TRAKmy
LE TRACEUR GPS

Methodology guide · Investment decision · 2026

THE TRAKMY GUIDE · BUSINESS CASE

The asset tracking business case

Build, cost and defend an asset tracking investment case that gets through the board: from the cost of the status quo to the financial metrics, from risk analysis to the narrative that wins the decision.

7
COMPONENTS OF THE CASE

4
FINANCIAL METRICS

1 page
EXECUTIVE SUMMARY

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CONTENTS

01 **Anatomy of a strong case**
Seven components, in reverse order

02 **The cost of the status quo**
Costing "doing nothing"

03 **Total cost of ownership**
Five-year TCO, capex / opex

04 **The benefits model**
Hard benefits vs indirect benefits

05 **The financial metrics**
ROI, payback, NPV, IRR

06 **Risk & sensitivity**
Three scenarios

07 **The board narrative**
Five beats, five mistakes

08 **The executive summary (template)**
One page, ready to complete

09 **Handling objections**
Five objections, five answers

10 **Structure of the case**
Main document + eight appendices

11 **How TRAKmy equips the case**
From theory to a costed pilot

EXECUTIVE SUMMARY

You do not win on the technology, but on the financial decision

STRAIGHT ANSWER

A business case that gets through the board first costs the **price of doing nothing**, builds a five-year total cost of ownership, sets prudent benefits against it, and then translates all of it into three metrics any executive understands.

The four mistakes that sink a case

Selling a technology

Centring the case on battery life or network coverage, when the board wants to know which costly problem is being solved and what it returns.

Ignoring the status quo

Presenting the investment as new spending against a "free" current situation. The existing situation is not free: it already costs.

Promising the unverifiable

Announcing a spectacular ROI with no method of measurement. A board prefers a prudent, verifiable estimate.

Not speaking finance

A board reasons in ROI, payback, cash flow and risk. A case that does not translate into those terms gets deferred.

THE SHIFT

The whole guide performs one change of viewpoint: moving from the operational ("the solution is good") to the decision-maker ("the investment is profitable and low risk").

CHAPTER 01 · ANATOMY

Seven components, in reverse order

STRAIGHT ANSWER

A business case rests on seven pieces. The order of **presentation** is not the order of construction: you start from the problem and its cost, never from the solution.

Component	The question it answers
The costed problem	What is the current situation costing us?
The solution in brief	What are we proposing, in one sentence?
Total cost of ownership	How much over 5 years, all in?
The benefits	How much does it return, and how?
The financial metrics	ROI, payback, NPV: is it profitable?
The risk analysis	What happens if the assumptions change?
The recommendation	What exactly are we asking the board to decide?

The reverse order

What the board wants: **here is the problem and its cost → the proposal in one sentence → the profitability → the risk → the decision requested**. The technical "how" comes last, in an appendix.

The one-page backbone

Every business case fits on a **single page** (the executive summary, ch. 08): costed problem, request, three metrics, level of risk. If the decision cannot be taken from one page, the case is not ready.

CHAPTER 02 · THE COST OF THE STATUS QUO

Costing "doing nothing"

STRAIGHT ANSWER

The most powerful lever in the case. This cost appears on no accounting line: making it visible turns the investment from "yet more spending" into "reducing a loss we are already taking".

Item	How to estimate it	Order of magnitude
Theft & losses	Thefts over 3 years × value + excess + hire + delays	~€45,000 / theft (construction, 2025)
Surplus fleet	Annual fleet cost × under-utilisation rate	10 to 15% of the fleet
Unplanned downtime	Days lost per year × daily cost of ownership	reducible by 30 to 50%
Time lost	Hours/week × fully loaded hourly cost × 52	frequently underestimated

Where to find the figures

- **Theft**: your insurance function (claims, excess, premiums) plus finance.
- **Surplus fleet**: the fleet on the balance sheet, cross-referenced with utilisation records.
- **Downtime**: maintenance (emergency call-outs) plus operations.
- **Time lost**: interviews with fleet managers and site managers.

The opportunity cost

Beyond those four items, the status quo generates an opportunity cost: what you do not do for lack of data (optimising allocation, billing accurately, negotiating maintenance). Worth **mentioning**, but keep it out of the calculation.

THE PIVOT

No figure has to be perfect: a defensible order of magnitude, expressed as a range, with the method spelled out. A board accepts a transparent estimate; it rejects a precise number pulled from nowhere.

CHAPTER 03 · TOTAL COST OF OWNERSHIP

Five-year TCO, capex / opex

STRAIGHT ANSWER

The cost of a solution is not the price of the trackers — usually the smallest item. Presenting a complete and honest TCO signals seriousness and defuses the "hidden costs" objection.

Item	Year 1	Years 2 to 5	Nature
Hardware (trackers)	Initial investment	Marginal replacement	Capex
Platform subscription + connectivity	Recurring	Recurring	Opex
Installation	Initial investment	—	Capex
IT integration	Initial investment	Light maintenance	Capex → Opex
Training / change management	Initial investment	Refreshers	Opex
Support / updates	Included in subscription	Included in subscription	Opex

Capex, opex & cash

The split matters as much as the total. A model where the hardware is bundled into the subscription (rental) converts **capex into opex**: it smooths the spend and makes the decision easier when access to capital is constrained. Presenting both options reassures the board.

The right comparison

TCO is not compared against a zero budget but against the **cost of the status quo** (ch. 02) over the same period. Framed that way, the investment does not increase spending: it **substitutes** a controlled cost for a loss that is already being taken and growing.

CHAPTER 04 · THE BENEFITS MODEL

Cost it low, mention it broadly

STRAIGHT ANSWER

Separate what you cost from what you merely mention. Return on investment rests only on the **hard benefits**, presented at the low end of the range; indirect benefits come as a qualitative bonus.

Hard benefits (in the calculation)

- **Thefts & losses avoided**: 91% recovered within 48 h; one theft avoided often pays for a fleet.
- **Surplus fleet reduced**: redeploying dormant assets — often the largest gain in absolute terms.
- **Downtime reduced**: −30 to −50% through predictive maintenance (2025-2026 studies).

Indirect benefits (mentioned)

- **Team time**: real, but hard to convert into a net saving.
- **Service quality & image**: they count in tenders, but value poorly in euros.
- **Compliance & sovereignty**: risk reduction (handled in the risk analysis).

An illustrative model (fleet of 100 machines, prudent assumptions)

Lever	Annual base (status quo)	Prudent reduction	Annual gain
Theft & losses	2 thefts/year × €45,000	50% avoided/recovered	€45,000
Surplus fleet	8% of 100 machines × ~€60,000 (carrying cost ~10%/yr)	Redeploy 3 points	€18,000
Downtime	Estimated at €120,000/year	−30% (condition-based maintenance)	€36,000
Total hard benefits			**€99,000/year**

Strictly illustrative amounts (sources: Coyote/YouGov 2026, French market; predictive maintenance studies 2025-2026). Replace with your own internal figures.

CHAPTER 05 · THE FINANCIAL METRICS

ROI, payback, NPV, IRR

STRAIGHT ANSWER

Four metrics are enough to speak a board's language — calculated on the TCO (ch. 03) and the hard benefits (ch. 04). None is sufficient on its own; presented together, they give the full picture.

Metric	What it measures	What the board takes from it
ROI	Net gain / cost (%)	The scale of the return
Payback	Time to recover the outlay	The exposure to risk
NPV	Value created, cash flows discounted at the cost of capital	Real value creation
IRR	Annual rate of return of the project	The ranking against other projects

WHAT WINS THE DECISION

For asset tracking, it is the **short payback** (often in months) that decides: a single theft avoided can pay for a fleet. The most persuasive representation is the **cumulative cash flow curve**: negative at the start, it crosses zero at payback and then creates value. 27% of predictive maintenance adopters break even in under 12 months.

The discount rate for NPV comes from your finance function (cost of capital) — involve them early.

CHAPTER 06 · RISK & SENSITIVITY

Anticipating strengthens the case

STRAIGHT ANSWER

A board suspects optimism in a case with no risk analysis. List the hazards with their mitigations, then show that even a pessimistic scenario remains profitable.

Risk	Potential effect	Mitigation
Weak field adoption	Benefits not realised	Hardware fitted in minutes, site managers involved, benefit demonstrated quickly
IT integration takes longer	Costs and timescales rise	Standard interfaces (API, MQTT), a small pilot first
Technical reliability	Incomplete data	Durable technology (NB-IoT/LTE-M), coverage testing, battery life matched to use
Benefits below assumptions	Payback extended	Assumptions at the low end, measurement on a pilot before extending

Three scenarios

- **Prudent**: low benefits, high costs. **The decisive scenario** — if it is still profitable, the project is safe.
- **Expected**: documented central assumptions.
- **Favourable**: shows the potential, never carries the decision.

THE SENTENCE THAT UNLOCKS IT

"Even in our most prudent scenario, the project pays back in under [X] months." The sensitivity analysis exists so that you can say that sentence with figures behind it.

CHAPTER 07 · THE NARRATIVE

Five beats, five mistakes

STRAIGHT ANSWER

Figures do not decide on their own: the narrative is what makes them decidable. Start with the cost of the problem, never with the solution.

1 **The costly problem**

"The current situation is costing us in the order of [amount]/year in theft, surplus fleet and downtime." You are talking money, not technology.

2 **The deterioration (why now)**

Theft doubling from 2024 to 2025, the 2G sunset, the widening gap on AI. Not deciding is also a decision, and it costs.

3 **The proposal in one sentence**

Benefit-led: "equip our fleet to reduce theft, eliminate surplus fleet and anticipate breakdowns".

4 **The financial demonstration**

The metrics on hard benefits at the low end, plus the cash flow curve and the three scenarios.

5 **The precise request**

Amount to commit, pilot scope, decision date, reassessment milestone.

THE 5 MISTAKES IN THE ROOM

Opening with the technology · overloading the high end of the range · burying the request · ignoring the cost of inaction · promising the unrealistic. A prudent case that anticipates the difficulties inspires more confidence than a triumphant one.

CHAPTER 08 · PRE-FILLED TEMPLATE

The one-page executive summary

STRAIGHT ANSWER

The only page the whole board will read. It is written last and read first. Complete the highlighted fields with your own defensible figures.

EXECUTIVE SUMMARY — ASSET TRACKING INVESTMENT

The problem

The current situation costs in the order of [amount] **per year** in theft ([n] thefts over 3 years), surplus fleet ([%] of machines under-used) and unplanned downtime. That cost is rising: construction plant theft doubled between 2024 and 2025 (Coyote, 2026, French market).

The proposal

Equip [n] assets with autonomous trackers on a sovereign network (NB-IoT) with a platform integrated into our IT estate, to reduce theft, eliminate surplus fleet and anticipate breakdowns.

The investment

Total cost of ownership over 5 years: [amount] (hardware, subscription, integration, training).

The return (prudent scenario, hard benefits only)

- Five-year return on investment: [%]
- Payback period: [X] **months**
- Net present value: [amount]

The risk

Contained by a measurable pilot rollout, a durable technology and hardware with fast adoption. Even in the prudent scenario, the project pays back in under [X] **months**.

The request

Approval of a budget of [amount] for a pilot covering [scope] , with a costed reassessment at [date] before full rollout.

CHAPTER 09 · OBJECTIONS

Five objections, five answers

STRAIGHT ANSWER

Objections are not attacks: they are the conditions of trust. Preparing a costed answer to each one is what separates a deferred case from an approved one.

Objection	Prepared answer
"It is expensive"	Compare the 5-year TCO (not the price of the trackers) with the cost of the status quo. The real question: what is doing nothing costing us? Payback in [X] months.
"Your benefits are theoretical"	The return rests only on hard benefits at the low end of the range, from dated sources. And a measurable pilot validates them on our own fleet before any rollout.
"Integration will be a nightmare"	Standard interfaces (API, MQTT), a narrow pilot scope, integration cost provisioned in the TCO. We scale only after proving it.
"The teams will not use it"	Hardware fitted in minutes, fleet managers involved from the framing stage, a concrete benefit demonstrated. Adoption is a selection criterion, not a hope.
"What about data protection?"	Hosting in Europe (EU), documented GDPR compliance, access traceability, a clear framework for driver tracking. An advantage in tenders.

CHAPTER 10 · STRUCTURE

One page to decide, eight appendices to convince

STRAIGHT ANSWER

The case is organised on two levels: the executive summary to decide, the appendices to withstand the questions. The board goes straight to the appendix that answers its question.

The main document (order of presentation)

- One-page executive summary
- The costed problem and how it is worsening
- The proposal + the financial demonstration
- Risk and sensitivity analysis
- The request and the deployment plan

The appendices (order of proof)

- A — Detail of the cost of the status quo
- B — Detail of the 5-year TCO
- C — Detail of the benefits (hard + indirect)
- D — Calculation of the metrics (ROI/payback/NPV/IRR)
- E — Sensitivity scenarios
- F — Technical datasheet for the solution
- G — Deployment schedule
- H — Dated sources

THE DEPLOYMENT PLAN

Propose a **phased** rollout: pilot on a sub-fleet → measure one concrete lever → costed reassessment → full rollout. The board initially approves only a measurable pilot: a reversible, benchmarked decision rather than an act of faith.

CHAPTER 11 · OUR ANSWER

How TRAKmy equips your business case

STRAIGHT ANSWER

A business case is only worth the reality it describes. TRAKmy supplies the hardware, the platform and the data that feed every section — so you move from a theoretical case to a costed pilot on your own fleet.

- **The hardware, to cost the hard benefits**: COMPACT (1110) for theft and surplus fleet, the rugged ULTRA N (1141), ULTRA N+ (1101) with 5 sensors for predictive maintenance, REACT (1203) for real time and mileage.
- **The platform, to calibrate the TCO**: Essential / Professional (API, MQTT, BLE sensors) / Analytics (BI export) — so you do not overpay from day one.
- **Sovereignty, for the risk analysis**: data hosted in Europe (EU), hardware manufactured in Europe, European support — documented GDPR compliance and access to sensitive markets.
- **Support, to secure adoption**: hardware fitted quickly, and a "start from the decisions → measurable pilot → cost it on real data" approach that fills in the brackets of the executive summary.

DISCLAIMER

The calculation models and benefit ranges are indicative and must be benchmarked against your own scope before any board presentation. External statistics are dated and sourced; no figure replaces your own financial analysis.

TAKE THE NEXT STEP

Let us turn this guide into a costed case for your fleet

Our experts will build with you the cost of the status quo, the TCO, the hard benefits and the metrics — then a measurable pilot that validates the figures before any rollout. Ask for a study of your fleet.

Request a quote

TRAKmy · La Station · 22 rue Pradier · 30000 Nîmes · France
contact@trakmy.fr · +33 4 30 00 57 25 · trakmy.fr
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