GeoFencing & Alerts

Geofencing is a term that is increasingly getting popular in the Location Based Services arena and so we decided to break it up for you!

So what is GeoFencing and how is it beneficial?

GeoFence also known as geozone, is a virtual perimeter to predefined area of interest that is marked on a map. This can be your warehouse, construction site, or even your popular customer location. So when any of your Mobile Resources (it can be your employees, assets) find themselves in any of your indentified zones, an alert can be sent to the interested parties such as dispatchers, storekeepers, managers, customers –– well almost anyone who needs them!

With Geofencing the possibilities are plenty and its best used when you customize its application to fit your business needs.

How does it work:

Conventional solutions available today for mobile workforce management rely either GPS, RFID or WiFi based location information from the participating device to get the location coordinates and plot it on the map.

Conventional solutions are very effective with active bread crumbing and geofencing, and they do a good job of creating fixed alerting (depends). But they have one major drawback. They typically require a setup which includes special devices (telematics, smartphones with apps etc) and a rich internet connection (data plan) for it to operate.

Who can use **Geofencing?**

Geofencing can be useful in many day to day activities both in personal lives and in business alike e.g.

- Managing Fleet: Helps your dispatch, operation teams and or customer with better ETA's.

- Workforce management: Verify an employee has entered a work zone. Reduce payroll expenses and
verify employee's time & attendance on the job site for better billing etc.

- Proximity Marketing: Retails businesses can send coupons, offers and product updates to customers
based on geo–targeting and geo–zones.

- Personal Use: Getting an alert when your kid has made it back home from school or vice–versa.

These smartphone and telematics based solutions can do the job for you, but you may find it difficult maintain andmanage, since they require installation, set up, training and one–on–one troubleshooting for any issue in the field. This is on top of the initial CapEx for devices and ongoing Opex (expensive data plan and service cost) which adds up to a higher total–cost–of–ownership.

About Geofencing Capability in myGeoTracking

The geofencing feature in myGeoTracking is intended to make this setup step extremely simple: Simply provision a mobile phone#, enter a geofence address and choose an alert from a list of preset alerts (or do all this in bulk). This rapid provisioning and scale around mobile work force management frees you up to concentrate on more holistic issues related to your business while reaping great savings on payroll, better customer responsiveness and overall increase in your worker productivity.

myGeoTracking is a 100% cloud based mobile resource management platform. By making it available as SaaS Solution (Software–as–a–Service) hosted on Amazon AWS Cloud we are able to rapidly scale to manage hundreds of mobile employees. There are No GPS devices required, No apps to install, manage, train or troubleshoot. It works on any cell phone or any device with a SIM on most major carriers in the US. So you can start leveraging your existing devices, ranging from a feature phone to new generation of smart phones.

Account setup and deployment time is negligible, and since there is nothing to install or setup on the end user devices there is no training required for the end user either. Most of our customers have had their service up and running in a few hours, thanks to our 100% cloud approach and experienced customer support team!

How does one effectively use GeoFencing ?

Geofencing is a powerful tool for mobile workforce management, that helps free up your time by automatically alerting you on predefined events in the field. To make this happen, one will need to constantly ping the participating devices to verify its location against the geofenced perimeter, which can be costly and is not recommended. So the best way to use geofence is to program your mobile workers daily schedule in myGeoTracking along with a desired tracking frequency (location look up). A dispatcher can set this up on–demand and change it as your workforce schedule changes. None of this impacts the end user and their phones. And all of this can be fine grained privacy controls (e.g. Only locate workers during M–F from 9 to 12 and 1 to 5pm).