



UK Telematics Online--Helping Users of Vehicle Telematics Sort Sales Hype From Sales Fact

It is fair to say that managers, with responsibilities over a mobile workforce, will all at some point be confronted by a telematics company selling its wares. It can be difficult to separate sales hype from sales fact. UK Telematics Online wants to make that task a little easier.

([PRWEB](http://www.uktelematicsonline.co.uk)) July 11, 2005 -- A recently launched website called UK Telematics Online (<http://www.uktelematicsonline.co.uk>), aimed at both potential and existing users of vehicle telematics, and is a new source of independent, free information, tips & advice on using vehicle telematics solutions such as vehicle tracking, satellite navigation and mobile data.

Managers, with responsibilities over a mobile workforce, will in all likelihood be confronted at some point, by a telematics company selling its wares. The claims by many customers, of several companies overselling and under delivering on the potential benefits of using telematics, has tarnished the industry. It can be difficult for those less informed, about the technology and its benefits, to separate sales hype from sales fact. UK Telematics Online wants to make that task a little easier.

If you have responsibility for managing a vehicle based, mobile workforce, then you face a constant battle trying to balance productivity and operating costs. This is while trying to maintain a high quality of service. Fuel prices, congested roads and increasing concerns over dealing with legislative issues such as the Working Time Directive, duty of care and ensuring the safety of lone workers, all add to the difficulties of being an effective manager.

Recent advances in GPS and mobile phone technology have led to a rapid growth in the use of vehicle telematics solutions. The use of this technology can be beneficial to a company, by giving managers real time visibility of their field-based assets and allowing the reliable exchange of information between the office and remote workers.

The idea for the website was born out of the experiences of a number of telematics specialists, who, over the last five years, had worked extensively with both suppliers and customers. Vehicle tracking, satellite navigation and mobile data products are now widely available from a huge number of suppliers; many of whom promote themselves as the "market leader" and promise to deliver 'cost benefit' and 'return on investment.' Matthew Wright, the Publisher and Editor of UK Telematics Online commented, "I felt that users of vehicle telematics, if they were to actually see the benefits promised by suppliers and manufacturers, wanted and needed to be better informed."

The Website aims to become a forum for both existing and potential users of vehicle telematics, to exchange experiences, ideas and opinions. Visitors to the website can submit for publication, articles and content they have written. Once again, it can be difficult to separate sales hype from sales fact. UK Telematics Online wants to make that task a little easier.

Contact:

Matthew Wright

matthew@uktelematicsonline.co.uk

<http://www.uktelematicsonline.co.uk>



###

**Contact Information**

Matthew Wright

UK TELEMATICS ONLINE

<http://www.uktelematicsonline.co.uk>

00447967265529

Online Web 2.0 Version

You can read the online version of this press release [here](#).