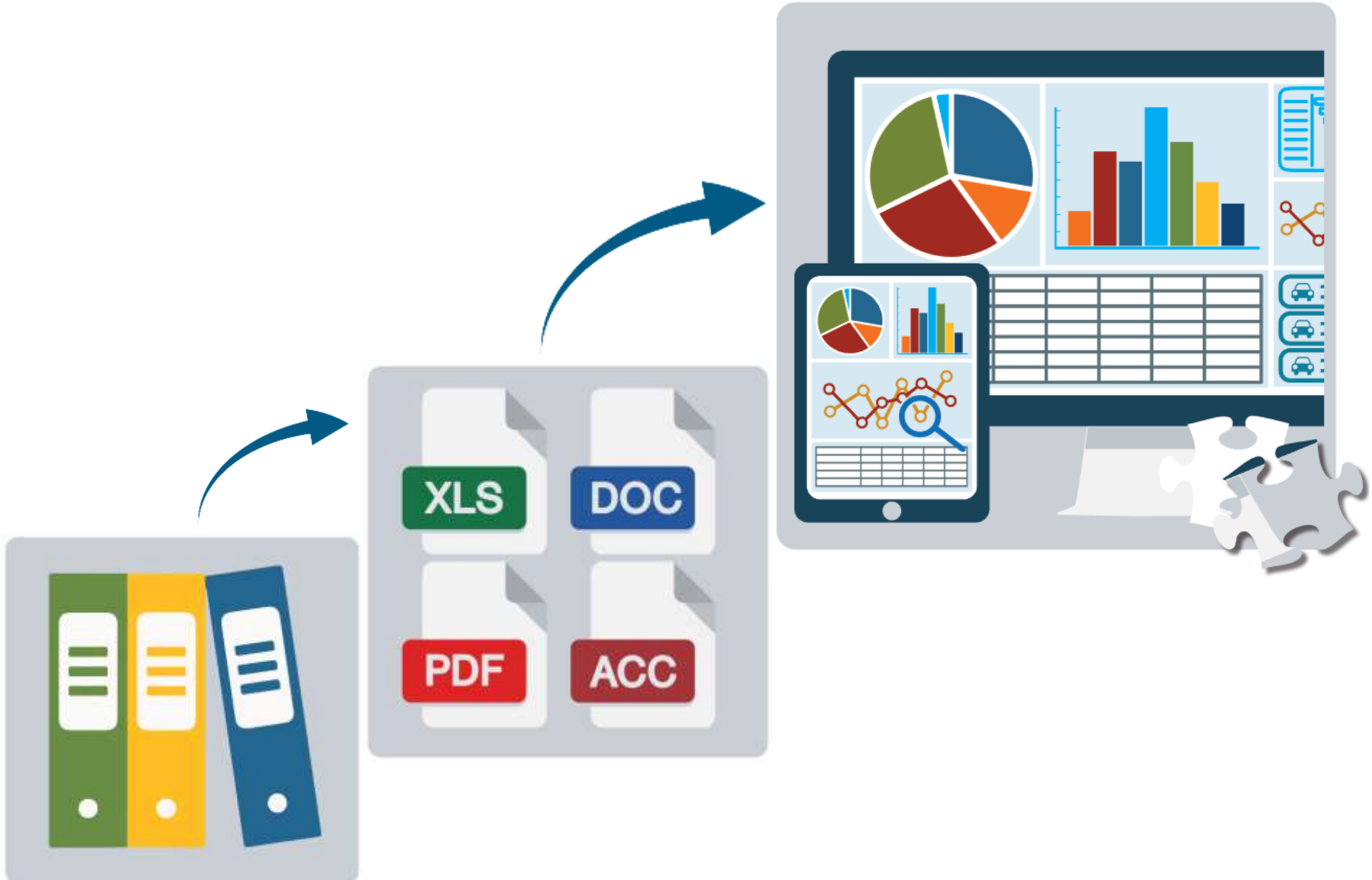
Treemapping is a data visualization technique that is used to display hierarchical data using nested rectangles.The treemap chart displays categories by color and proximity and can easily show lots of data which would be difficult with other chart types.

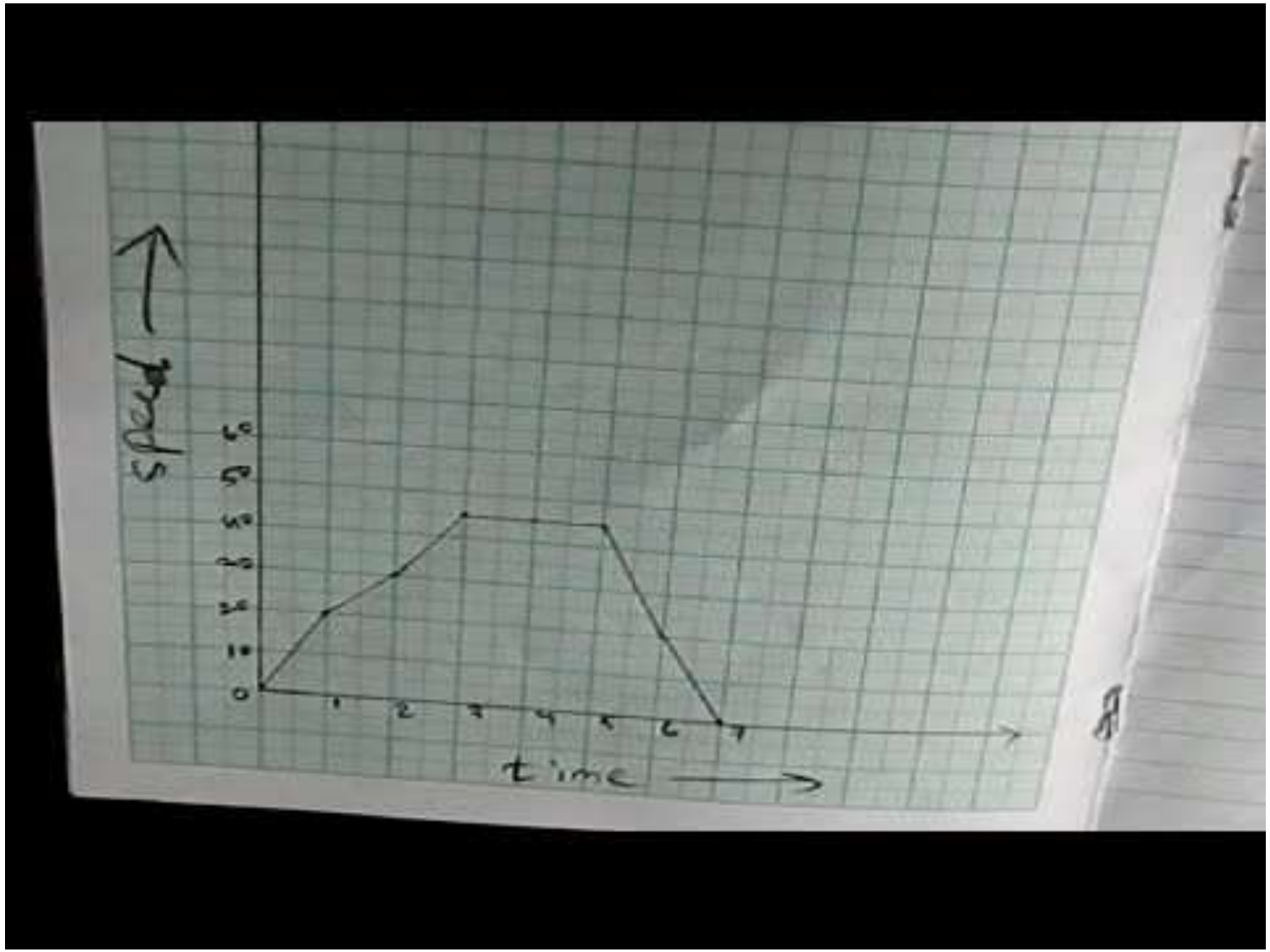


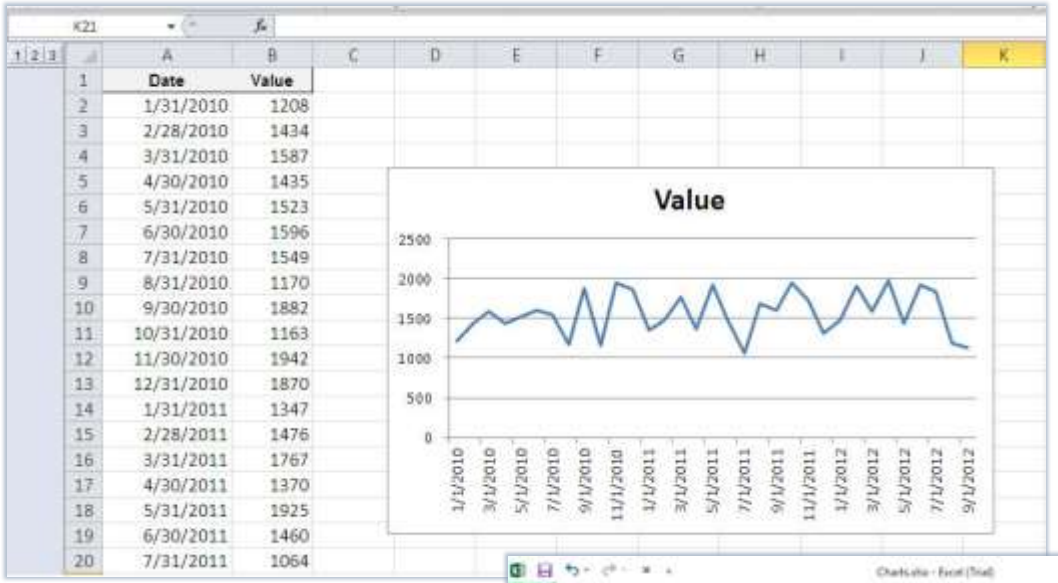
Embedded Resource


7000
6000
5000
4000
3000
2000
1000
0
Area 1
Area 2
Area 3
Car
4 by 4
Truck

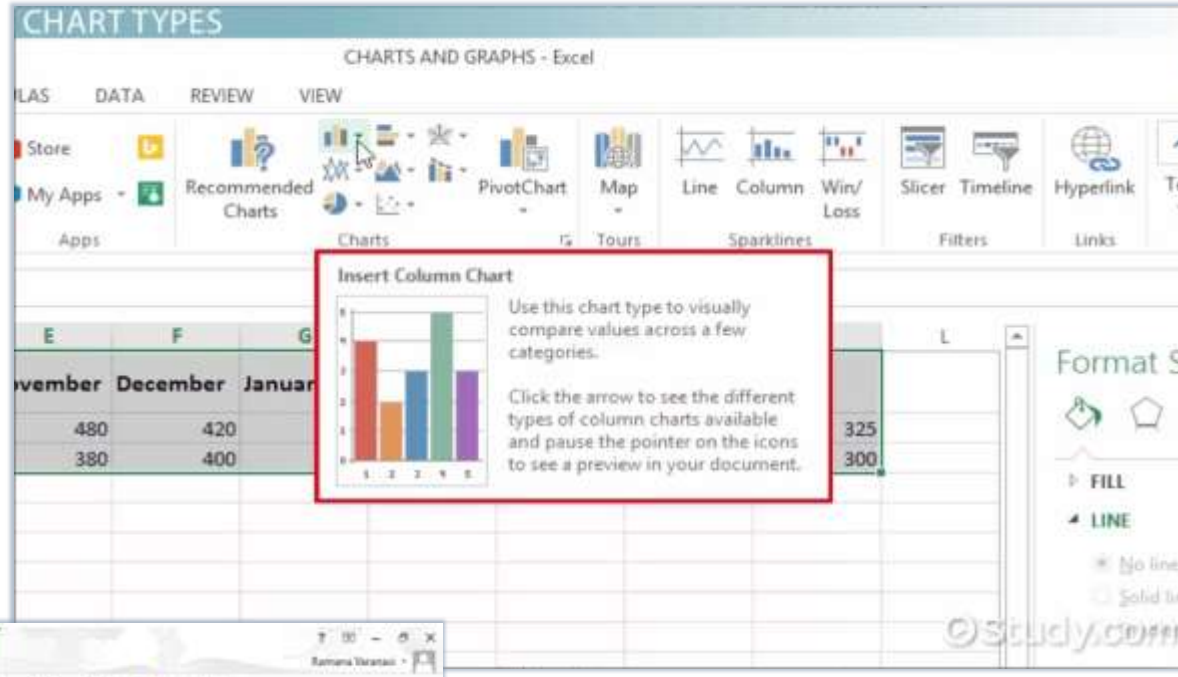

3500
3000
2500
2000
1500
1000
500
0
2017-09-01
2017-09-19
2017-10-07
2017-10-25
2017-11-12
2017-11-30
2017-12-18
2018-01-05
2018-01-23
2018-02-10
2018-02-28
2018-03-18
2018-04-05
2018-04-23
2018-05-11
2018-05-29
2018-06-16
2018-07-04
2018-07-22
2018-08-09
2018-08-27
2018-09-14
2018-10-02
2018-10-20
2018-11-07
2018-11-25
2018-12-13
2018-12-31
2019-01-18
2019-02-05
2019-02-23
2019-03-13
2019-03-31
2019-04-18
2019-05-06
2019-05-24
2019-06-11
2019-06-29
2019-07-17

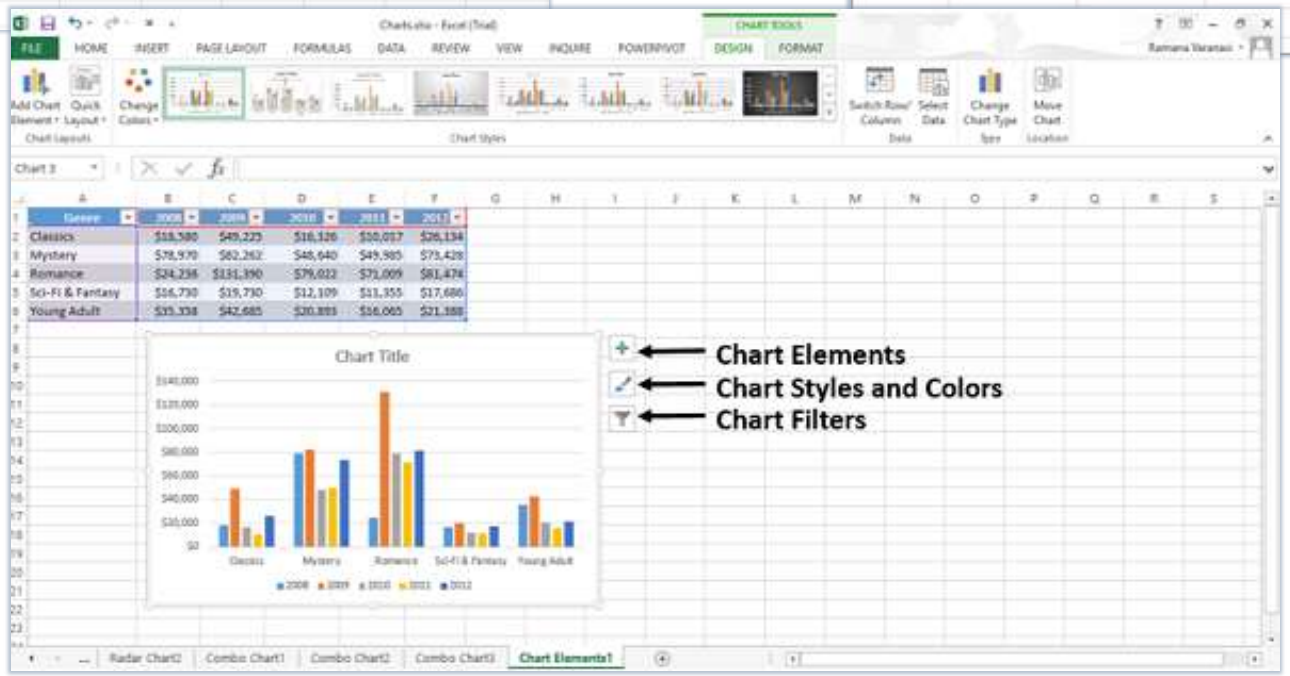

XLS
DOC
PDF
ACC


speed
time



	Date	Value
1	1/31/2010	1208
2	2/28/2010	1434
3	3/31/2010	1587
4	4/30/2010	1435
5	5/31/2010	1523
6	6/30/2010	1596
7	7/31/2010	1549
8	8/31/2010	1170
9	9/30/2010	1882
10	10/31/2010	1163
11	11/30/2010	1942
12	12/31/2010	1870
13	1/31/2011	1347
14	2/28/2011	1476
15	3/31/2011	1767
16	4/30/2011	1370
17	5/31/2011	1925
18	6/30/2011	1460
19	7/31/2011	1064






BI
KNOWLEDGE MANAGEMENT
BENCHMARKING
DATA MINING
DATA VISUALIZATION
MEASUREMENT ANALYSIS
REPORTING
COLLABORATION PLATFORM


FILTERS
Quarter is "this quarter"
$2.68M
New MRR
775
Wins ▲ 78
15
Days Left
$33.10M
New ACV
92% of $36,030,742
80%
of Quota This Time Last Q
Tracking to Quota
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
Goal
Week of Quarter
Enterprise
Mid-Market
Small Business
Top of Funnel/Not Assigned
Total ACV Won
Goal
Pipeline by Sales Rep
Mignon Sparr
Cecila Ferruso
Joannie Blaho
Remona Woodard
Leanne Hattabaugh
Marianne Flies
Jina Bouvier
Diane Conn
Daphne Bolander
Kena Roker
Cristen Lynema
Rickie Pongkhamsing
Kelsi Casados
Grover Berl
Lanita Banke
Melany Foust
Classie Hersha
Denny Grade
Alessandra Mighty
Beth Marthaler
Lasonya Carrazco
Sales Representative Name
DATA
RESULTS
SQL
Account Name
BlueLock
Broadband Comparison Limited
ClairMail
Epizyme
Ideas for iPhone
JobScore
Masimo
MODERO GROUP
Phi Media
Pingar
Scanbuy
Skillo
STANDS4
Swaplogic
$0.00 $500.00K $1.00M $1.50M $2.00M $2.50M $3.00M $3.50M $4.00M $4.50M $5.00M
Opportunity Total Acv
Won
Winning
Trial
Prospect
Lead
Pipeline Distribution
$25.00M
$20.00M
$15.00M
$10.00M
$5.00M
$0.00
Amount in Pipeline
2017-01
2017-02
2017-03
Winning
Trial
Prospect
Lead
Pace (Q over Q)
100%
80%
60%
40%
20%
0%
0
10
20
30
40
50
60
70
80
2017-Q1
2016-Q4
2016-Q3
2016-Q2
2016-Q1
Goal

Let's scope out our own!

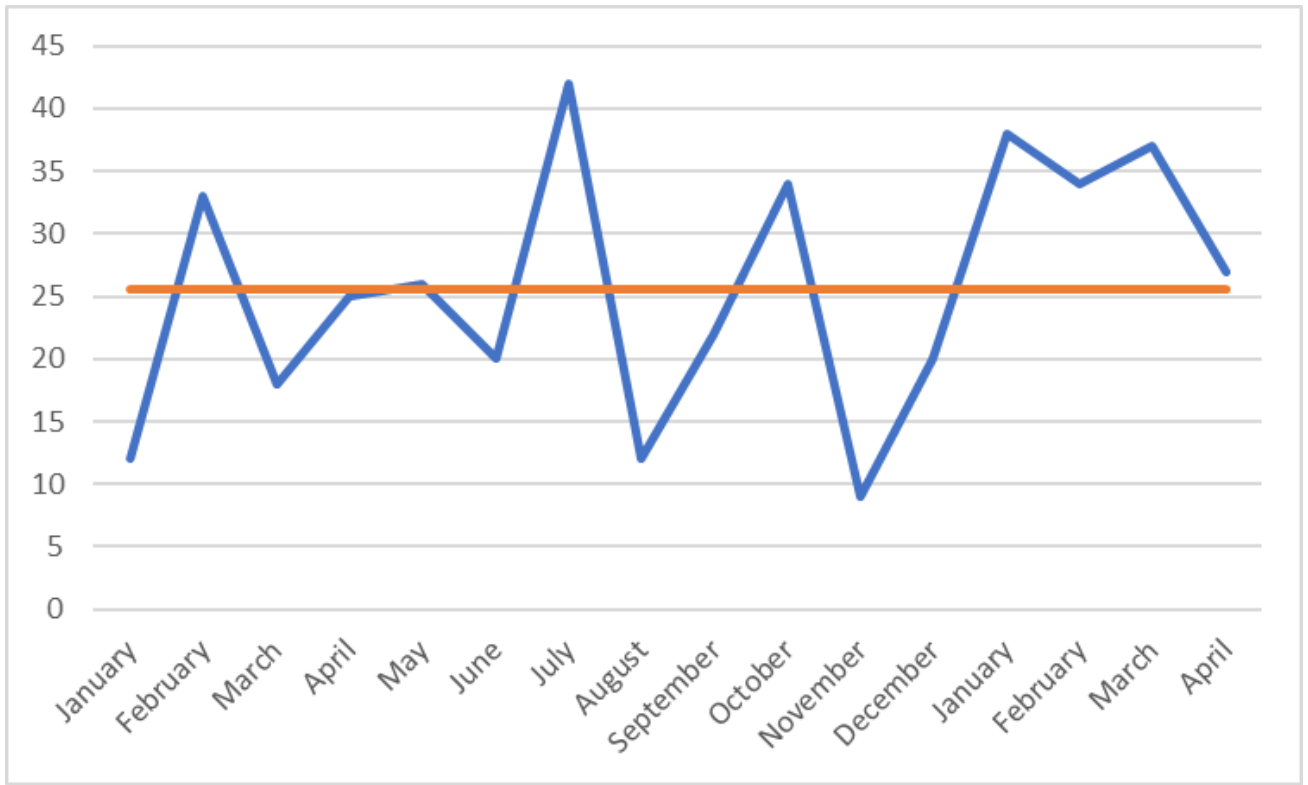
Item
Data Source/Type
Input Frequency/Pattern
Measure type
Period
Comparative

Item	Fuel Consumption
Data Source/Type	Oil Company/Excel CSV
Input Frequency/Pattern	Monthly
Measure type	Volume (litres/100 km)
Period	Monthly
Comparative	Internal (all makes models, specific makes models, OEM)

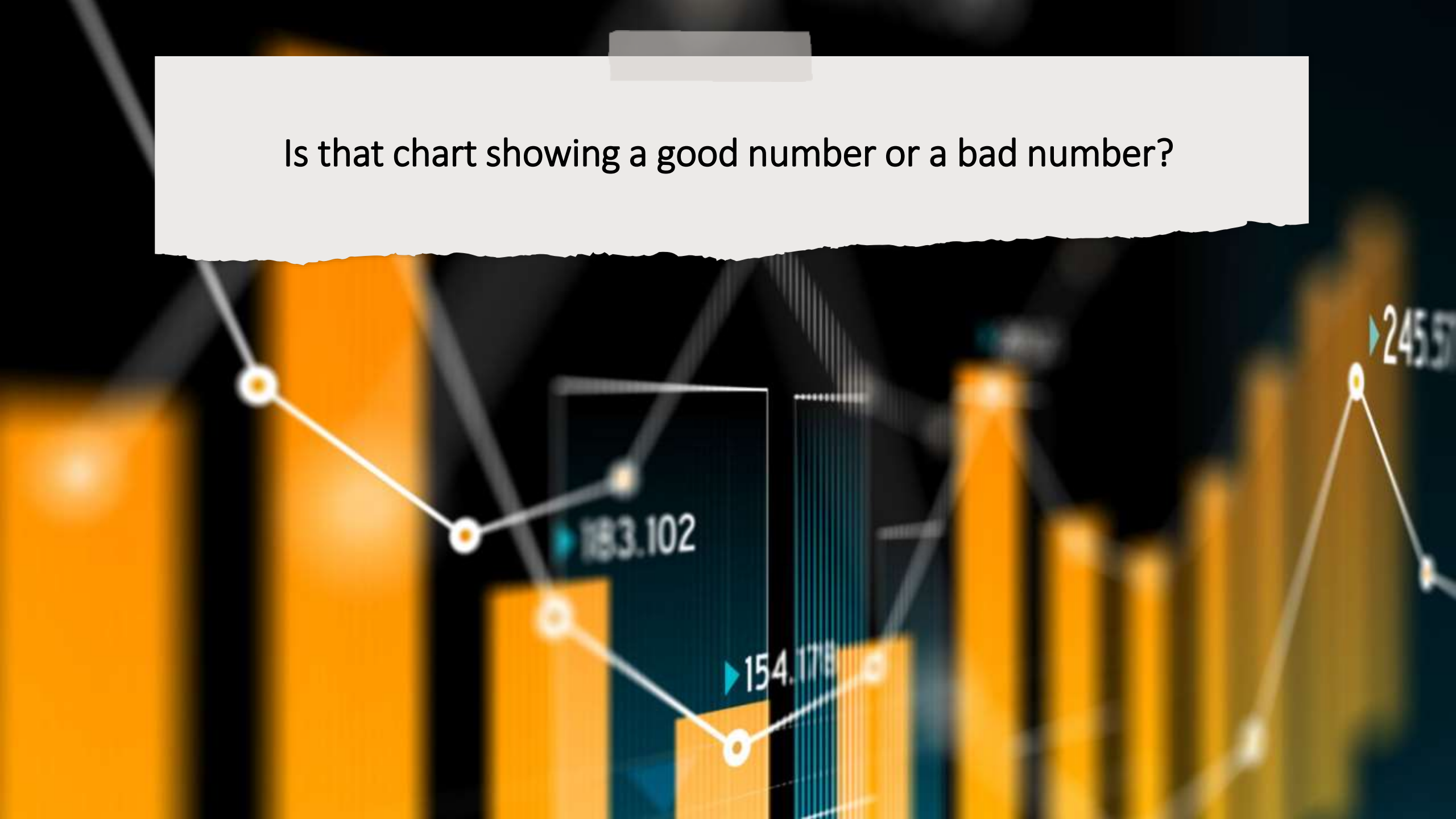
Item	Infringements
Data Source/Type	State licensing bodies/Paper
Input Frequency/Pattern	Adhoc
Measure type	Number, type, points no points, number of points
Period	Monthly
Comparative	Internal all drivers, benchmark over or under 12 points

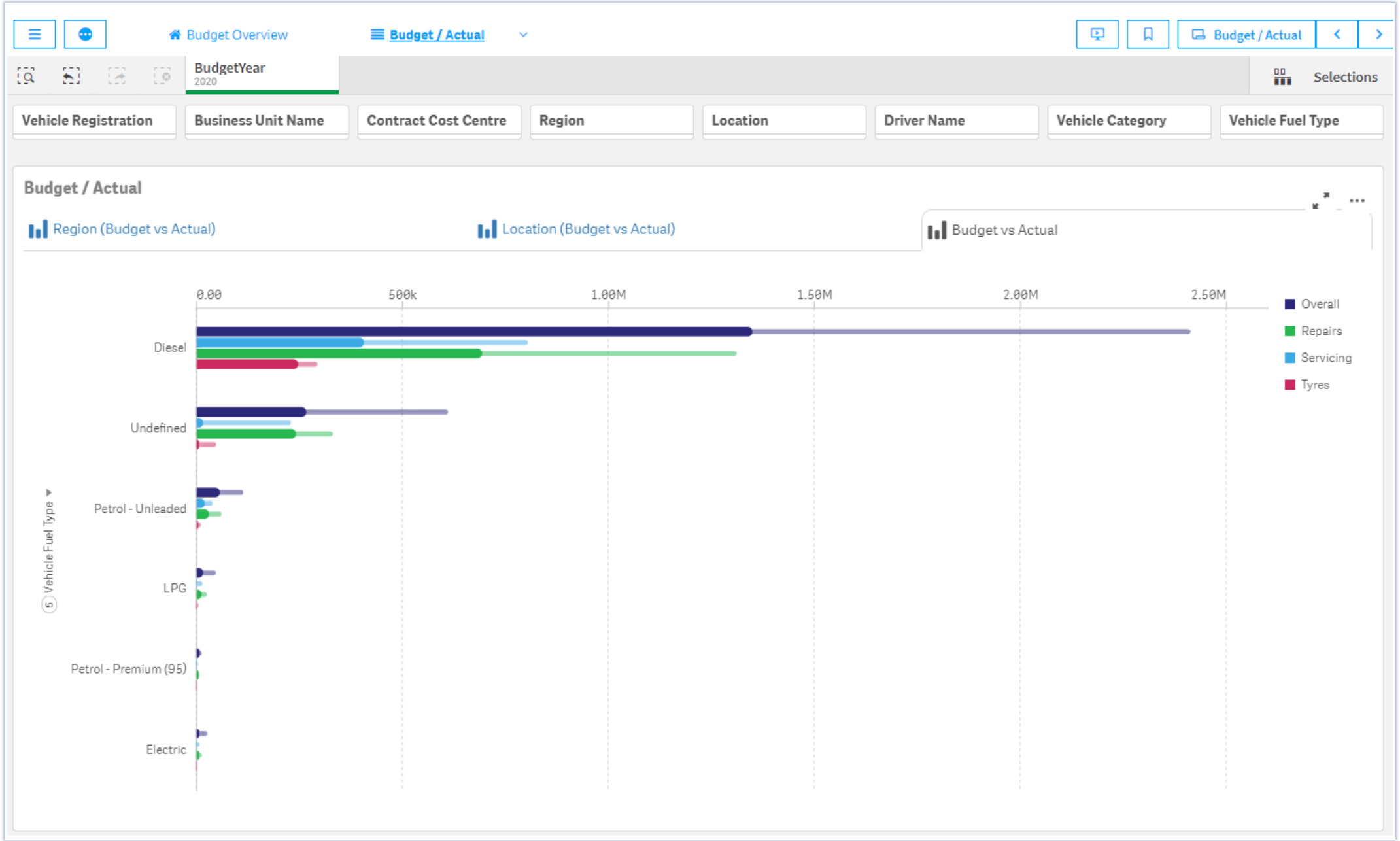
Item	Accidents
Data Source/Type	Insurer/Paper
Input Frequency/Pattern	Ad hoc/Monthly file
Measure type	Number, Value, Accident Type
Period	Monthly
Comparative	Internal all drivers/fleet, industry average

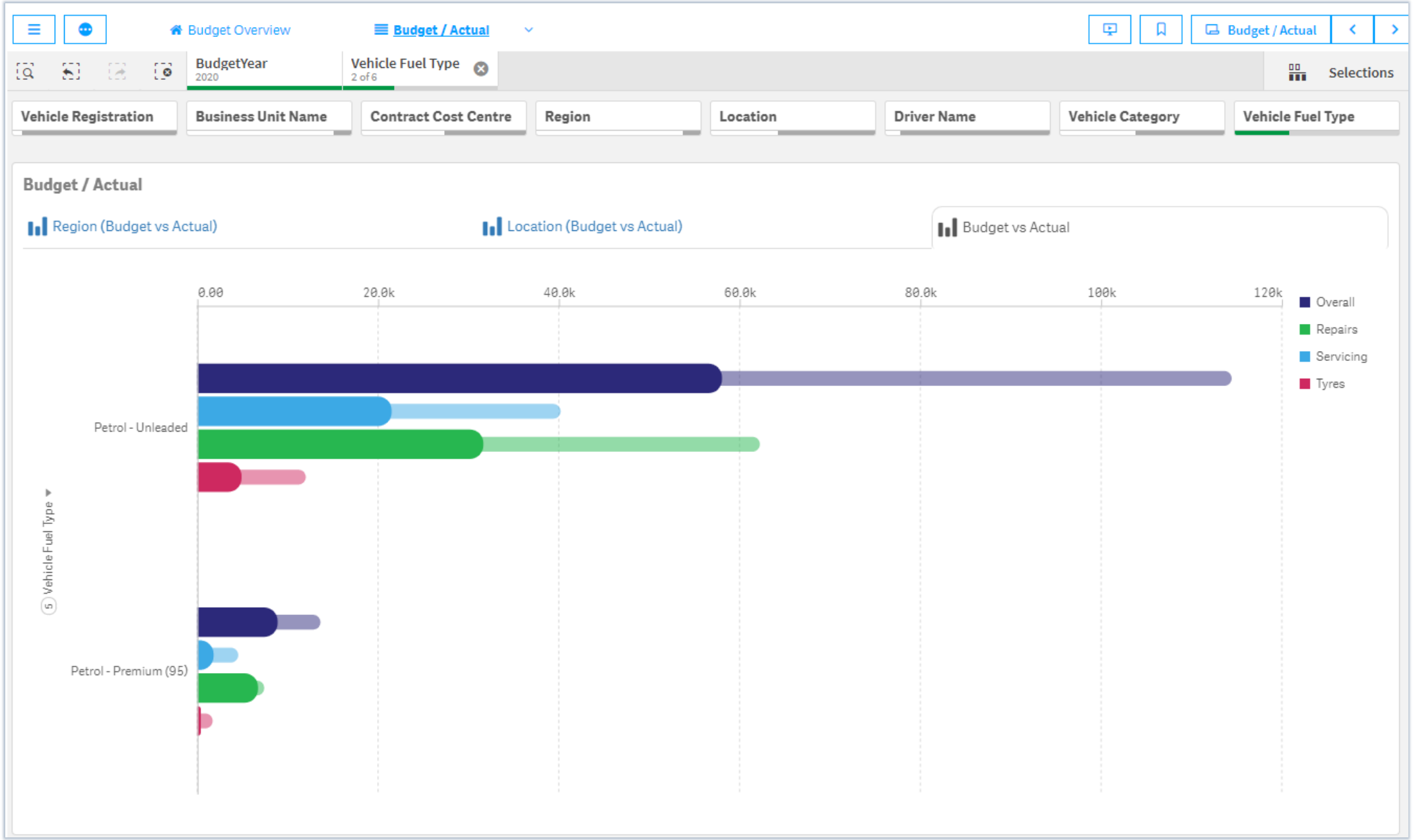
	A	B
1	Month	# of Accidents
2	January	12
3	February	33
4	March	18
5	April	25
6	May	26
7	June	20
8	July	42
9	August	12
10	September	22
11	October	34
12	November	9
13	December	20
14	January	38
15	February	34
16	March	37
17	April	27
18		
19		



Item	
Data Source/Type	
Input Frequency/Pattern	
Measure type	
Period	
Comparative	


Is that chart showing a good number or a bad number?


Budget Overview
Budget / Actual
Budget / Actual
BudgetYear
2020
Selections
Vehicle Registration
Business Unit Name
Contract Cost Centre
Region
Location
Driver Name
Vehicle Category
Vehicle Fuel Type
Budget / Actual
Region (Budget vs Actual)
Location (Budget vs Actual)
Budget vs Actual
0.00
500k
1.00M
1.50M
2.00M
2.50M
Diesel
Undefined
Petrol - Unleaded
LPG
Petrol - Premium (95)
Electric
5 Vehicle Fuel Type
Overall
Repairs
Servicing
Tyres


Budget Overview
Budget / Actual
Budget / Actual
BudgetYear
2020
Vehicle Fuel Type
2 of 6
Selections
Vehicle Registration
Business Unit Name
Contract Cost Centre
Region
Location
Driver Name
Vehicle Category
Vehicle Fuel Type
Budget / Actual
Region (Budget vs Actual)
Location (Budget vs Actual)
Budget vs Actual
0.00
20.0k
40.0k
60.0k
80.0k
100k
120k
Overall
Repairs
Servicing
Tyres
Petrol - Unleaded
Petrol - Premium (95)
5 Vehicle Fuel Type

Trends

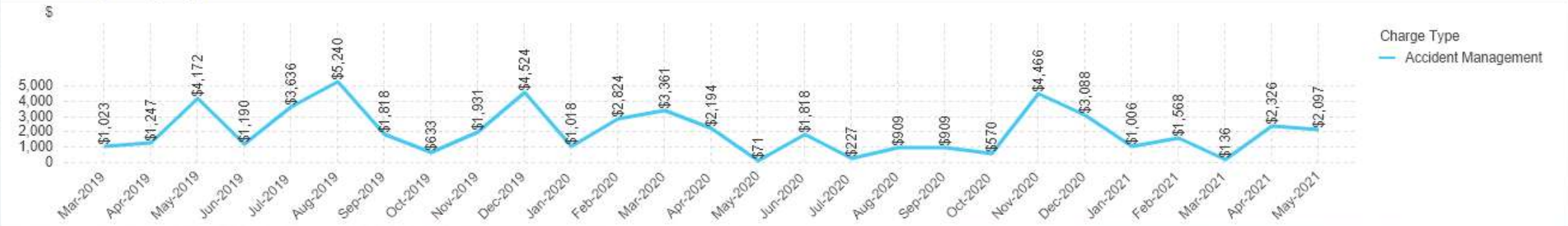
Date Selection

Year 2019, 2020, 2021 | Month - Year

Month | Financial Year

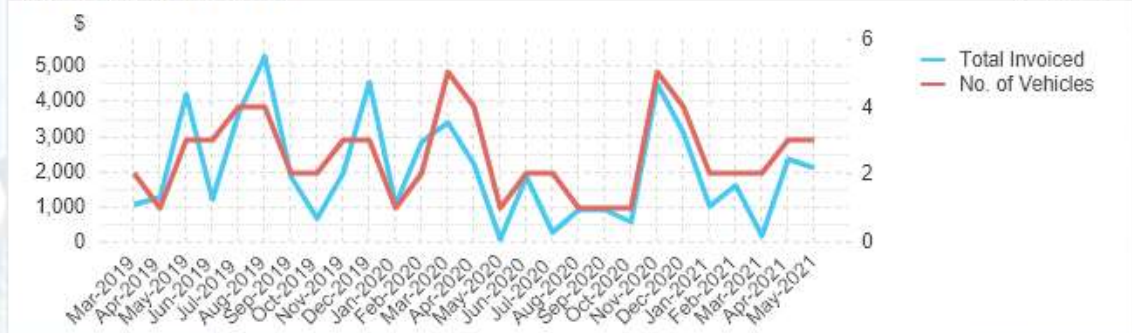
SUMMIT Fleet Leasing and Management

Total Cost by Charge Type



Average Cost per Vehicle

Total Invoiced Amount



Trend Data Analysis (Calendar Year) | Trend Data Analysis (Financial Year) | Trend Data Analysis (FBT Year)

Trend Data Analysis (Calendar Year)

Year	Charge Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Invoiced ...	Trend
		$2,024	$4,392	$4,520	$5,767	$6,340	$3,008	$3,863	$6,149	$2,727	$1,203	$6,396	$7,611	$54,003	54003
2021	Accident Management	$1,006	$1,568	$136	$2,326	$2,097	$0	$0	$0	$0	$0	$0	$0	$7,134	
2020	Accident Management	$1,018	$2,824	$3,361	$2,194	$71	$1,818	$227	$909	$909	$570	$4,466	$3,088	$21,455	
2019	Accident Management	$0	$0	$1,023	$1,247	$4,172	$1,190	$3,636	$5,240	$1,818	$633	$1,931	$4,524	$25,414	

AfMA

Trends

Date Selection

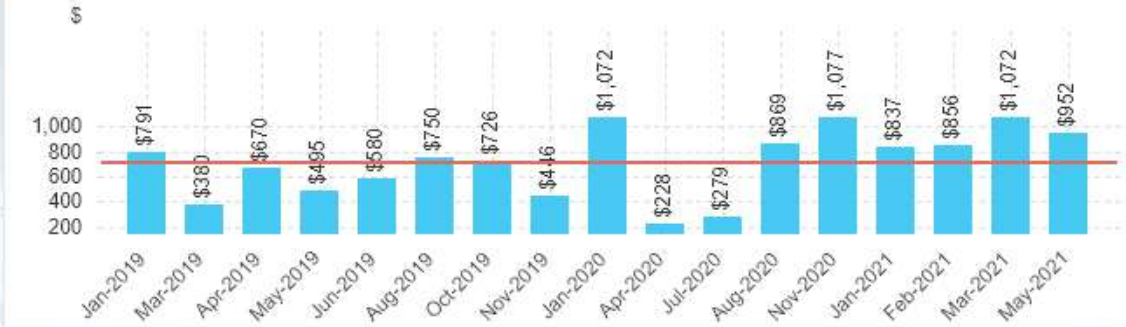
Year 2019, 2020, 2021 | Month - Year

Month | Financial Year

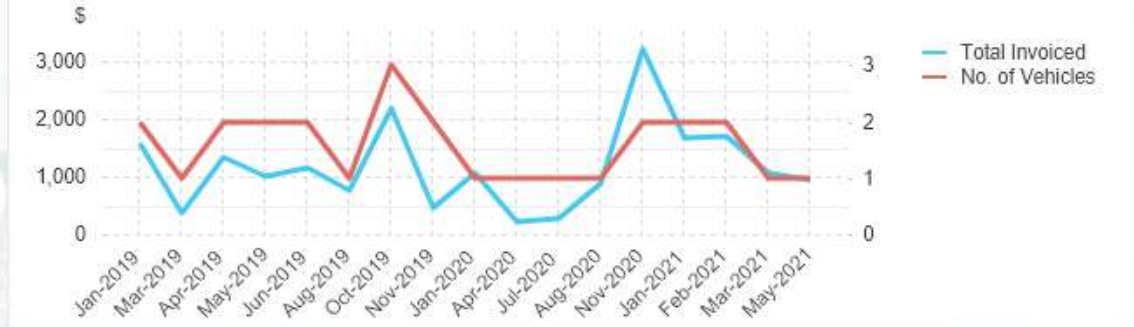
SUMMIT Fleet Leasing and Management

Total Cost by Charge Type

Average Cost per Vehicle



Total Invoiced Amount



Trend Data Analysis (Calendar Year) | Trend Data Analysis (Financial Year) | Trend Data Analysis (FBT Year)

Trend Data Analysis (Calendar Year)

Year	Charge Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Invoiced ...	Trend
		$4,328	$1,711	$1,452	$1,568	$1,942	$1,160	$279	$1,619	$0	$2,178	$3,676	$0	$19,914	19914
2021	Tyres	$1,673	$1,711	$1,072	$0	$952	$0	$0	$0	$0	$0	$0	$0	$5,409	
2020	Tyres	$1,072	$0	$0	$228	$0	$0	$279	$869	$0	$0	$3,230	$0	$5,678	
2019	Tyres	$1,582	$0	$380	$1,340	$990	$1,160	$0	$750	$0	$2,178	$446	$0	$8,827	

AfMA

Trends

Date Selection

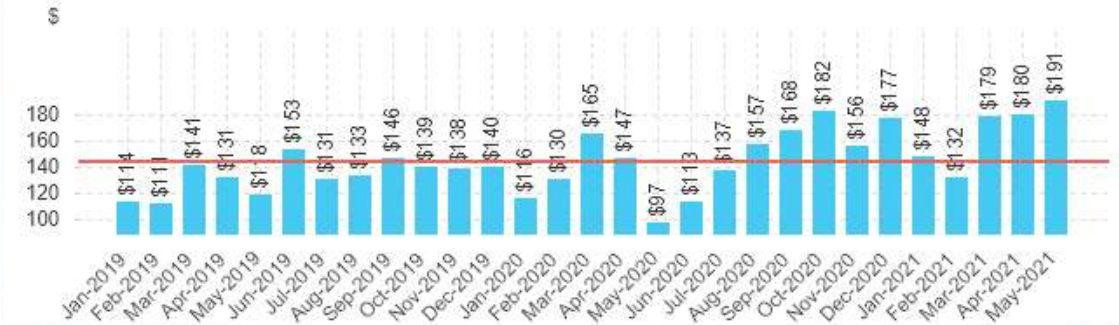
Year 2019, 2020, 2021 | Month - Year

Month | Financial Year

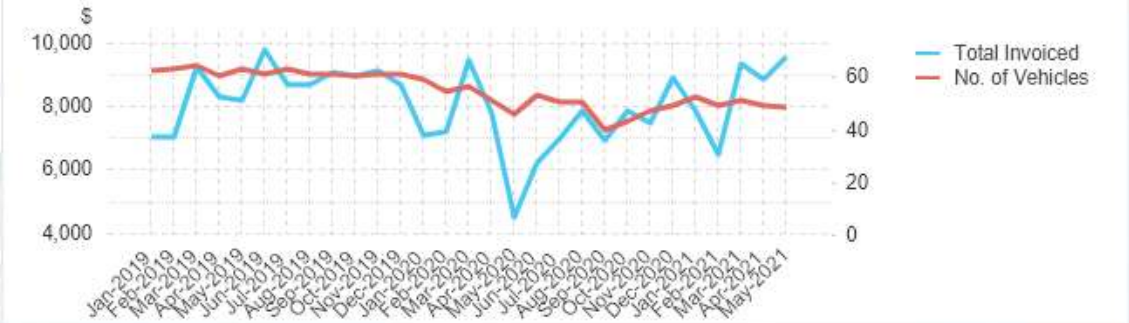
SUMMIT Fleet Leasing and Management

Total Cost by Charge Type

Average Cost per Vehicle



Total Invoiced Amount



Trend Data Analysis (Calendar Year) | Trend Data Analysis (Financial Year) | Trend Data Analysis (FBT Year)

Trend Data Analysis (Calendar Year)

Year	Charge Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Invoiced ...	Trend
		$21,929	$20,675	$27,904	$24,871	$22,148	$15,979	$15,623	$16,495	$15,929	$16,739	$16,575	$17,550	$232,418	232418
2021	Toll Road Usage	$7,844	$6,480	$9,310	$8,815	$9,527	$0	$0	$0	$0	$0	$0	$0	$41,976	
2020	Toll Road Usage	$7,048	$7,171	$9,403	$7,777	$4,468	$6,207	$6,979	$7,836	$6,879	$7,832	$7,472	$8,874	$87,945	
2019	Toll Road Usage	$7,038	$7,024	$9,191	$8,280	$8,153	$9,773	$8,643	$8,659	$9,050	$8,907	$9,103	$8,676	$102,497	

AfMA

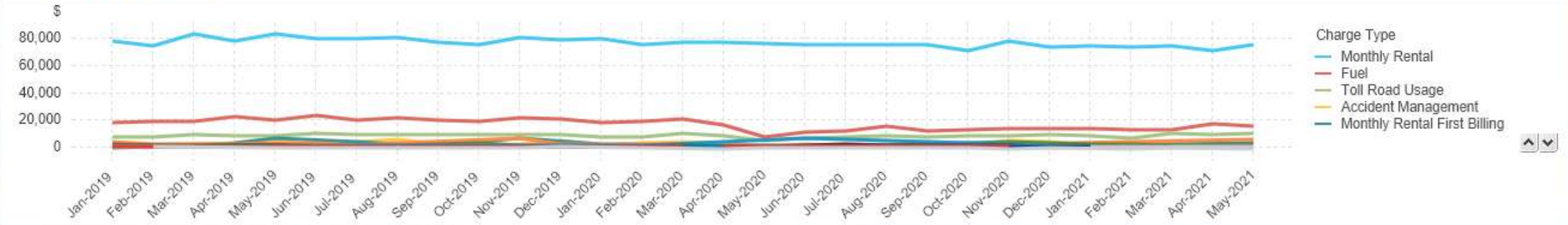
Trends

Date Selection

Year 2019, 2020, 2021 | Month - Year | Month | Financial Year

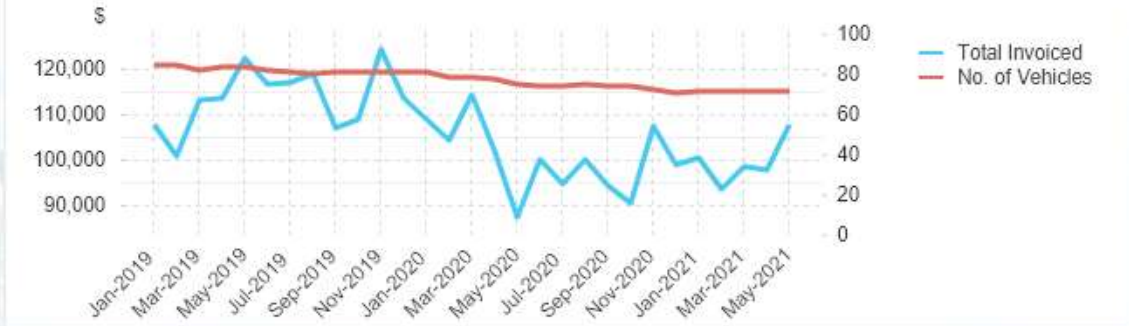
SUMMIT Fleet Leasing and Management

Total Cost by Charge Type



Average Cost per Vehicle

Total Invoiced Amount



Trend Data Analysis (Calendar Year) | Trend Data Analysis (Financial Year) | Trend Data Analysis (FBT Year)

Trend Data Analysis (Calendar Year)

Year	Charge Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Invoiced ...	Trend
		$316,560	$298,1...	$325,312	$312,984	$317,097	$216,307	$211,273	$218,592	$200,994	$199,218	$231,378	$212,015	$3,059,877	3059877
2021	Accident Management	$1,006	$1,568	$136	$2,326	$2,097	$0	$0	$0	$0	$0	$0	$0	$7,134	
2020	Accident Management	$1,018	$2,824	$3,361	$2,194	$71	$1,818	$227	$909	$909	$570	$4,466	$3,088	$21,455	
2019	Accident Management	$0	$0	$1,023	$1,247	$4,172	$1,190	$3,636	$5,240	$1,818	$633	$1,931	$4,524	$25,414	
2020	Accident Management GST Free	$0	$0	$0	-$1,453	-$1,072	$0	-$1,130	-$909	$0	-$570	-$2,078	-$1,270	$-8,480	
2019	Accident Management GST Free	$0	-$318	$0	$0	-$1,023	-$917	$0	-$695	-$909	$0	-$529	-$109	$-4,499	
2021	Accident Management GST Free	$0	-$1,471	-$520	$0	-$2,097	$0	$0	$0	$0	$0	$0	$0	$-4,088	
2020	Damage Charges	$0	$0	$1,734	$0	$794	$0	$0	$936	$0	$0	$1,309	$0	$4,773	

AFMA

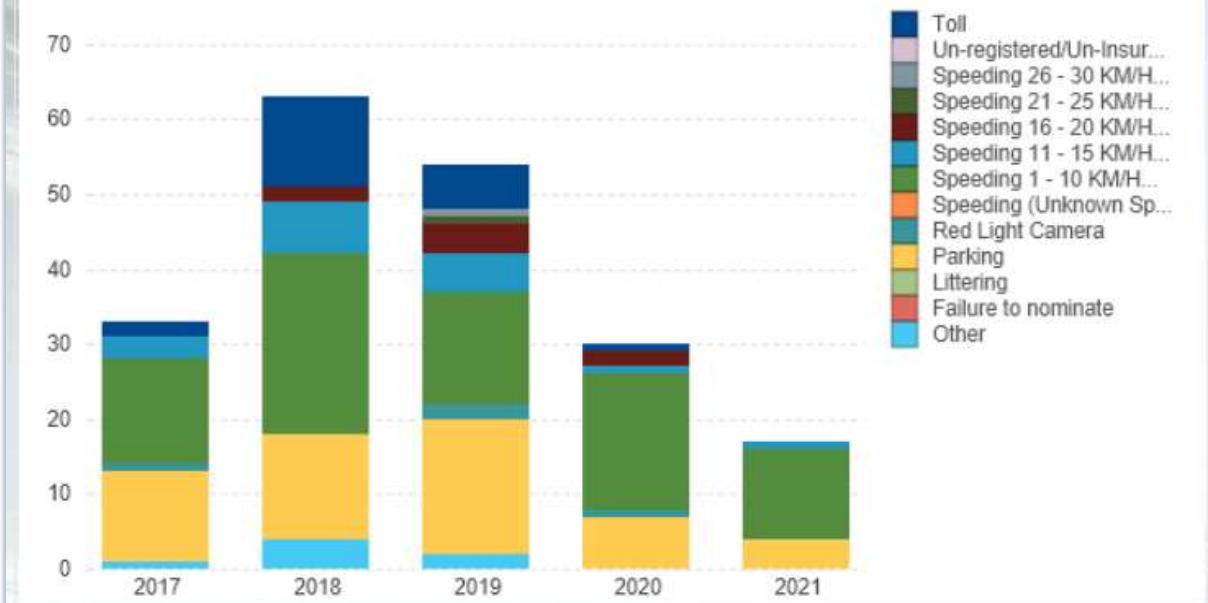
Infringement Analysis

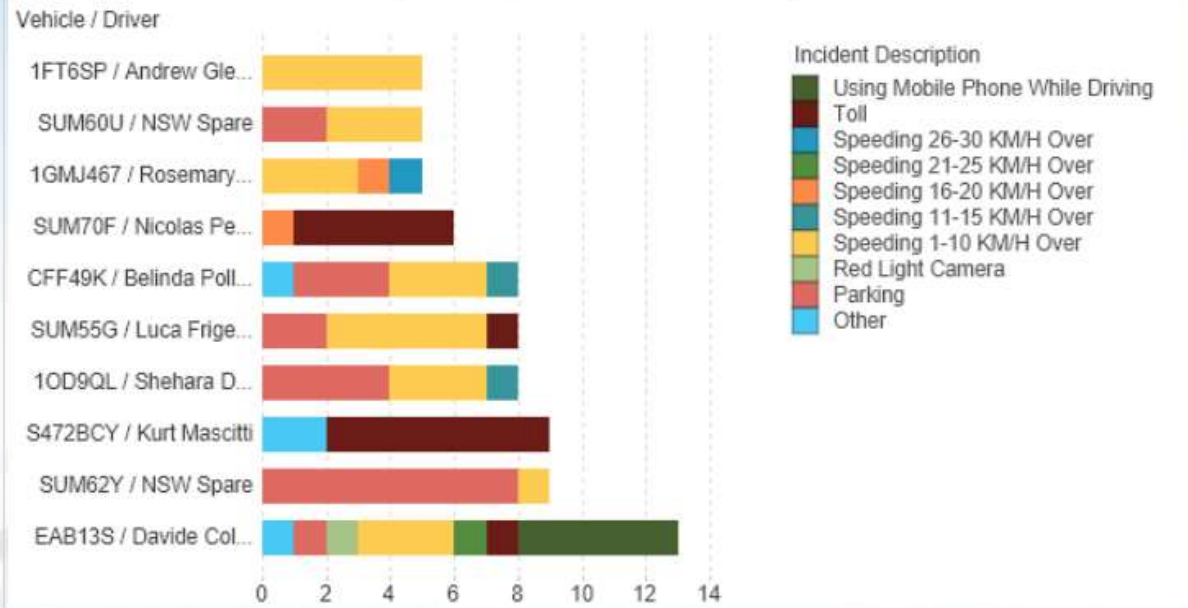
Date Selection

Year | Month | Month - Year | Financial Year

SUMMIT Fleet Leasing and Management

Total Summary | By Type | Cost Centre (Top 10) | Weekday (Top 10) | Vehicle / Driver (Top 10)





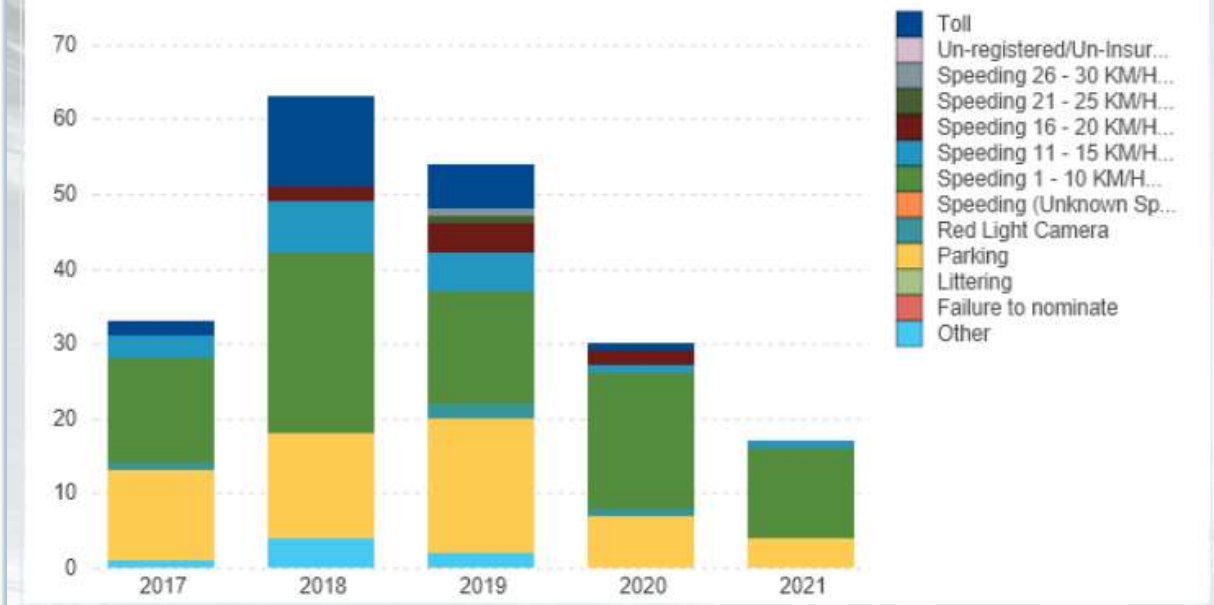
Infringement Analysis

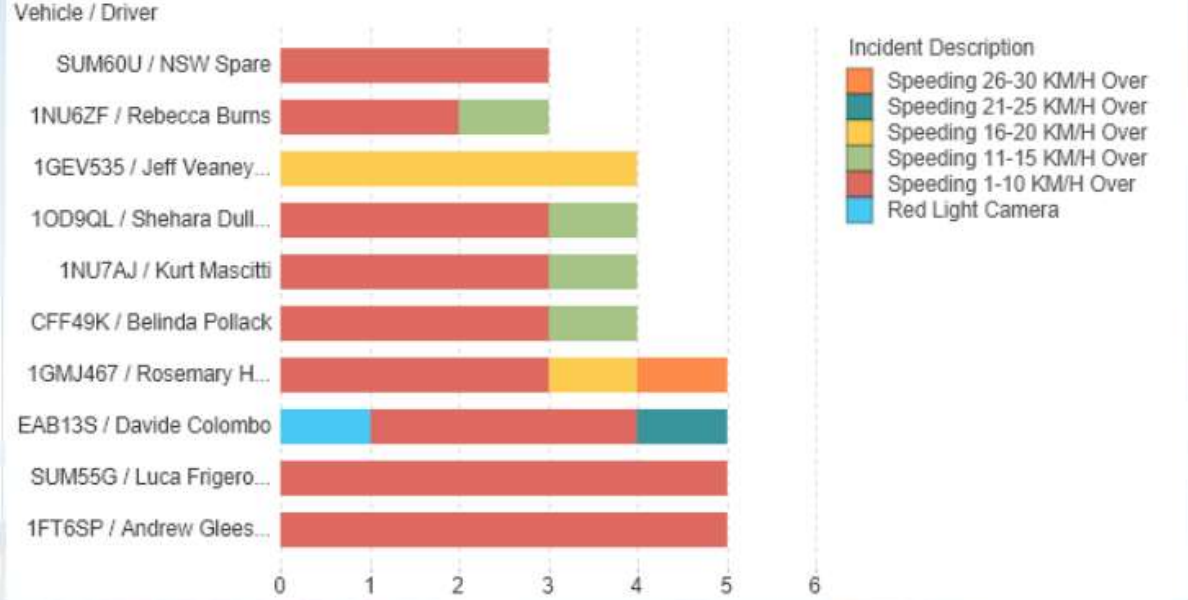
Date Selection

Year | Month - Year | Month | Financial Year

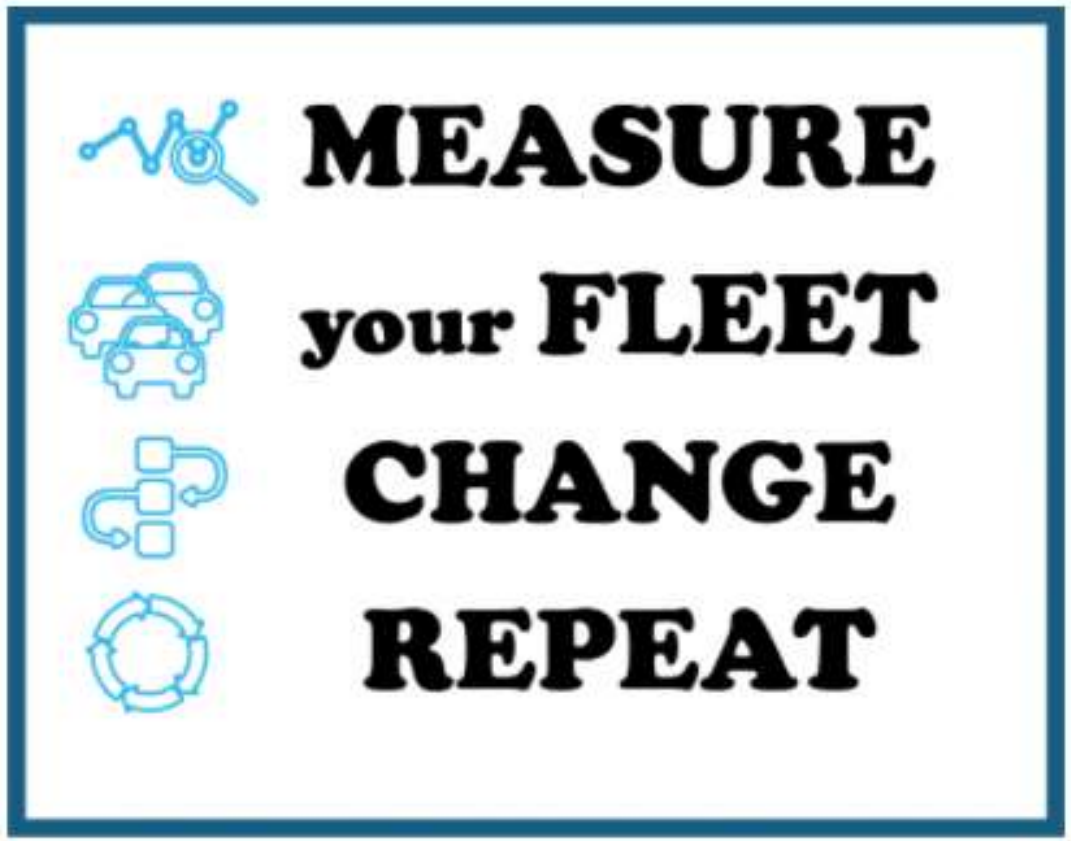
SUMMIT Fleet Leasing and Management

Total Summary | By Type | Cost Centre (Top 10) | Weekday (Top 10) | Vehicle / Driver (Top 10)



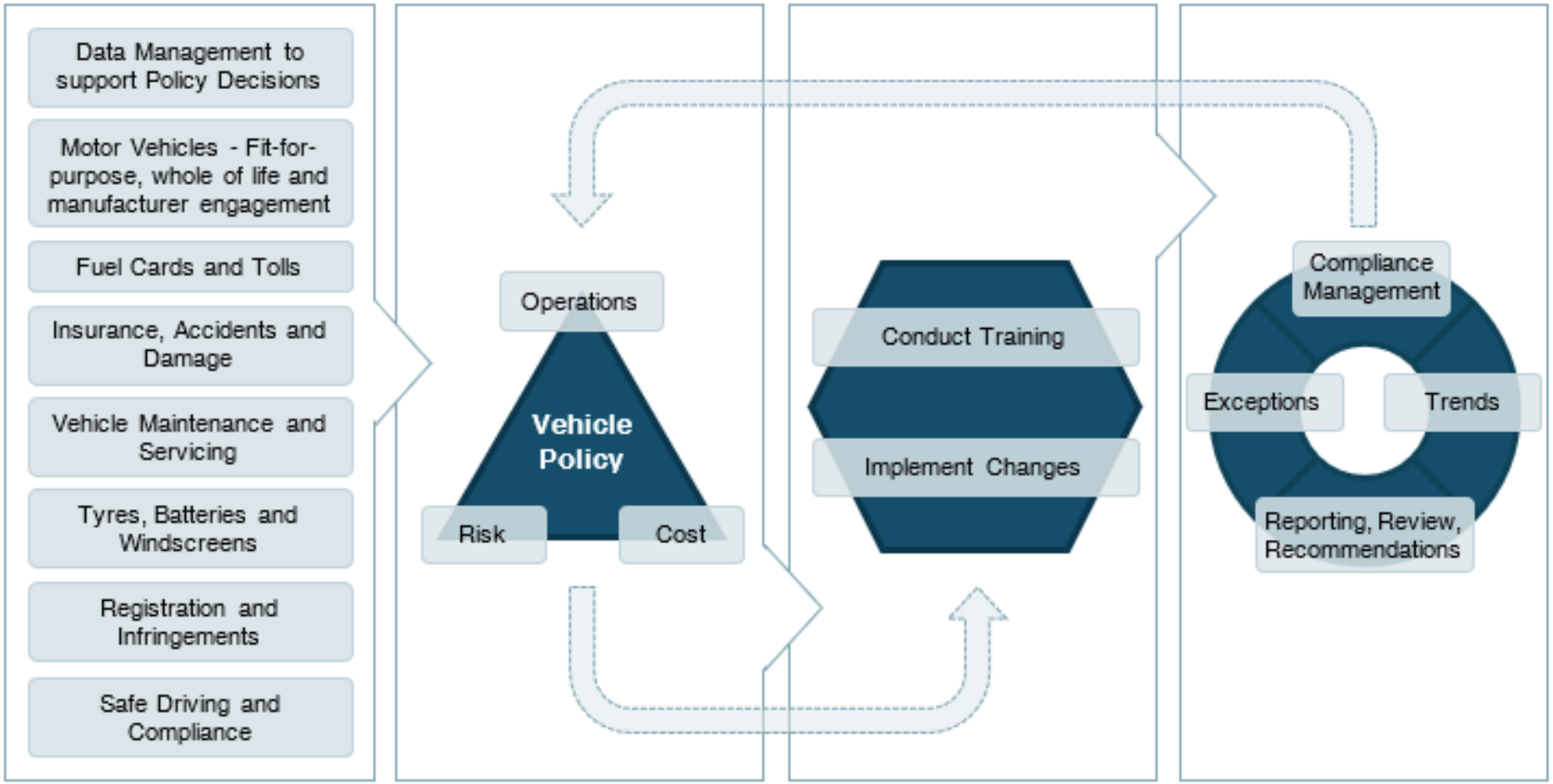


AfMA



If you do not change direction, you may end up where you are heading. – Lao Tzu

[Measuring fleet optimisation, What is at stake? - Summit Fleet]


Data Management to support Policy Decisions
Motor Vehicles - Fit-for-purpose, whole of life and manufacturer engagement
Fuel Cards and Tolls
Insurance, Accidents and Damage
Vehicle Maintenance and Servicing
Tyres, Batteries and Windscreens
Registration and Infringements
Safe Driving and Compliance
Operations
Vehicle Policy
Risk
Cost
Conduct Training
Implement Changes
Compliance Management
Exceptions
Trends
Reporting, Review, Recommendations


We now live in a world where data is the consequence of almost every action.

Discussion and Questions