

# Technology in European Road Transport

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## Abstracts

Based on an extensive primary research study of Road Transport Fleet operators across Europe, Technology in European Road Transport specifically looks at the key trends in the adoption and application of technology solutions within European Road Transport fleets.

In a sector that is not only extremely competitive but also operating on extremely tight margins, a situation made worse by the recent economic crisis, there is understandably something of a reluctance by Road Transport operators to spend vast sums of money on sophisticated IT solutions.

Furthermore, many Road Transport practitioners still believe this 'new' technology offers little or no return on investment over their existing solutions, even if by comparison these seem archaic and cumbersome.

This report identifies key trends, strategic priorities and purchasing behaviour to assist both technology providers and Road Transport practitioners to understand how dedicated technologies are performing in relation to the following:

Contribution to profitability

Investment strategy

Key purchasing criteria

## Scope of this report

As a Road Transport provider, Technology vendor or systems integrator, this research

will enable the identification and targeting of trends whilst outlining the existing purchasing drivers, competitive challenges and financial dynamics that make this report a must have.

Ideally suited to meet the needs of any professional within the supply chain industry, this focused business intelligence can be used to assess the performance of the market by understanding how well existing technology solutions are actually meeting the needs of operators.

Based on a survey conducted with in excess of 3,900 hauliers, one thing is certain, the conclusions you draw from the research and insight provided will prove valuable regardless which side of the argument you are on.

By ensuring the adoption of the right solutions and the development of product that does truly address the core needs of what is by large an under developed sector with huge potential, vendors will win more new business and transport providers will increase profitability.

### **How can this report benefit your business?**

As with all of Analytiqa's business information, this data has the further advantage of being delivered to you through Analytiqa Interactive. This provides you powerful tools such as search, copy and paste functionality to obtain a maximum return on your data investment.

The independent and unbiased nature of Analytiqa's privileged position in the market ensures that the analysis in this report portrays an accurate view of the current market and its key participants.

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