NETGEAR ENTERPRISE



The truck-roll tax: the hidden cost of driving to fix a switch

ARTICLE

Picture this: a switch at one of your sites needs a reboot. Someone on your team has to drive 45 minutes to fix it, press a button, and then drive back. The afternoon is wasted and it happens again next month, and the month after that. Whether it shows up on an invoice or not, you pay for every one of these site visits.

For too long, businesses have overpaid for networks that are more complex than they need. Even stripped-down enterprise systems are still expensive and difficult to manage, and teams absorb the cost in unnecessary time and money. We call this the **complexity tax.**

There are many forms of this tax, but in this article, we look at a particularly egregious offender: the **truck-roll tax.** This is the cost and operational burden of dispatching a field technician to a site to install, inspect, troubleshoot, or repair network infrastructure or hardware.

The real cost of a truck roll

If you manage more than one location or are a managed service provider (MSP), on-site dispatch is likely your biggest networking cost without its own line item. It steals time from your day, with little to show for it.

Let's look at the math. Industry research shows that a basic service visit costs between $200 and $300 alone. Add indirect costs such as travel, wages, vehicle wear and tear, and lost work time, and a single trip can easily exceed $1,000.

Truck rolls aren't one-off costs. When a device at a remote site fails, the first visit often doesn't fix it, and every return trip adds to the bill.

A tax that keeps getting bigger

Unfortunately, field-service costs continue to rise. Deloitte's 2026 Field Service Report, based on a survey of 900 field-service leaders, found that the cost of dispatching people on-site continues to climb industry-wide.

And there's a compounding effect, too. Every new site can mean more truck rolls, putting further pressure on profit margins. It's no surprise, then, that 55% of the leaders Deloitte surveyed identified advanced technology as the key factor that separates businesses that stay competitive from those that fall behind.

How NETGEAR Insight helps you avoid the truck-roll tax

NETGEAR Enterprise helps reduce the cost of sending someone to a site for a task that can be handled remotely. With NETGEAR Insight, our cloud management platform for access points, switches, routers, and mobile hotspots, you can set up, monitor, update, and reboot equipment from virtually anywhere. No one has to drive to a site to simply flip a switch. You can do it yourself, from your laptop.

The cost savings add up quickly. Say you're an MSP managing 40 client sites. By eliminating just two truck rolls per site per year at $250 a trip, you could save $20,000 annually.



Stop paying to show up

Routine costs such as the truck-roll tax add up because no one questions them. They're treated simply as the cost of doing business, even as every new site increases the total. That's bad math, and it's time to change it.

Learn more about NETGEAR Insight and see how remote management turns site visits into something you only make when you need to.

Read the next article in this series: the licensing-stack tax. You can also explore our Undersized Tax series to get the full picture.

See how NETGEAR Insight changes the math

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