

# State of fleet management software 2023 report

Thirteen leading companies were interviewed, offering unique perspectives on the current state, challenges, trends, and the impact of global crises on the fleet management industry.

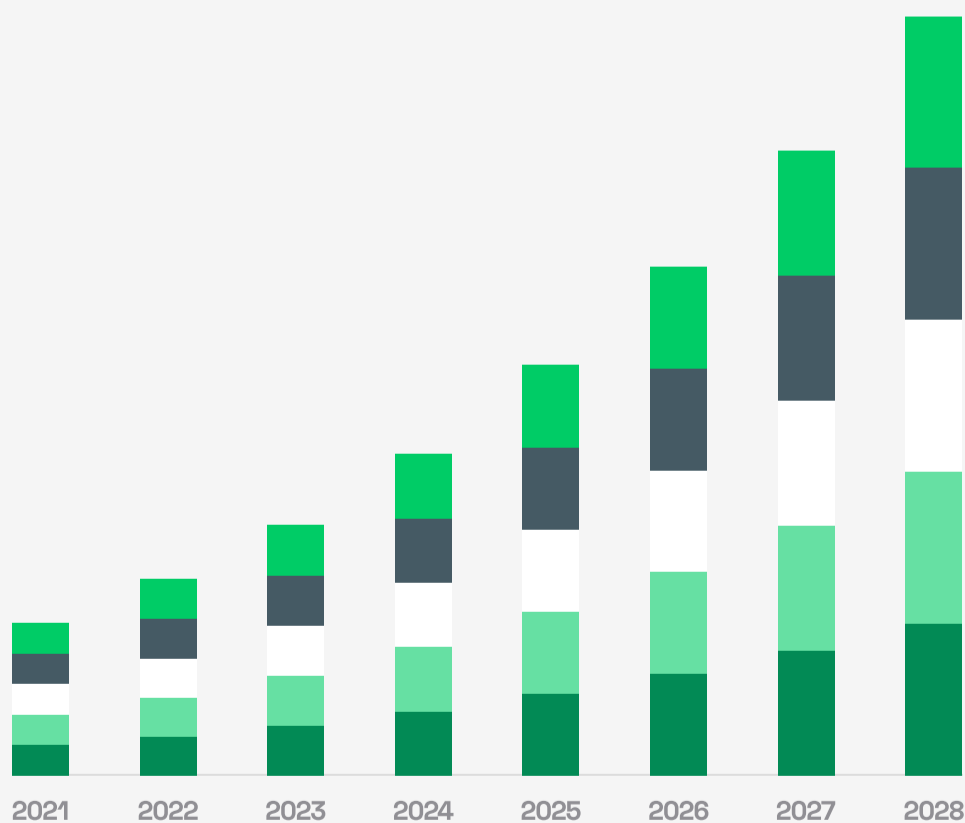


# Market overview

Fleet management solutions sector amounted to roughly \$24.48 billion in 2023. Projections suggest an impressive ascent to approximately \$52.36 billion by 2028, driven by technological advancements and escalating transportation requirements.

**Global fleet management** is expected to account for **USD 52.36 Billion** by **2028**

by [Data Bridget Market Research](#)



■ North America
 ■ Europe
 ■ Asia Pacific
 ■ South America
 ■ Middle East and Africa

# Goal of the survey

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The goal of the **"State of fleet management software 2023 report"** is to provide a comprehensive analysis of the current state, challenges, trends, and impact of global crises on the industry, offering valuable insights for businesses and professionals in the fleet management software sector.



# Report and survey workgroup

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We've conducted interviews with **13 companies**, of which 4 have chosen to remain anonymous.



**Mrigaen Capadia**  
CO-FOUNDER OF [SIMPLY FLEET](#)



**Melissa Emrich**  
MARKETING MANAGER AT [COLLECTIVE DATA](#)



**Dhruv Gupta**  
CEO AT [AXLE](#)



**Adam Simkin**  
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**Eric Barnett**  
CTO AT [FLEETING](#)



**Guillaume Quelin**  
HEAD OF BD AT [VEHIZEN](#)



**Benjamin Noyan**  
CEO AT [ROUVIA](#)



**Yukon Palmer**  
FOUNDER OF [FIELDLOGIX](#)



**Mike Valnev**  
CEO AT [FLEETPAL](#)



# Interview results

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**C-level executives and marketing specialists** provide valuable insights into the fleet management market, sharing their vision and exclusive data on fleet management-related technologies, industry trends, and challenges.

These are the results we've got after the interviews:

**Tech stack in use**

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**Most popular  
third-party API or services**

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**Challenges with fleet  
management software**

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**Artificial intelligence**

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**Machine learning**

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**Tech trends for the next few  
years**

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**Industry trends**

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**Affect of global crisis**

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# Tech stack in use

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## Frontend



## Backend



## Databases



## Infrastructure



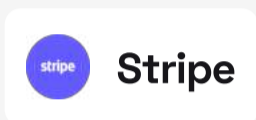
## Mobile



# Most popular third-party API or services

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## Payments



## Analytics



## Search



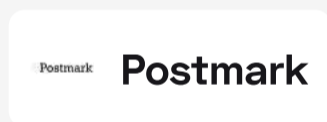
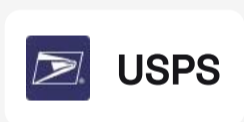
## Fuel cards



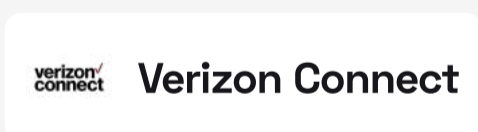
## Maps



## Mailing system, SMS



## GPS fleet tracking software



## Telematics service providers

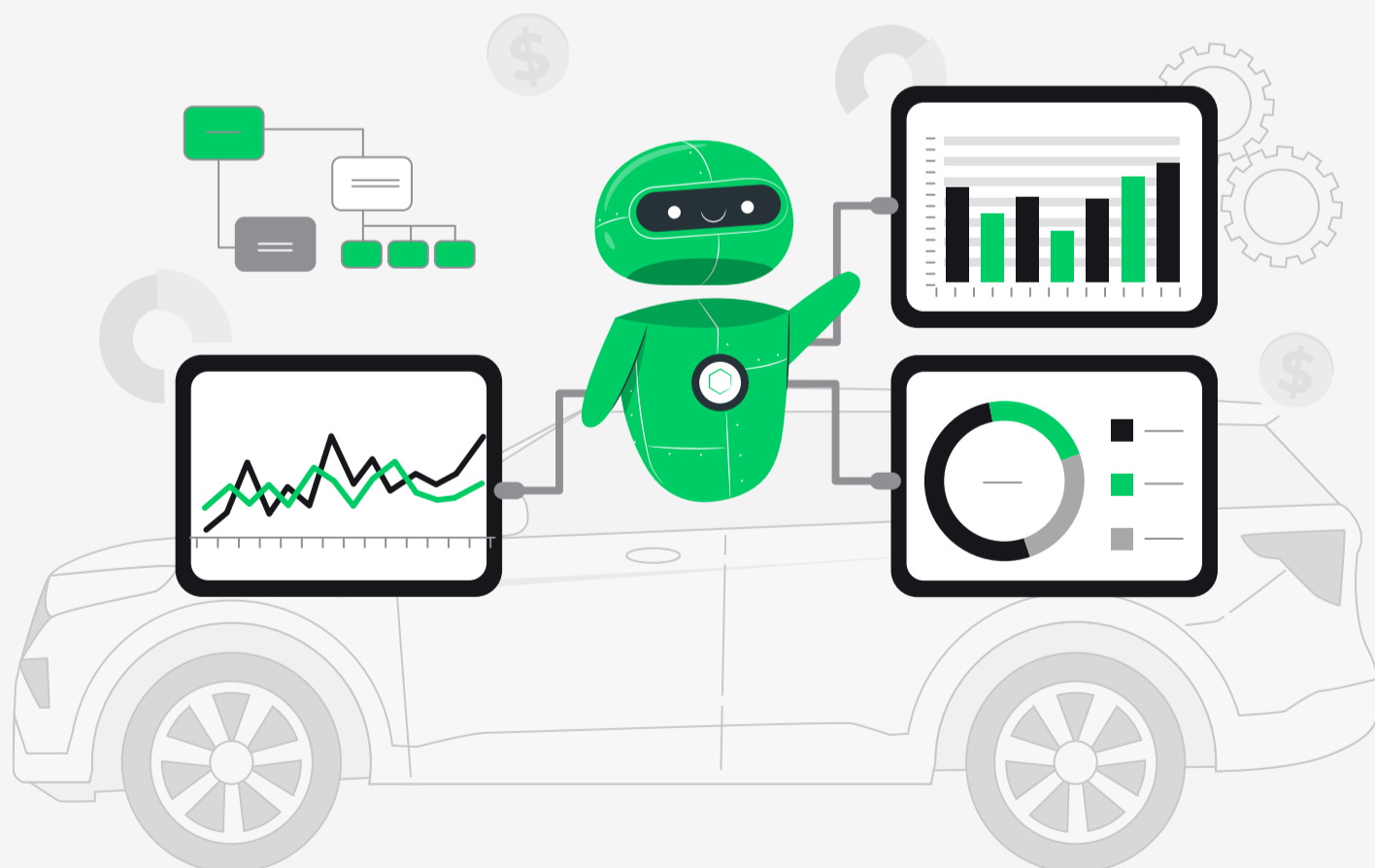


# Challenges with fleet management software

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The biggest tech challenges with fleet management software:

- 01 Data integrations of other systems and hardware
- 02 Overall resistance or low adoption rate of digital solutions
- 03 Adapting older solutions to be scalable and flexible





# Artificial intelligence

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**Artificial intelligence** has rapidly gained momentum, with 9 out of 13 companies already utilizing or researching its integration to enhance their business operations.

■ 4 out of 13 companies have already used AI

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■ 5 out of 13 companies are researching AI to find how it can enhance their business

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■ All 12 out of 13 companies are planning to work with AI in 2024

## Most popular usages of artificial intelligence:



01 Driver behaviour monitoring and safety

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02 Workflow automation

# Machine learning

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Similar to AI, **machine learning** is also trending, as it gains rapid momentum with 9 out of 13 companies already employing or exploring its integration to enhance their business operations.

- 6 out of 13 companies already use ML

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- 3 out of 13 companies are researching this technology

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- All 12 out of 13 companies are planning to work with ML in 2024

## Most popular usages of machine learning:



01 Predictive maintenance

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02 Demand prediction

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03 Route optimization

# Tech trends

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Thought leaders predict the **following trends** for the next 3 years:

01 Use of AI

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02 More operations automation

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03 Vehicles electrification

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04 Increase use of telematic devices & unification of databases as a result



# Industry trends

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Alongside tech trends, companies' management shared their insights regarding **industry trends**. The most popular trends are listed below:

- 01 Business operations change  
(e.g., operations optimization, business diversification)

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- 02 Businesses consolidation

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- 03 Integration of the sustainability concept



# Affect of global crisis

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Despite supply chain issues, most companies **experienced growth** during the years 2021 to 2023.

01 Companies' increase (e.g. team growth, revenue growth)

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02 Financial problems (e.g. budget cut down, fundraising challenges)

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03 Supply chain issues



# Outsource vs in-house vs hybrid

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We inquired about companies' team structures and found that 23% choose to outsource, 31% prefer in-house teams, and 46% opt for a hybrid approach.

The diversity in choices is primarily attributed to varying needs for specialized skills, cost-efficiency, and the flexibility offered by hybrid models, allowing companies to tailor their teams according to specific project requirements.

**23%**

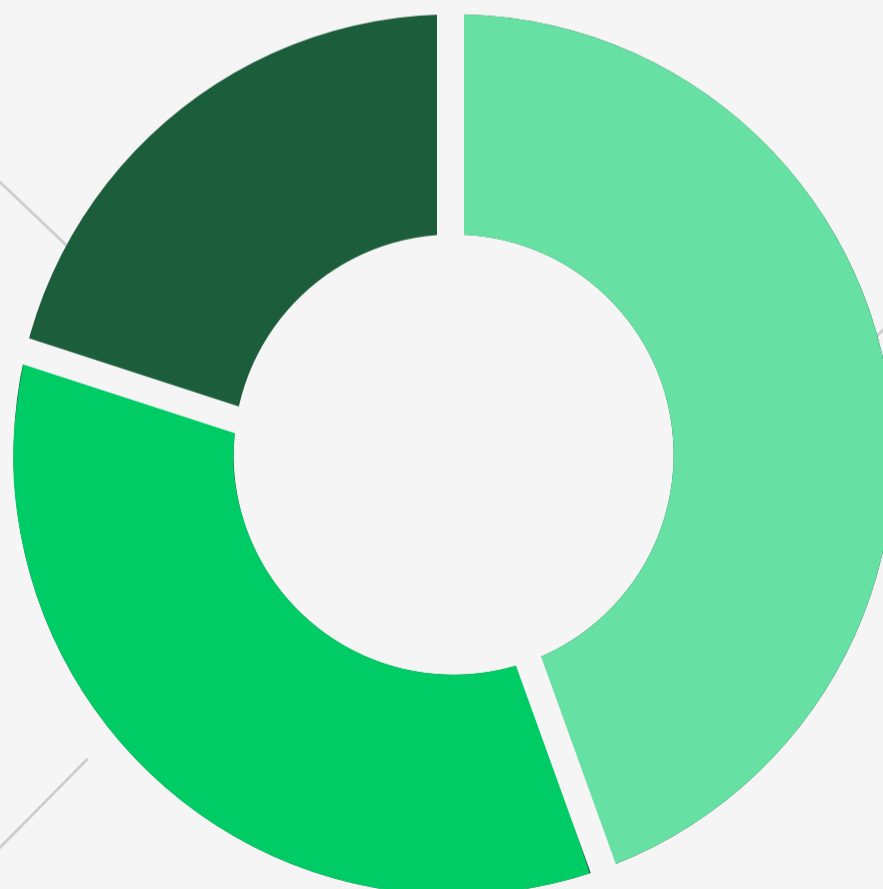
outsource

**46%**

hybrid

**31%**

in-house



# Challenges to scaling the dev team

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**Scaling a development team** comes with its own set of difficulties, including finding people who are compatible with both your technology and team environment. Companies commonly highlight these specific issues:

- 01 Finance challenge (hard to find affordable \$/h; ratio of price/quality)

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- 02 Difficulties with onboarding newcomers

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- 03 Limited pool of talents



# About Volpis

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**Volpis is a company** of ambitious professionals providing web & mobile app design and development services for **more than 7 years**. Being a full-service company, we provide expertise in all phases of the software development life cycle. We've successfully covered more than 100 products all over the world.



**Clutch** Customer satisfaction rate



Projects from referrals

**35+**

In-house talents

**50+**

Completed projects

**5 Years**

Experience in the fleet management industry

**2016**

Operating since



# Our services

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Services we provide for **fleet management industry**:

## Mobile app development



Our experts develop secure and high-performing mobile applications for iOS and android devices, utilizing native tech stack to ensure seamless functionality and scalability across phones, tablets and smartwatches.

## Web development



We provide comprehensive web app development services, encompassing frontend expertise for seamless user experiences and backend proficiency for secure, scalable solutions.

## Business analysis



Our business analysis service entails in-depth audience analysis, strategic feature prioritization, and comprehensive requirement gathering to ensure the development of a highly tailored and effective software solution.

## UI/UX design



UX/UI design service crafts user-centric and visually captivating digital experiences through research, strategic concept development, meticulous prototyping, elegant visual design, and rigorous usability analysis.

# Ready to discuss your project?

Let's schedule a call

Schedule a free consultation →

22 miles

