
Description: The Fleet Management (FM) Software market is the integration of hardware and software into vehicular management for a more cost effective, fuel effective and safe vehicular movement tracking and monitoring. The primary aim of such a system is to increase fleet productivity, reduce wastage of resources, improve vehicular safety and maintenance, reduce repair costs, lower the time wasted on idling and reduce the non-value added activities and time of Drivers.

Fleet management system can be incorporated by introducing fleet management software into various kinds of vehicles (heavy, medium or light vehicles) to make them smart and efficient. The Fleet Management software market is witnessing high growth, due to market Drivers like; need to curb fuel wastage due to fluctuation in fuel prices, concern over environmental issues, emergence of intelligent transportation and emphasis to cut down carbon emissions from vehicles.

The Global Fleet Management Software market is expected to grow at a CAGR of 21.20% during the period 2015 to 2020. The trends in the technology indicate the need to incorporate on-demand real-time information, tracking activity through reports, alerts for emergencies and others. Such a system ensures greater efficiency, more compliance with governmental regulations of emissions and better safety.

The Fleet Management software involves multiple functions and services such as vehicular financing, maintenance, telematics, driver, speed and fuel management and health and safety management. Though On-Premise software has been more popular so far, trends suggest the increasing usage of cloud-based solutions for Fleet Management. The cellular technology of communication has replaced the GPS-Based location-based tracking and navigating system.

This report describes a detailed study of the Porter's five forces analysis, market segments, and current market trends. All the five major factors in these markets have been quantified using the internal key parameters governing each of them. It also covers the market landscape of these players which includes the key growth strategies and competition analysis.

Some of the key market players who have gained prominence in this field mentioned in the report are Accenture, IBM, TomTom, Trimble, Garmin, Fleetmatics, Motorola, Leica, Motorola, Cisco Systems and AT&T Inc.

Specialties of This Report

The report will be useful in gaining an exhaustive understanding of the regional market. It will also be of assistance in providing a comprehensive analysis of the major trends, innovations and associated prospects for market growth over the coming half a decade. The report will be an ideal source material for industry consultants, manufacturers and other interested and allied parties to gain a critical insight into the factors driving and restraining the market, in addition to opportunities offered. The report contains wide range of information about the leading market players and the major strategies adopted by them.

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