A sample with a fictional product

Example Fleet, its prices, pages and sources are invented. The questions, the kinds of finding and the recommendations follow patterns we see again and again when we review real logistics software vendors' public documentation, so this is the shape and depth your own report would have.

Buyer Readiness Report · Example Fleet

Make the hardware and tracking answers as clear as the vehicle price.

Example Fleet prices per vehicle clearly and documents its API well. The gaps are in what fleet managers ask next: what the tracking device really costs, how often trucks are located, whether tachograph download is included and what drivers' privacy mode actually does. Those answers are spread across the homepage, the pricing table, hardware terms and the help centre, and in three places they disagree. S1 S3 S4 S5 S7

Product	Buyer perspective	Market	Scope	Evidence captured
Example Fleet	EU haulier, 40 trucks, own warehouse system	English site, EUR pricing	10 questions, 12 official pages	6 November 2026

Start with these three changes

1. Show the device lease and its 36-month term wherever the device is called free.
2. Give the real position interval per plan instead of "real-time".
3. Say in one place whether remote tachograph download is included on Pro.

Of the ten buyer questions: 3 clear · 4 need clarification · 3 conflicting

Keep what already helps

These answers are already clear. Keep them as they are while the other pages change.

Per-vehicle prices are calculable

Both plans show monthly and yearly prices per vehicle, and trailers without a device are free. S1

The API is documented

The developer pages cover authentication, webhooks and rate limits, with examples for warehouse and ERP systems. S9

Hosting is named

The DPA names the EU data centre and lists every subprocessor with its location. S10

Our conclusion

Fleet buyers sign multi-year hardware commitments. Pages that agree with the hardware terms make that commitment easier to approve.

What a buyer can establish today

Ten buying questions selected for an EU haulier tracking 40 trucks and connecting its own warehouse system. Each answer is what the reviewed pages support, with its sources.

Buyer question	Answer from the reviewed pages
1 **What does the first year cost?**	Clear Pro costs €29 per vehicle a month billed monthly, or €25 billed yearly. VAT is extra. With the device lease, installation and tachograph download, our example below comes to €19,680 or €15,360. S1 S3 S4
2 **Is the tracking device free?**	Conflicting answers The homepage says "Free tracking device with every plan". The hardware terms lease each device at €4 a month for 36 months and charge €75 for any device not returned. S2 S3
3 **How often are trucks located?**	Conflicting answers The homepage promises "real-time tracking". The help centre says positions update every 2 minutes on Standard and every 30 seconds on Pro. S2 S5
4 **Is remote tachograph download included?**	Conflicting answers The pricing table ticks it for Pro. The add-ons page sells it at €3 per vehicle a month on every plan. S1 S4
5 **Can we cancel?**	Needs clarification The pricing FAQ says "cancel anytime". The hardware terms keep the device lease running for its full 36 months after the software is cancelled. S1 S3
6 **What does drivers' privacy mode do?**	Needs clarification The privacy mode page says drivers can "switch off tracking" outside working hours. The help centre says positions are still recorded and only hidden from managers, and the DPA keeps location history for 13 months. S7 S5 S10

Buyer question	Answer from the reviewed pages
7 **Does it connect to our warehouse system?**	Clear Yes, through the REST API and webhooks on Pro. The developer pages give rate limits and example payloads for orders and stops. S9
8 **Where is our data hosted?**	Clear As vendor claims: in an EU data centre in Frankfurt, with every subprocessor listed in the DPA and none outside the EU. We did not verify the hosting. S10
9 **How accurate are the arrival times?**	Needs clarification The route planning page claims "95% ETA accuracy". A footnote measures it within 15 minutes on motorway routes only. S6
10 **Can we keep our records when we leave?**	Needs clarification Trips export as CSV. Tachograph files are downloadable one by one, with no bulk export described, and the terms delete all data 30 days after cancellation. S11 S12

The labels describe how clearly the pages answer each question. They are not a score for the product, its security or the likelihood of a purchase.

What the first year costs

An EU haulier tracks 40 trucks on Pro, leases the devices, has them installed and adds remote tachograph download, priced as the add-ons page shows. S1 S3 S4

Known component	Billed monthly	Billed yearly
Pro, 40 vehicles	€29 × 480 €13,920	€25 × 480 €12,000
Device lease	€4 × 480 €1,920	€4 × 480 €1,920
Installation, once	€60 × 40 €2,400	Included yearly €0
Tachograph download	€3 × 480 €1,440	€3 × 480 €1,440
First-year total before VAT	**€19,680**	**€15,360**

Yearly billing saves €4,320 in the first year under these assumptions, and it is paid in advance. The device lease adds €1,920 a year either way and runs for 36 months. S1 S3

What this total leaves out

VAT, €75 for any device not returned, and €1,440 less if tachograph download is really included in Pro as the pricing table shows. S1 S3 S4

Four changes, in order

Each change shows what we saw, what it means for a buyer, what to change and how to check that it worked.

Priority 1 · Conflicting answers

Show the device lease wherever the device is called free

Homepage S2

"Free tracking device with every plan"

Hardware terms S3

€4 per device a month for 36 months

€75 for each device not returned

What this means for a buyer. For 40 trucks the lease is €5,760 over its term, and it continues after a software cancellation. A buyer who reads "free" learns this only when the contract arrives.

What to change

Replace "free" with the lease price and term, and mention the return fee next to it. Link the hardware terms from the pricing page.

Owner: marketing with sales operations.

Check the result

A buyer reading only the homepage and pricing page knows the device cost and how long it runs.

Priority 2 · Conflicting answers

Give the position interval instead of "real-time"

Homepage S2

"Real-time tracking for every truck"

Help centre: position updates S5

Standard: every 2 minutes

Pro: every 30 seconds

What this means for a buyer. Dispatchers and customers rely on live positions. A truck at motorway speed travels about 3 kilometres in 2 minutes, which matters for yard arrivals and delivery windows.

What to change

State the interval per plan wherever tracking is promoted, and keep "real-time" only if it is defined.

Owner: product marketing with the platform team.

Check the result

Every page gives the same interval for each plan.

Priority 3 Conflicting answers

Settle whether Pro includes tachograph download

Pricing table S1

Pro: "Remote tachograph download" ticked

Add-ons page S4

"Remote tachograph download: €3 per vehicle a month"

Available on every plan

What this means for a buyer. For 40 trucks this is €1,440 a year. Hauliers usually need regular tachograph downloads, so the buyer cannot leave it out of the budget.

What to change

Decide whether Pro includes it, then make the pricing table and the add-ons page say the same.

Owner: product marketing with billing.

Check the result

Both pages give the same answer for Pro.

Priority 4 Needs clarification

Describe privacy mode as it works

What we saw. The privacy mode page says drivers can "switch off tracking" outside working hours. The help centre says positions are still recorded during privacy mode and only hidden from managers. The DPA keeps location history for 13 months. S7 S5 S10

What this means for a buyer. Works councils and drivers read these pages. A promise that tracking is switched off, when positions are still recorded, can stall approval or create a dispute later.

What to change

Say what happens during privacy mode: what is recorded, who can see it, why it is kept and for how long. Use the same wording on the privacy mode page and in the DPA.

Owner: data protection officer with product.

Check the result

A works council reading the public pages can say exactly what is recorded during privacy mode.

Further improvements

Explain the ETA accuracy claim. Say next to "95% ETA accuracy" that it is measured within 15 minutes on motorway routes. S6

Describe a bulk export of tachograph files. Hauliers often keep tachograph data for at least a year, and the terms delete everything 30 days after cancellation. S11 S12

Match "cancel anytime" to the hardware terms. Mention in the pricing FAQ that the device lease continues for its term. S1 S3

Remove the 3G device. The hardware page still offers a 3G tracker, although the help centre says 3G devices are no longer supported. S8 S5

Fix the answers fleet managers check first

A suggested order. The first three need a pricing, product or legal decision; the last is editorial.

1. **Publish the device cost**
   Lease price, term and return fee on the homepage and pricing page.
2. **Settle tachograph download on Pro**
   Then update the pricing table and the add-ons page together.
3. **Give the position interval and describe privacy mode**
   With the platform team and the data protection officer.
4. **Make the editorial fixes**
   ETA claim, tachograph export, cancellation wording and the 3G device.

Questions the public pages could not settle

- Is remote tachograph download included in Pro today?
- Are positions recorded while privacy mode is on, and why?
- Can customers export all tachograph files at once before leaving?

In a real report, your answers would let us make the recommendations more precise.

Included with your report

One round of follow-up. Send your questions or corrections together within 14 days after delivery.

One recheck. Send up to three updated pages within 30 days after delivery and we will check them against these findings.

We reply within five business days. Write to alex@emerging.cz.

Sources and scope

Twelve official Example Fleet pages, captured on 6 November 2026. Pages may have changed since.

S1	**Pricing.** Plan prices per vehicle, comparison table, FAQ. example.com/pricing
S2	**Homepage.** Free device and real-time tracking claims. example.com
S3	**Hardware terms.** Device lease, term, return fee, installation. example.com/legal/hardware
S4	**Add-ons.** Remote tachograph download price and plans. example.com/add-ons
S5	**Help centre: Position updates and privacy mode.** Interval per plan, recording during privacy mode, 3G support. example.com/help/positions
S6	**Route planning.** ETA accuracy claim and footnote. example.com/route-planning
S7	**Driver privacy mode.** Privacy mode description for drivers. example.com/privacy-mode
S8	**Hardware.** Tracker models and networks. example.com/hardware

S9	**Developer documentation.** API, webhooks, rate limits, warehouse examples. example.com/developers
S10	**Data processing agreement.** Hosting, subprocessors, location history retention. example.com/legal/dpa
S11	**Help centre: Exports.** Trip CSV export, single tachograph file download. example.com/help/exports
S12	**Terms of service.** Cancellation and deletion after termination. example.com/legal/terms

How this report was prepared

In a real report: AI analysis of the vendor's public pages read in a desktop browser, with every pricing state opened and the legal documents read in full. Calculations are rechecked in code. No independent human expert review is claimed.

What it does not cover

We do not log in, buy, install or test the devices or software, read customer-specific contracts, or verify hosting or certifications. Findings concern what buyers can establish from public pages, not legal, labour or tachograph compliance or product performance.

A sample. Example Fleet, its prices, pages and sources are invented; no real vendor is described.