

THE TRAKMY GUIDE · METHOD

Choosing your asset tracking solution

A requirements document and a selection grid: frame your need, write your tender, compare suppliers objectively and secure your decision — with a weighted scoring grid ready to complete.

10 blocks

OF CRITERIA

60+

QUESTIONS TO ASK

6 phases

OF TENDER PROCESS

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Moving the risk ahead of production

02 **Framing the need**
Inventory, purposes, zones, TCO

03 **The families of solutions**
Telematics, asset tracking, indoor

04 **Networks & connectivity**
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● EXECUTIVE SUMMARY

Choosing is a matter of moving risk

STRAIGHT ANSWER

You are not buying an object, you are committing to a system that will have to work faultlessly for 5 to 10 years, across hundreds of assets. The point of a well-run tender: surfacing the weaknesses during the evaluation, where they cost nothing.

The real cost of a bad choice

The purchase price of the trackers is the smallest item. The real costs: premature replacements, runaway consumption, internal time spent shoring up shaky data, integration that overruns — and the opportunity cost of a solution nobody adopts.

What actually decides it today

Hardware is affordable, the standards (NB-IoT, LTE-M) are settled, installation is industrialised. What makes the difference is **operational robustness**: working reliably and predictably, for years, in the field.

The purpose of a grid

To find not the cheapest supplier, but the one that will create the most **net value** over the life of the system — total cost of ownership, operational risk and probability of adoption included.

"Demand evidence rather than promises: that is the whole point of a structured tender."

Frame the need before writing a single line

STRAIGHT ANSWER

Framing represents 20% of the effort and determines 80% of the quality of the decision. A vague requirements document produces incomparable bids and a decision taken on gut feel or on price.

Inventory the assets

For each category: type, volume (today and in 3 years), unit value, mobility, power (passive or powered), environment (impact, moisture, pressure washing). Have it validated by the people in the field.

Define & rank the purposes

- ✓ Security / anti-theft
- ✓ Productivity (no more searching, surplus fleet)
- ✓ Route and fuel optimisation
- ✓ Compliance & evidence
- ✓ Predictive maintenance
- ✓ Management & reporting

One priority purpose plus two secondary ones is enough. If employees are being tracked, compliance (GDPR, employment law) becomes a requirement in its own right.

The other framing building blocks

- ✓ **Zones & flows**: map depots, sites and customer locations; identify coverage gaps (indoor, rural).
- ✓ **Stakeholders**: operations, fleet, IT, finance, legal, HR — from the outset.
- ✓ **Budget as a 5-year TCO**: hardware capex + subscription/network opex + installation + replacements + integration + administration.
- ✓ **Quantified, dated objectives** (2 to 4): losses -70%, search time -80%, adoption 90%...
- ✓ **Risk matrix** (probability, impact, mitigation) and **change management** if employees are involved.
- ✓ **RACI**: an executive sponsor plus a project manager, with a multi-month timeline accepted up front.

THE QUESTIONS TO ASK YOURSELF FIRST

What **problem** are you trying to solve, and **why now**? What are your **selection criteria** and what does a **successful project** look like (quantified objectives)? What **budget** (as a 5-year total cost of ownership) and what **decision date**? How many **sites**, how many **items of equipment** to equip, and at what **unit value**? These answers frame everything else — including the ROI calculation.

Understanding what you are about to compare

STRAIGHT ANSWER

Compare like with like: these solutions cover very different technical families. Most real fleets are mixed — a good supplier orchestrates that mix on a single platform.

Family	Ideal for	Main limitation
Vehicle telematics (OBD/CAN)	Powered fleets: journeys, driving, mileage	Restricted to powered vehicles
Autonomous asset tracking	Passive plant, trailers, skips, tools, containers	Periodic tracking, not real time
Indoor positioning (BLE)	Covered depots, workshops where GPS does not reach	Short range, needs anchor infrastructure
Passive identification (RFID/QR)	Inventory of low-value tools	No positioning, no autonomous alerts

THE RIGHT APPROACH

Combine them: telematics on the vehicles, autonomous asset tracking on passive assets, BLE inside depots — all on a single platform. A monolithic supplier forces you to do everything with one tool, at the expense of some use cases.

Networks: without the spin

STRAIGHT ANSWER

The network is the nervous system of the solution: a bad choice sinks the project whatever the quality of the hardware or the software. The question is not "which network is best" but "which network for which use case".

Network	Battery life	Coverage	Relevance
NB-IoT	Excellent (years)	Very good indoor & rural	Long-life autonomous asset tracking
LTE-M	Good	Good, handles mobility	Assets on the move, slightly more responsive
4G / LTE	Poor without power	Very good in urban areas	Real-time tracking of powered assets
LoRaWAN	Good	Depends on gateways	Large private sites with infrastructure
Sigfox	Good	Network in retreat	A declining technology – best avoided

The roaming trap

Theoretical coverage on a map guarantees nothing. Demand **proof that it works in the field** on the actual operator networks in your areas. Poorly controlled roaming drains batteries and generates unforeseen costs.

Handling coverage gaps

What happens with no signal? A good tracker **stores its positions** in memory and uploads them when the network returns, with no loss. Ask for the guaranteed storage duration (several weeks) and the data integrity strategy.

Beyond position

STRAIGHT ANSWER

Positioning is only the first level of value. Sensors turn a dot on a map into operational information — and most fleets need indoor/outdoor continuity.

The sensors that change things

- ✓ **Temperature / humidity:** cold chain, proof of compliance, threshold alerts.
- ✓ **Fill level:** optimising collection rounds.
- ✓ **Shock / orientation:** a fall, a tip-over, a crate open or folded.
- ✓ **Activity / hours of use:** dormant assets, maintenance on actual usage.
- ✓ **Magnetic contact:** door or compartment opening.
- ✓ **Tamper:** an attempt to remove the tracker.

The indoor/outdoor hybrid architecture

A skip that goes out on the road and then returns to a metal shed is not covered by GPS alone. The answer: **GPS outdoors** (supplemented by Wi-Fi in urban areas) and **Bluetooth zone positioning** indoors, via fixed anchors. Check that the platform orchestrates that handover transparently, on a single interface.

BATTERY WATCH POINT

A sensor that measures too often drains the battery. A good supplier balances measurement frequency against service life.

The ten blocks of selection criteria

STRAIGHT ANSWER

Organise the evaluation into ten thematic blocks. For each: what to evaluate, what to ask for, what evidence to demand, what the warning signs are. These blocks become your scoring grid.

Criteria block	Indicative weight	At the heart of the evaluation
Network & connectivity	14	Real coverage, gaps, roaming under control
Hardware & robustness	12	Real battery life, battery, proven IP/IK, manufacturing
Software platform	12	Geofencing, alerts, reports, usability = adoption
Data, GDPR & sovereignty	12	Encryption, EU hosting, data portability
Support, SLA & guidance	12	Single point of contact, resolves rather than redirects
IT integration	10	Open API, ERP/TMS connectors, usable data
Positioning & accuracy	8	Combined technologies, accuracy vs battery trade-off
Rollout & commissioning	8	Ready to use, fittable by a non-specialist
Total cost of ownership	7	Line-by-line detail over 5 years, no hidden costs
Longevity & references	5	Installed base, contactable sector references

A starting weighting (total 100) to adapt to your purposes: anti-theft → increase hardware & network; data-driven management → increase platform & integration.

Building your weighted grid

STRAIGHT ANSWER

The grid makes the decision objective and documents it. Two families of criteria: the knock-out criteria (qualification) and the weighted ones (scored on a common scale).

Common knock-out criteria

- ✓ Hosting outside the EU without sufficient guarantees.
- ✓ No handling of coverage gaps when the fleet depends on it.
- ✓ No open API and no data portability.
- ✓ No contactable sector references.
- ✓ Refusal to break down the 5-year TCO.
- ✓ Non-compliance with the GDPR where people are tracked.

Scoring scale (0 to 5)

Score	Meaning
0	Criterion not covered or not proven
1-2	Partial / acceptable coverage, limited evidence
3	Good coverage, satisfactory evidence
4	Very good coverage, solid field evidence
5	Demonstrated excellence, multiple references

NEUTRALISING THE BIASES

The **polished demo** bias (impose a script plus a pilot), the **price** bias (reason in 5-year TCO), the **relationship** bias (weighted grid plus independent collective scoring). Read the results on a **radar**: a good overall score can hide a disqualifying weakness on a critical axis.

Your scoring grid – ready to complete

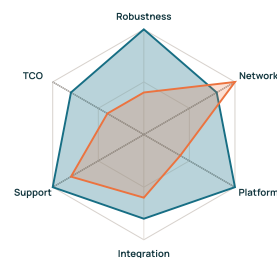
STRAIGHT ANSWER

A block's weighted score = score (out of 5) × weight ÷ 5; the sum gives an overall score out of 100. Duplicate the column for each supplier.

Criteria block	Weight	Score /5	Weighted score
Network & connectivity	14		
Hardware & robustness	12		
Software platform	12		
Data, GDPR & sovereignty	12		
Support, SLA & guidance	12		
IT integration	10		
Positioning & accuracy	8		
Rollout & commissioning	8		
Total cost of ownership	7		
Longevity & references	5		
Total	100		/100

Reading the results on a radar

The overall score ranks the suppliers but does not tell the whole story: it can hide a **disqualifying** weakness on a critical block. Visualise the profiles rather than a flattering average, and have each evaluator score independently – the divergences reveal the blind spots.



– A balanced supplier · – A similar overall score but hollowed out on critical axes (robustness, integration). The radar stops you choosing a misleading average.

Running the tender in six phases

STRAIGHT ANSWER

A good process filters the candidates: you go in wide and come out with the right supplier and a solid contract. Match the depth to what is at stake.

1

Framing the need

Inventory, purposes, zones, TCO, objectives, RACI (chapter 01).

2

Sourcing & RFI

A longlist of 5 to 8 candidates, then a short information request on the knock-out criteria → a shortlist of 3-4.

3

Requirements document (RFP)

A standardised response format, evidence and references required, criteria and weighting disclosed.

4

Scripted demonstrations

A scenario close to your own, realistic volumes, field users in the room — not the usual sales demo.

5

PoC / pilot

6 to 12 weeks in real conditions (coverage gaps included), with quantified success criteria. Plus references that have been in production for years.

6

Negotiation & decision

SLAs, data ownership and portability, exit terms, price escalation, warranties. Indicators and reviews (month 3, 6, 12) written into the contract.

The model requirements document, section by section

STRAIGHT ANSWER

Adapt the depth of each section, but do not delete any of them: each one protects a dimension of the risk.

- ✓ **1. Introduction & context:** activity, sites, challenges, purposes, timeline.
- ✓ **2. Scope & volumes:** inventory (types, volumes, values, environment), zones.
- ✓ **3. Functional requirements:** tracking, geofencing, alerts, reports, permissions, mobile – mandatory/optional.
- ✓ **4. Technical requirements:** hardware (battery life, IP/IK, sensors), network, positioning, security – with evidence.
- ✓ **5. Integration requirements:** IT estate, ERP/TMS/GIS, open API, data portability.
- ✓ **6. Service requirements:** rollout, support (single contact, SLA, language), month-1/month-6 follow-up, lifecycle.
- ✓ **7. Contractual & legal requirements:** data ownership, GDPR, SLA, exit, warranties, employment law.
- ✓ **8. Response procedure & award criteria:** standardised format, weighting, timetable, demo & pilot.

TIP

Impose a standardised response format: without it, you will get bids that cannot be compared. Explicitly ask for evidence and references, not just assertions.

The classic pitfalls and the warning signs

STRAIGHT ANSWER

Knowing them is already defusing them. Most projects do not fail on go-live day, but 18 months later, quietly.

- ✓ **Battery life in a footnote:** "up to 10 years*" under laboratory conditions. Demand the battery life for your actual use.
- ✓ **Unproven global coverage:** demand field evidence in your own areas.
- ✓ **A perfect demo that is fragile at scale:** insist on a pilot plus large-scale references.
- ✓ **Suppliers passing the buck:** hardware, network and software from separate parties = nobody takes responsibility. Demand a single point of contact.
- ✓ **Hidden costs:** excess consumption, batteries, support, integration, exit. Demand a complete 5-year TCO.
- ✓ **Dependency:** no portability means lock-in. Demand data ownership plus an open API.
- ✓ **Security as an option:** cloneable tags, leaks, false alerts. Demand native end-to-end security.

THE COMMON THREAD

Most mistakes share one cause: thinking about the tool before thinking about the purpose and the proportion.

The questions to put to every supplier

STRAIGHT ANSWER

A condensed version of the 60+ questions in this guide, by theme. Carry each answer into your scoring grid.

Hardware & network

- ✓ Can you prove battery life in field conditions, over several years, for our use?
- ✓ Certified IP/IK ratings? Seals moulded in? Documented failure rate?
- ✓ Coverage proven in our areas? Guaranteed offline storage duration? Data integrity?
- ✓ Roaming and consumption overruns under control?

Positioning & platform

- ✓ Which technologies are combined, and in what priority order? Frequency configurable remotely?
- ✓ Indoor zone positioning through anchors?
- ✓ Geofences, alerts, reports? Trial access and testimonials from field users?

Data & integration

- ✓ End-to-end security? Tags that cannot be cloned? Penetration testing?
- ✓ Where is the data hosted, under which jurisdiction? Portability guaranteed?
- ✓ Documented, two-way API? ERP/TMS/GIS connectors? Data reliable enough for BI/AI?

Rollout, support & TCO

- ✓ Devices ready to use? Fitting by a non-specialist? Swap procedure with data continuity?
- ✓ Single point of contact? Contractual SLAs? Support in our language? Resolves or redirects?
- ✓ TCO broken down per asset per year over 5 years? Costs not included? Exit cost?
- ✓ Contactable sector references? Installed base? Product roadmap?

The four pillars of a reliable solution

STRAIGHT ANSWER

Beyond the ten blocks, field experience makes the evaluation converge on four pillars. A solution that is weak on just one ends up disappointing, however good the rest is.

1 · As strong as its weakest link

Hardware, battery, connectivity, security and data reliability are inseparable. Robustness is designed, validated and proven in the field — unreliable data is worse than no data.

2 · Validated at scale

What works in a pilot has to hold across thousands of units fitted by non-specialists. Devices ready to use, planned swaps with data continuity, a cloud that absorbs asynchronous bursts.

3 · One accountable person on the line

When an incident occurs, accountability is what matters. A single partner who resolves instead of redirecting — plus the durability of knowledge (documentation, training, guidance).

4 · Designed for adoption

An unused solution is worth nothing. Remove friction until use becomes natural, integrate the data into existing tools, and keep control of your own tooling.

How TRAKmy measures up against these criteria

STRAIGHT ANSWER

This section applies the grid to TRAKmy, transparently, block by block. Compare it with the other suppliers', on your own grid.

- ✓ **Hardware:** an autonomous NB-IoT range **designed and manufactured in Europe (Ireland)**, with up to 10 years of battery life.
ULTRA N+ (GPS/Wi-Fi/BLE + 5 sensors, IP68/69K),
ULTRA N (IK09), COMPACT (small equipment),
ULTRA L+ (NB-IoT + LTE-M), REACT (hard-wired 4G, real time).
- ✓ **Network:** NB-IoT (better indoor and rural coverage than 4G), 70+ countries; offline storage for up to 60 days with automatic upload; network chosen per use case.
- ✓ **Positioning:** GPS / Wi-Fi / BLE with configurable priority, frequency adjustable remotely; Geobeacon BLE anchors and the **ZA 3515 zone anchor** for indoor use.
- ✓ **Platform:** geofences, alerts, mapping, reports, permissions, mobile app; 3 plans (Essential, Professional, Analytics).
- ✓ **Data & GDPR:** **data hosted in Europe (EU)**, support with compliance (including employee tracking), exportable data (so you stay independent).
- ✓ **Integration:** two-way API (ERP, TMS, GIS), MQTT support and a BI connection on the advanced plans.
- ✓ **Rollout:** trackers ready to use, fittable by non-specialists; turnkey commissioning optional.
- ✓ **Support:** an **integrator** (not simply a reseller), a single point of contact, in-house support from our Nîmes office in France, month-1 and month-6 follow-up.
- ✓ **TCO:** transparent, quoted according to your volumes, with no hidden subscription; tailored ROI calculation.
- ✓ **Longevity:** 100,000+ connected assets, 400+ business customers (construction, industry, energy, transport). The **Breez** offer for construction (tracking plus insurance cover, French market).

● APPENDIX B · CHECKLISTS (1/2)

Operational checklists, ready to tick

STRAIGHT ANSWER

The method condensed into actionable lists to tick off throughout the project. Print them, share them with the project committee, keep them as the record of the decision.

B.1 · Framing (before launching the tender)

- ☐ Asset inventory documented (type, current/target volume, value, mobility, power, environment)
- ☐ Purposes ranked (1 priority, 2 secondary at most)
- ☐ Map of zones of interest and flows established
- ☐ Areas with uncertain network coverage identified
- ☐ Stakeholders involved (operations, fleet, IT, finance, legal, HR)
- ☐ Budget reasoned as a 5-year TCO
- ☐ Quantified, dated objectives defined (2 to 4)
- ☐ Risk matrix established (probability, impact, mitigation)
- ☐ Change management anticipated where employees are involved
- ☐ RACI formalised, sponsor and project manager appointed

B.2 · Knock-out criteria

- ☐ Documented handling of coverage gaps with sufficient offline storage
- ☐ Data hosted in the European Union
- ☐ Open API and data portability guaranteed
- ☐ A single point of contact accountable end to end
- ☐ Contactable sector references provided
- ☐ Detailed 5-year TCO disclosed
- ☐ Documented GDPR compliance where people are tracked
- ☐ Real battery life matching the need on passive assets

B.5 · Pilot (PoC)

- ☐ A representative sample including the difficult cases (indoor, rural, extreme)
- ☐ Long enough to observe reliability (6 to 12 weeks)
- ☐ Quantified success criteria defined in advance
- ☐ Real conditions, with no over-trained team or idealised environment
- ☐ Data reliability, observed battery life and adoption all measured
- ☐ References in production for several years contacted in parallel

B.6 · Contracting

- ☐ SLAs defined (response, resolution, availability, penalties)
- ☐ Data ownership and portability guaranteed in writing
- ☐ Clear exit terms (duration, notice, cost, support)
- ☐ Price escalation capped for the term of the contract
- ☐ Hardware warranties and replacement terms specified
- ☐ Performance indicators and review timetable written into the contract
- ☐ A TCO checkpoint at the first anniversary scheduled

B.7 · Rollout

- ☐ Fleet mapped and prioritised by value and exposure
- ☐ Technology chosen per asset category
- ☐ Geofences and alert rules defined
- ☐ Ready-to-use devices received and checked
- ☐ Fitting and activation completed, visual check carried out
- ☐ IT integration connected and tested
- ☐ Teams trained (map, alerts, inventory, mobile app)
- ☐ Baseline indicators measured as a reference point

● APPENDIX B · CHECKLISTS (2/2)

In-depth due diligence & demonstration

STRAIGHT ANSWER

To be validated point by point, with evidence, by each finalist – and then in a scripted demonstration.

B.3 · In-depth due diligence

Battery & service life

- ☐ Battery life proven in field conditions over several years
- ☐ Battery pre-installed and selected for the precise use case
- ☐ Battery life predicted from real usage, not simply estimated

Hardware in a real environment

- ☐ Designed and manufactured by industrial experts
- ☐ Proven survival through several full outdoor seasons
- ☐ Robustness validated beyond laboratory ratings alone
- ☐ Low and documented field failure rate

Connectivity

- ☐ Validated end to end on the real operator networks
- ☐ Roaming behaviour and network selection under control
- ☐ Consumption and battery overruns prevented by design

End-to-end security

- ☐ Implemented from device to cloud
- ☐ Tags protected against cloning and spoofing
- ☐ Periodic external penetration testing carried out

Data reliability

- ☐ Data validated and consistent over time
- ☐ Gaps and anomalies handled automatically
- ☐ Data reliable enough to change processes

Proven scalability

- ☐ Large-scale deployments already delivered
- ☐ Devices ready to use, fittable by non-specialists
- ☐ Rollout procedures and training in place
- ☐ Swap procedures with data continuity and transfer

Platform & architecture

- ☐ Infrastructure designed for asynchronous data bursts
- ☐ Absence of latency/downtime confirmed by customers
- ☐ Intuitive application (training kept to a minimum)
- ☐ Documented and supported for rapid adoption
- ☐ Integrated with existing tools (ERP, TMS, BI)
- ☐ Data available through a documented API (independence)
- ☐ Data structured and reliable enough for AI use

Accountability

- ☐ A single partner accountable for the complete solution
- ☐ When an incident occurs, the supplier resolves instead of redirecting

B.4 · Scripted demonstration

- ☐ Asset map and navigation by site, drill-down on one asset
- ☐ Creating a geofence and sub-zones (stock + dwell time)
- ☐ A time-based alert rule (leaving a zone outside working hours)
- ☐ An abnormal movement alert triggered and handled
- ☐ Flows between zones and journey durations
- ☐ Data from a sensor (e.g. cold chain temperature)
- ☐ Utilisation rate report + dormant assets
- ☐ A maintenance programme (annual or usage-based) and its tracking
- ☐ A custom dashboard created live and then shared
- ☐ Configuring a tracker remotely (frequency/battery life)
- ☐ An API extraction + a notification to a third-party system
- ☐ Entering a business data point in the field from the mobile app

TAKE THE NEXT STEP

Let us build your requirements document together

Our experts will build with you the total cost of ownership and ROI calculation for your fleet, and support you in drafting your requirements document. Ask for a quotation and a demonstration.

Request a quote