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## Several vendors in FMCSA’s ELD registry using the same product



Aaron Huff (<https://www.ccjdigital.com/author/ahuff/>)  
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As of Dec. 1, more than 220 **electronic logging devices (http://www.ccjdigital.com/attempt-to-delay-eld-mandate-fails-in-house/)** (ELDs) are listed on the Federal Motor Carrier Safety Administration’s online registry, but not every product was developed by a different company.

Take for instance the MapAnything ELD or the 3<sup>rd</sup> Eye ELD. Both use the same ELD application developed by Gorilla Fleet Safety. Spireon also plans to offer an ELD option for its fleet tracking and management system using the same app.

Partnerships and reseller agreements are taking hold as ELD products continue to flood the market.

Mark Walton, co-founder and chief executive of Gorilla Fleet Safety, says software suppliers use its ELD app to offer a ready-made compliance product that builds on the backbones of their **fleet management systems (http://www.ccjdigital.com/eroad-adds-speed-alerts-to-fleet-management-system/)**.

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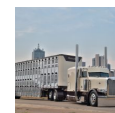
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FMCSA formally issues waiver to delay ELD compliance for ag, livestock haulers (<https://www.ccjdigital.com/fmcsa-formally-issues->

“None of these guys ever wanted to develop an ELD,” he says. “We have powered these other guys’ ELD products so they can get into market more quickly and cost effectively.”

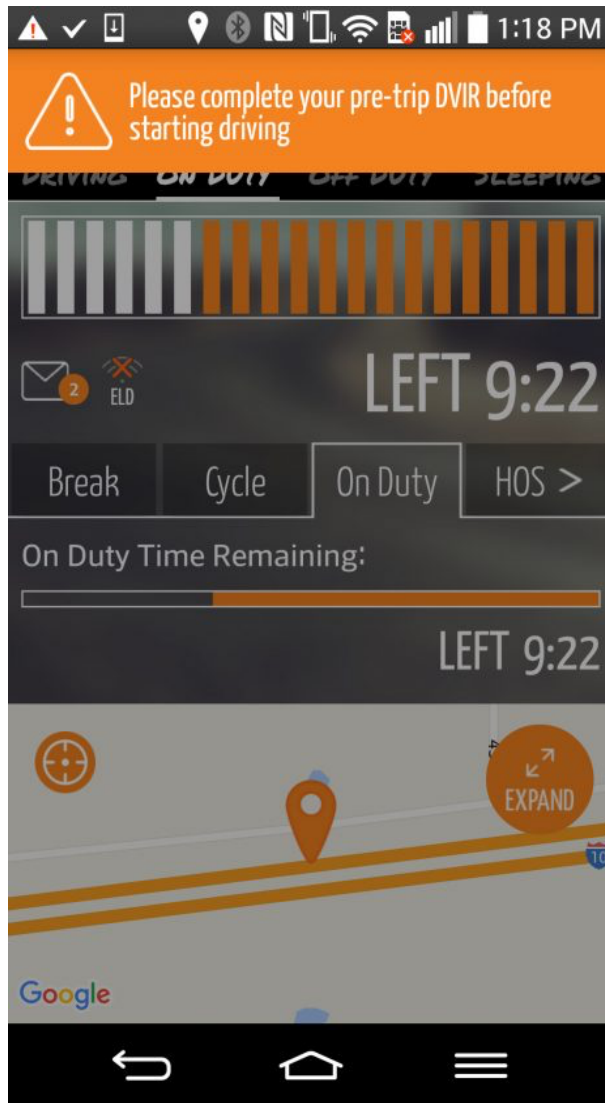
Early on in the development process, Walton says he and Tommy Johnson, the other co-founder and president of Gorilla Fleet Safety, made the decision to offer a white label version of its ELD product to “take advantage of larger companies with well-known names and a customer base.”

The company enlisted KPMG, a professional services firm, to audit its product to ensure that it meets all FMCSA requirements for an ELD.

While several companies use its ELD product, **Gorilla Safety** (<http://www.ccjdigital.com/3rd-eye-to-integrate-gorilla-safety-eld-with-video-based-safety-system/>) continues to develop its own fleet management system and offer it through a direct sales channel to fleets.

Some of its software partners use more than just its ELD, as the platform has driver vehicle inspection reporting and an integrated **fleet maintenance** (<http://www.ccjdigital.com/5-tips-for-running-an-effective-fleet-maintenance-program-in-the-csa-era/>) application as well. Gorilla Safety is also working on new fleet management features that focus on driver behavior management for speeding, hard braking incidents and more, Walton says.


“This market is enormous and there are so many opportunities,” Johnson says.



(<http://www.ccjdigital.com/wp-content/uploads/sites/10/2017/04/Gorilla-Safety-ELD-2017-04-10-11-45.jpg>)

Spireon will use a white-labeled version of the ELD system developed by Gorilla Safety.

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### ELD Compliance: Is Your Fleet Management Team Ready?

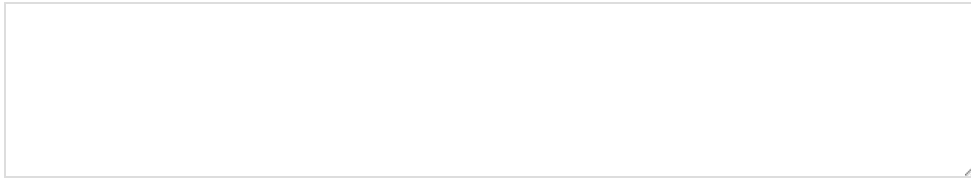
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Aaron Huff is the Senior Editor of Commercial Carrier Journal. Huff's career in the transportation industry began at a family-owned trucking company and expanded to CCJ, where for the past 14 years he has specialized in covering business and technology for online and print readers and speaking at industry events. A recipient of numerous regional and national awards, Huff holds a Bachelor's Degree from Brigham Young University and a Masters Degree from the University of Alabama.

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