

IMPLEMENTATION GUIDE

# ROI in the Fast Lane

A Guide to Implementing Cognosos'  
Real-Time Vehicle Visibility Solution

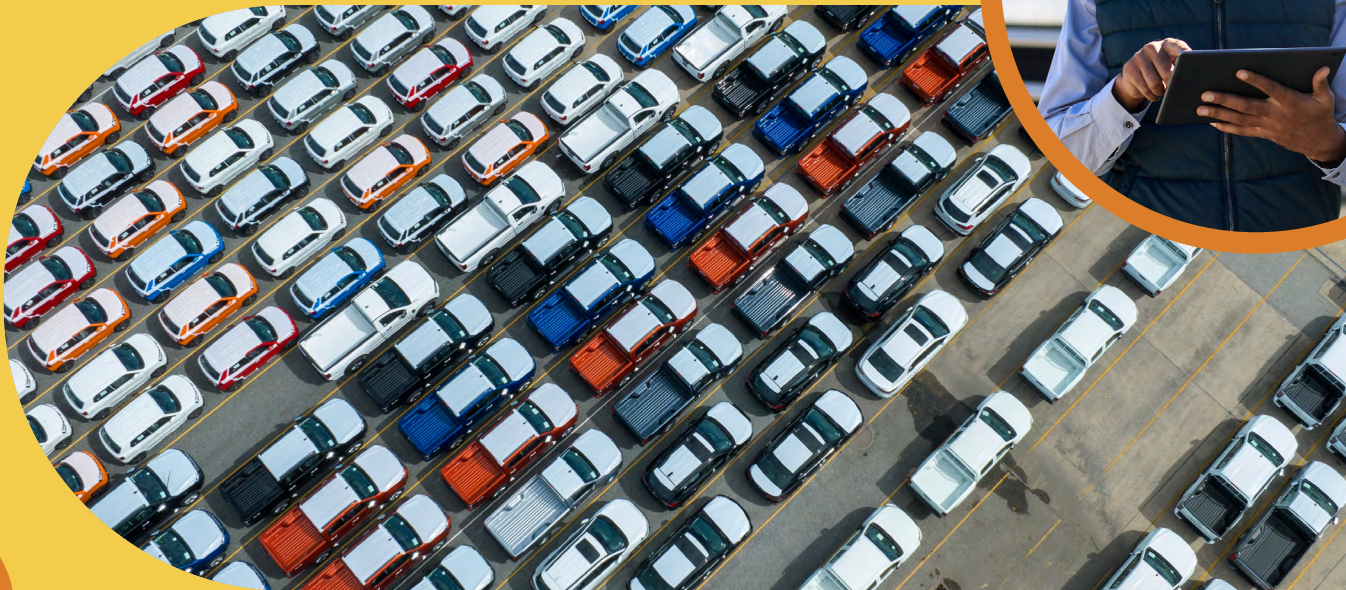
## Introduction

At Cognosos, our advanced real-time location solution is transforming the downstream finished vehicle supply chain, delivering vehicle location at pinpoint accuracy—automatically, in all weather conditions, 24 hours a day.

But what does a Cognosos implementation look like? How long does it take? What should you expect?

In this guide, we'll walk you through the entire Cognosos implementation process, from the moment you place your order to the moment when your Cognosos system goes live.

Let's get started.



## What to expect in the pre-implementation process

No two vehicle yards are the same within the downstream finished vehicle supply chain. There are common themes, but different yards will have different priorities, pressures, and problems. The pre-implementation process starts with a consultative and fact-finding period, which usually takes two weeks, aiming to understand those priorities, pressures, and problems.

Typically, the Cognosos team will ask three critical questions:

### 1

#### **What business problem(s) are you trying to solve with real-time visibility?**

Customers often want to:

- Easily locate and track vehicles and eliminate excessive search times
- Reduce (or eliminate) the time spent on yard audits that rely on manual processes
- Get better visibility of employees' productivity
- Improve mean time to repair for quality-hold vehicles
- Maximize throughput from the time a vehicle leaves the line until it is shipped off the yard

### 2

#### **What outcomes do you want to achieve based on those business problems?**

Those outcomes might be things like saving money, reducing vehicle moves, and/or retaining staff. But you can't manage what you don't measure. Cognosos' solution provides a rich set of readily customizable yard management metrics that you can use to make decisions and improvements.



This performance data is provided either as standalone metrics or as data feeds into existing yard management systems.

Key metrics that yard management teams find helpful in navigating to their desired outcomes include:

- Average move time per driver
- Wait time between moves
- Driver utilization
- Average vehicle time-to-locate
- Labor efficiency by shift
- Mean time to repair

### 3

#### **Which stakeholders and staff should be part of the implementation process?**

While job titles may differ across yards, a steering committee or implementation team made up of key yard staff can help the Cognosos solution implementation move smoothly.

That team's participation will familiarize them with upcoming team and workflow changes, allowing them to address the immediate needs that the new technology can resolve. This committee is typically comprised of titles including:

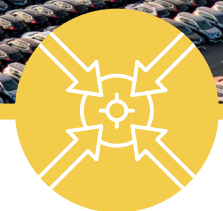
- The general manager overseeing overall yard management, possibly across multiple yards
- The yard or driver manager in charge of daily operations for the relevant yards
- The yard's logistics coordinator and transportation manager
- Representatives from IT and facilities management
- The assigned administrator, responsible for ongoing management of Cognosos and any other systems with which it is integrated (via API).

In the pre-implementation phase, the Cognosos team will thoroughly acquaint themselves with your yard, including its operations, structures, lighting, in-yard internet connectivity, and boundaries. This understanding is achieved through a blend of satellite imagery, detailed maps, on-site inspections, and your own facilities management documentation.

The goal? Understand the dynamics of in-yard vehicle movements and the specifics—both in terms of nature and location—of key processes like vehicle loading, accessorization, and vehicle marshaling. Armed with this information, the team can strategically plan the placement of Cognosos equipment, including in-yard beacons, and gateways, ensuring comprehensive wireless coverage and accurate vehicle location data.

#### **THE BENEFITS OF THE COGNOSOS SOLUTION**

- ➔ Our real-time vehicle visibility solution requires a far less intrusive—and less expensive—installation than other platforms on the market. So, your time-to-value is quick.
- ➔ Because Cognosos operates on its own network, it doesn't burden the existing wi-fi infrastructure or place a strain on IT resources.





## The Essential Components of Cognosos Real-Time Vehicle Visibility Technology

Before jumping into the steps we take during the implementation process, it's worth reviewing the components involved in the Cognosos solution and what they do:

**Tags** are located inside the vehicles stored within the yard, typically hung from the rear-view mirror. Activated by an onboard accelerometer, they transmit their GPS location to an internet-enabled gateway every time the vehicle is moved.

**Gateways** are installed around the yard, typically on poles, with each gateway providing coverage of a two-mile radius. They receive data from the tags and send them over Cognosos' secure network to our cloud-based platform.

**Activator** beacons are installed within buildings and facilities where vehicles undergo processing, such as accessorization or repair. These beacons provide workflow data by identifying the location of tags indoors and where GPS is unavailable.

**The Cognosos cloud-based platform** allows users to subscribe to the application online with no downloads or installation required. As new features are developed, they're automatically deployed by Cognosos to the platform and its associated iOS and Android applications.

## The 3 Phases of Real-Time Vehicle Visibility Implementation

Our Cognosos team will install the infrastructure, optimize the system, and train your staff to use it over a six- to eight-week period that's divided into three phases:

### 1

#### Scope Definition

During this phase, we solidify our understanding of your business objectives, aligning with you on the metrics and processes crucial for achieving those goals. Simultaneously, we initiate groundwork for essential behind-the-scenes activities to support the project. This includes identifying key personnel on your end with whom we'll collaborate, mapping in-yard vehicle workflows, aligning them with processes, and developing a training program for the solution.

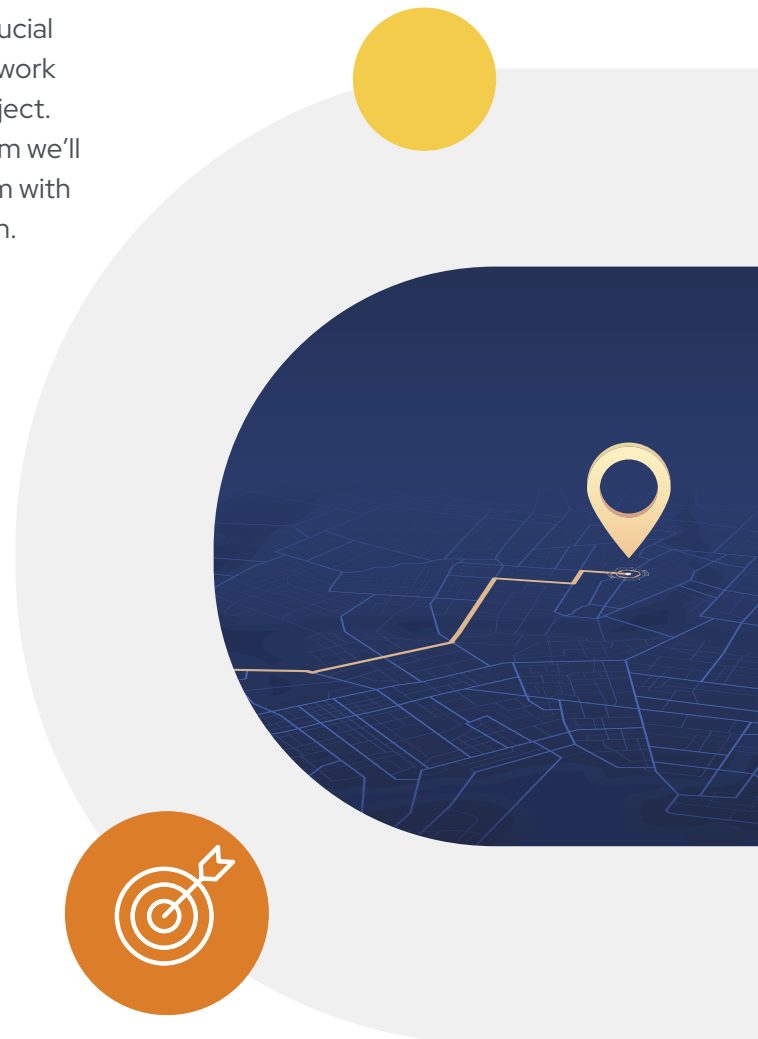
Additionally, we start mapping the yard's physical layout, determining the required maps and satellite imagery to position gateways and beacons accurately. These components are pivotal for providing precise vehicle location and processing workflow data.

### 2

#### Pre-Implementation

In this phase, we finalize the physical infrastructure that you'll need—the tags, the gateways, the activators, and, if applicable, exit gate alarms—and place the order for physical delivery to the yard. We also identify who'll be responsible for the installation of gateways—your in-house team or your preferred contractors—and make sure that they understand the requirements.

We also finalize any details and workflows, subjecting them to stress tests to identify potential breakpoints.





## 3

### Implementation

In this phase, the equipment is installed by your preferred contractors and Cognosos conducts testing and tunes the system. We check coverage to eliminate gaps, ensuring a comprehensive and reliable system. Simultaneously, user training is finalized, encompassing proficiency in use of the Cognosos portal and apps (iOS and Android). We validate that the software's virtual representation aligns seamlessly with the physical reality of the yard and its workflows.

Additionally, we ensure users can effectively translate their training into practical actions. This involves testing their ability to search for individual vehicles, locate specific vehicles, and generate reports.

Once all aspects meet our standards and your satisfaction, we collaboratively decide that it's time for your Cognosos system to go live!

### BEST PRACTICES FOR YOUR COGNOSOS SYSTEM

Throughout the implementation stage, the Cognosos team will draw on its deep expertise to help set you on the fastest path possible to ROI. They'll share best practices learned from more than two decades of experience in this field, including:

- ➔ Enhanced asset visibility and peer analytics spanning multiple sites
- ➔ Notifications and assignments based on vehicle workflows
- ➔ Precise geofence zone definition with insights into throughput, occupancy, and workflow
- ➔ Inventory reconciliation and aging analysis

## Your Cognosos Solution is Live – What’s Next?

Cognosos doesn’t sell the system and then disappear. Our goal is to help you achieve the highest possible return on investment from your system as quickly as possible.

Your ongoing partnership with Cognosos may include:

- ➔ **Quarterly business reviews:** Once every three months, your Cognosos representative will meet with you to review the operation of your system and provide insights into leveraging its capabilities further. These meetings also provide an opportunity for you to give us feedback regarding features and functionality you’d like us to consider providing in the future.
- ➔ **24/7 monitoring:** Because Cognosos is cloud-based, our technologists are always checking your system for any operational issues. If a problem does arise, our team will be alerted immediately, and we’ll either fix the issue remotely or contact you to work toward a solution.
- ➔ **Responding to changes:** Business doesn’t stand still, and neither should your real-time vehicle visibility system. As your yard’s processes, operations, and physical footprint evolve, the Cognosos team will help you efficiently update your system.
- ➔ **Training for new hires:** When your yard hires new staff who will interact with the system in their role, Cognosos can provide training and onboarding assistance.\*
- ➔ **Cognosos support portal:** The cloud-based platform houses step-by-step guides and information about best practices for getting the most out of your Cognosos solution. This material is updated whenever new features and modules become available to aid you in maximizing the return on your system.\*







## Take the Next Step

Introducing new technology and new processes can be daunting prospects for a yard and its staff. At Cognosos, we're here to help you each step of the way. Our dedicated team knows what works—and what doesn't work—when it comes to leveraging these powerful tools.

We know how to get you and your new real-time visibility system up and running with minimal disruption, stress, and cost, and on the fastest track to a hard-dollar return on your investment.

Have more questions about the Cognosos real-time vehicle visibility system and/or our implementation process? Please contact our team for details.

LEARN MORE:

[cognosos.com](https://cognosos.com)

