

eBook

# Solving Common Fleet Business Problems

verizon  
connect



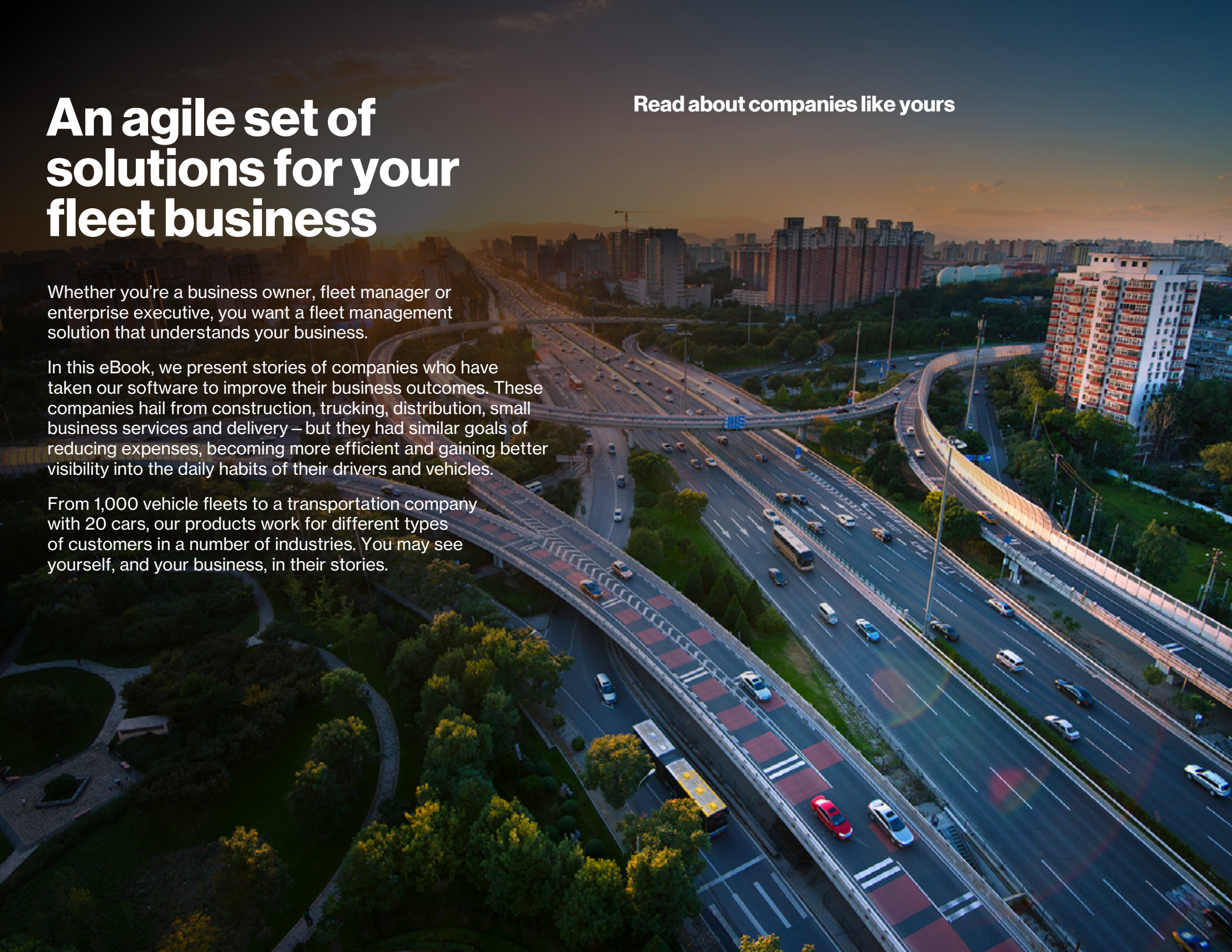
# An agile set of solutions for your fleet business

Read about companies like yours

Whether you're a business owner, fleet manager or enterprise executive, you want a fleet management solution that understands your business.

In this eBook, we present stories of companies who have taken our software to improve their business outcomes. These companies hail from construction, trucking, distribution, small business services and delivery – but they had similar goals of reducing expenses, becoming more efficient and gaining better visibility into the daily habits of their drivers and vehicles.

From 1,000 vehicle fleets to a transportation company with 20 cars, our products work for different types of customers in a number of industries. You may see yourself, and your business, in their stories.



# Deep South Equipment makes seamless switch to Verizon Connect Reveal.

Deep South Equipment provides top-quality industrial equipment to customers in the lumber, paper and warehousing markets. With more than 450 vehicles to track, Deep South Equipment required a robust GPS tracking and fleet management solution, excellent customer service, and support, all of which they found with Verizon Connect Reveal.

## The challenge

Deep South Equipment sells, rents and repairs forklifts, provides parts, service and maintenance, and runs a forklift training program. And according to Deep South Equipment's Marketing Manager Laura Terry, the company's GPS tracking system provider was falling short. Terry said the provider was ignoring their problems and failing to answer their

questions about confusing contracts on individual vehicles.

"It had become a nightmare. Between being charged for equipment no longer in use and units not working, we were really over paying," Terry said.

Deep South Equipment needed a quality solution for tracking, dispatch and insurance purposes. Knowing the locations of their 450 vehicles, accurate time reporting and proper vehicle maintenance was essential to efficiently running their business.

## The solution

Deep South Equipment met Verizon Connect and decided to pay a fee to get out of their old contract to make the switch. "When it comes to GPS fleet tracking providers, pricing can be pretty comparative, though

you get much more with Verizon Connect," says Terry.

Terry also found the transition from their old solution to Verizon Connect Reveal easy. "It's never fun to switch a provider, especially when you have 450 vehicles, but it was painless. The Verizon Connect support team was just fantastic and made the switch much easier than I ever imagined. I felt like I wasn't doing it by myself."

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**"We were really impressed with their customer service, reporting capabilities and training, none of which we had seen from anyone else."**

Laura Terry, Marketing Manager

## About Deep South Equipment:

- Industrial equipment sales and rentals
- 450 vehicles
- Serving Shreveport, LA



## The results

As for their day-to-day use of the system, Terry explained, “We use Reveal as a dispatch tool, for fuel efficiency, driver safety, and, of course, for insurance discounting purposes.”

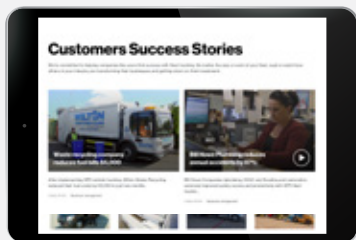
The company has GPS fleet tracking installed on every company vehicle from service vans to haul trucks to sales vehicles. “We don’t check up on all our drivers, but we have looked at under-performing employees and actually caught a sales rep who said he was with a customer when we could clearly see he was on the golf course,” says Terry.

Deep South Equipment also added GPS fleet tracking to their forklift rental fleet. This has enabled the company to track hours of use, so

customers are accurately billed and the forklifts are being serviced. “They are our assets. If our forklifts aren’t being properly maintained and they blow an engine, we have to pay for an engine job,” says Terry.

Verizon Connect also worked with Deep South Equipment to provide reporting capabilities unique to the company’s needs. “With our forklift rental fleet, they are billed by hours used, not mileage. A team at Verizon Connect created a custom report for our rental fleet assets. It’s pretty impressive that they will work with us for what we need to do,” adds Terry.

“Reveal is just an all-around tool for us,” says Terry. “I can’t put a dollar amount on it just yet, but we know it has definitely helped us.”



**See how other organizations like yours are benefiting from Verizon Connect solutions >**

# Bill Howe Plumbing decreases annual accidents by 87% with Verizon Connect Reveal

Bill Howe Companies is a family-owned enterprise that serves all of San Diego with plumbing, HVAC and flooding and restoration services. Reveal gave them the insights they needed to make better safety and business decisions – all with one GPS fleet tracking system.

## The challenge

Bill Howe Plumbing has a mantra: “Take care of the employees, they’ll take care of the customer.” Staying true to that credo means keeping their employees safe and informed. So when they noticed an increase in accidents on the road, they knew they needed to find a solution to help improve driving behaviors and maintain their good reputation.

## The solution

Together with their Risk Manager, Rhett Wheeler, they considered systems to help improve driver safety. They knew they needed a solution to monitor driver behavior and see that data easily, and they knew they weren’t going to get that with their previous provider. With Reveal, they can see actionable data, and now enjoy many additional benefits they weren’t expecting.

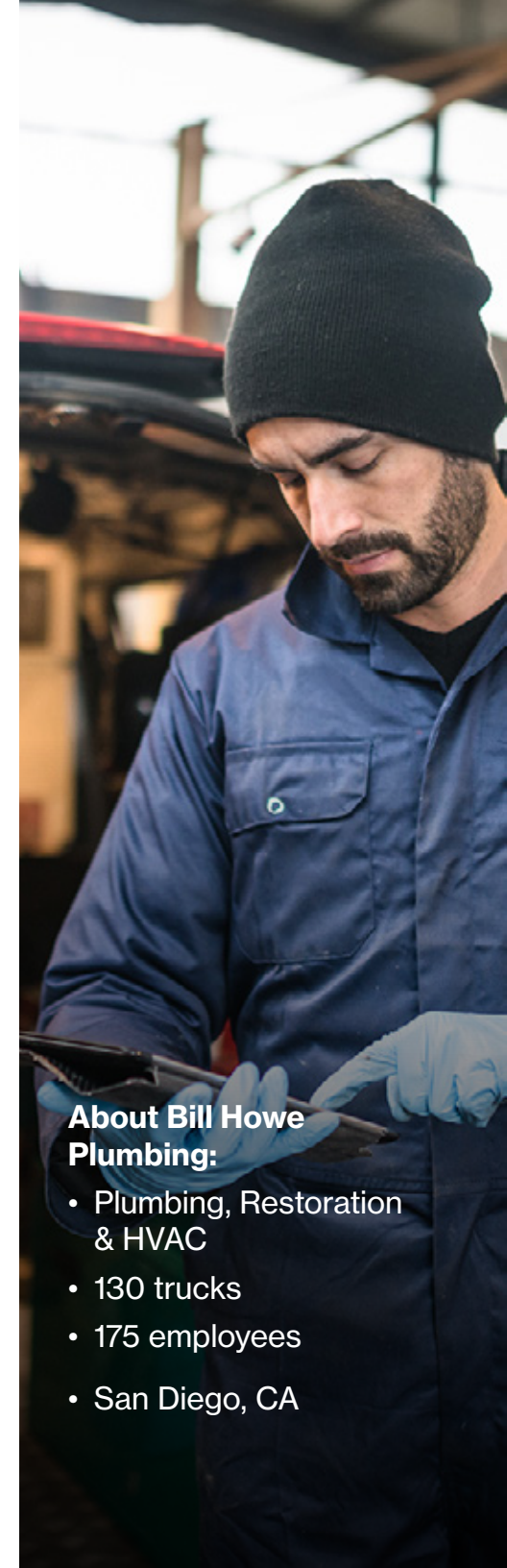
- **Weekly reporting and alerts**  
When unsafe driving occurs – speeding, hard braking, fast acceleration and hard cornering – Wheeler receives immediate alerts, as well as weekly reports. This helps him coach his drivers on their safety scores.

- **Vehicle maintenance reminders**

They used to rely on their technicians to tell them when a vehicle needed service. Now they receive alerts for oil changes, part replacements and other critical maintenance – without having to ask anyone. This helps their mechanic keep vehicles in top condition.

- **Customer support**

Bill Howe needed to have a good relationship with their vendor. Verizon Connect provided the total experience from the beginning with a quick implementation. Four technicians completed the installation on 130 vehicles within three days, and they handled the backend process of inputting employee contact information into the devices.



## About Bill Howe Plumbing:

- Plumbing, Restoration & HVAC
- 130 trucks
- 175 employees
- San Diego, CA



## The results

According to Wheeler, “the [safety] reports initially were very shocking.” Their average safety score was a 77, and some were below 30. Through driver coaching the average improved to a 97. The year before implementing Reveal, the company had 16 accidents totaling nearly \$1M in damages. After implementation, accidents dropped to 2. One driver commented that his “driving habits have changed dramatically.” They’ve seen other positive side effects, including lower insurance costs and reduced fuel consumption.

With less accidents and better vehicle maintenance, their technicians are on the road more often to do more jobs and bring in more revenue. The Live Map feature and GPS tracking also helps them route guys to jobs more efficiently and provide quicker service to their customers. According to Vice President Tina Howe, “It helps us stay in front of our guys 24/7.”

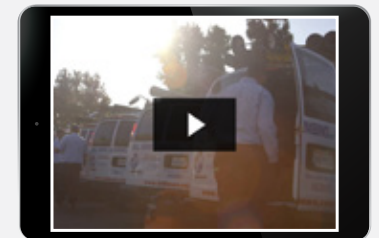
“Safety is hugely important to us. We looked at many

programs, and one of them was Reveal. We made the choice, and since then, our records have been improving, our individual driving records are improving – we couldn’t be happier with the growth we’ve seen.”

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**“It can help my customers, it helps me watch my drivers, cuts down on accidents – that just saves everybody money and time.”**

Bill Howe, President, Bill Howe Family of Companies



**Watch the video case study >**

# R&M Trucking promotes safety, compliance and productivity with Verizon Connect Reveal.

R&M Trucking hauls street freight, rail containers and flatbeds, moves airport cargo, and serves as a certified cargo screening facility. With a range of solutions from Verizon, R&M made bottom-line improvements in safety and productivity – and got a helpful jump on new federal driver log standards.

## The challenge

Companies that operate heavy-duty trucks and track hours of service were required to comply with FMCSA's Electronic Logging Device (ELD) mandate as of December 2017. R&M decided to replace its paper logs with electronic logging sooner rather than later – and it needed a solution that would also monitor safety and enhance its ability to deliver excellent customer service.

## About R&M Trucking:

- Distribution specialists
- 200+ vehicles
- In business since 1976
- Franklin Park, IL

## The solution

“Verizon scheduled installation on a Saturday. They were here all day, and for the few trucks they couldn't get to on Saturday, they were here as early as 3:00 a.m. installing before the drivers came in,” states R&M Safety and Compliance Director Mike Narvaez.

Verizon technologies have helped R&M transition from paper to electronic logs and meet its other goals, as well:

- **Logbook helped R&M comply with federal standards – and more.** Narvaez says, “Logbook has helped us keep our safety scores down by ensuring that anytime a driver is stopped and his hours of service (HOS) are checked, there's not a shadow of a doubt whether his logs are current.”

- **Reveal has improved customer service** by helping dispatchers see drivers' exact locations. R&M dispatcher Corey Christensen says, “If a customer calls and wants an ETA or is worried about where a driver may be, I can log in and see where they are.”
- **Both solutions have helped promote safer driving habits.** R&M prides itself on safety measures that go above and beyond what's required. Reveal and Logbook send R&M near real-time alerts for any driver behavior that may be problematic.

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**“After having used Reveal and LogBook, I couldn't imagine not having them. It's like going from a flip phone to a smart phone.”**

Mike Narvaez, Safety and Compliance Director, R&M Trucking

## The results

Like most trucking companies, R&M used to navigate around stacks of driver logs, reports, paperwork and manually analyzed spreadsheets. Now the company relies on Logbook to eliminate manual processes and increase company-wide productivity.

“Overall, Logbook has made things easier for our drivers. They don’t have to struggle with filling in lines on a logbook from the seat of their truck,” says Narvaez. “It’s one less thing on the driver’s mind when he’s got a million things already going on.”

Drivers agree. Wayne Marchant says, “Before we had Logbook, we were wasting time filling out a paper logbook and it’s possible a lot of mistakes were being made. This makes the process more efficient and less time-consuming. You get your job done a lot faster with fewer interruptions.”

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**“I don’t have to worry about a driver making a mistake or not keeping his logbook current,” says Narvaez.**

“What were mountains of driver logs and receipts in the past are now on file in the cloud. It’s great.”

For any company still trying to decide how to comply with the ELD mandate, Narvaez says, “It’s here. You have to comply and you have to follow the law. The sooner you get on board, the better you’ll be. It’s a process, not a light switch. That’s the bottom line.”



[Watch the video case study >](#)



# Pepsi optimizes their routes with Verizon Connect.

The Pepsi Hickory facility averages 3 million cases of beverages annually. To streamline its operations, the company implemented Verizon Connect for dynamic route optimization.

## The challenge

Pepsi began exploring dynamic route optimization two years ago. The company wanted routes that retained consistency, including special delivery days, time windows and preferred customer-driver combinations. They also needed the flexibility to optimize routes and geography, both to standardize load sizes and to perform all the work with the fewest amount of routes each day.

## The solution

To accommodate dynamic routing, Pepsi incorporated

Verizon Connect Fleet, which helped the company create geographic-centric routes for drivers without limiting routing options to those boundaries.

This new routing solution loosens those geographic constraints to ensure the most intelligent and cost-efficient routing scenarios while also taking into account other variables that drivers encounter each day. The best part: As the routes are adjusted, the dispatchers see in near real-time the effect that a route has on factors ranging from the total cost of the route to the size of the load that day.

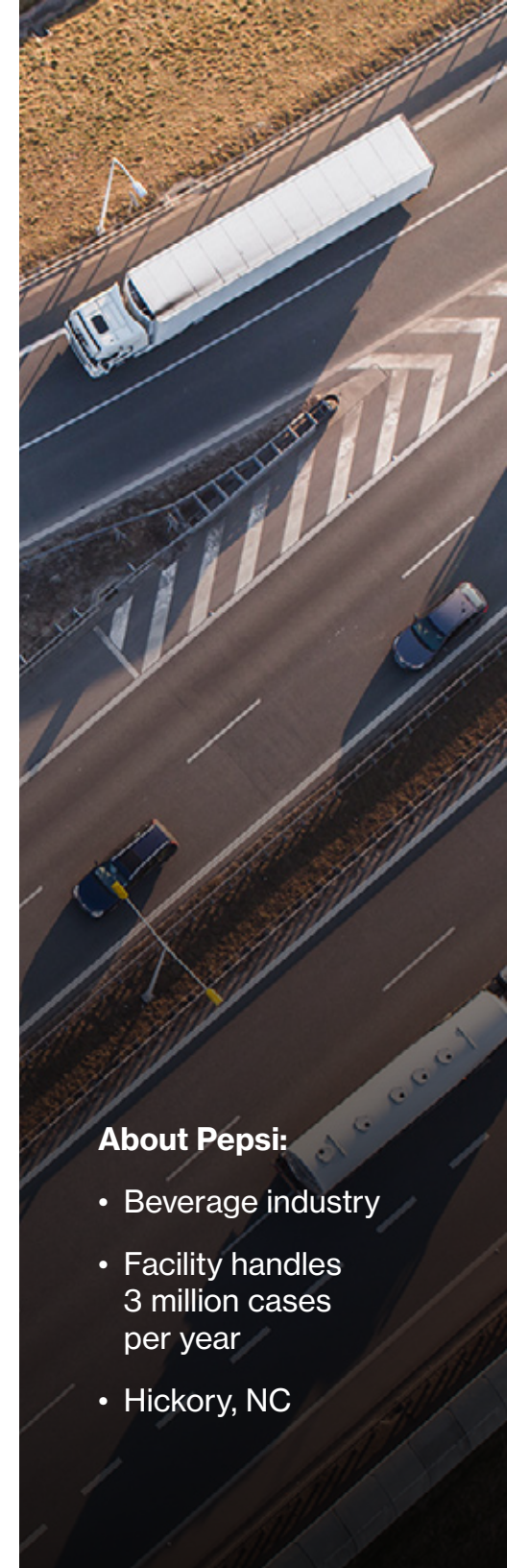
“You can basically draw the polygonal territory,” explains Teeter. “Adjust them, stretch them, trim them down – and every time you move or make a change, you can see it adjust the revenue, the cases, whatever metric you’re using.

It’s a good process to begin a more strategic reroute.”

“Before dynamic routing, you couldn’t route day by day,” says Logistics Manager Jay Teeter. “A driver might have 200 cases on his truck one day and he’s done by noon. The next day he might have 800 cases. So this dynamic daily routing takes those huge swings out of it. You have a steady 400 cases or so per truck because you can spread stops across all routes.”

## The results

“Three summers ago [prior to implementing Verizon Connect Fleet],” says Teeter, “we ran 11 trucks every day in Hickory. This summer, we’ve run as few as eight on some days. We keep track and added it up – that saves us 30 or so routes each month versus running 11 every day. And



## About Pepsi:

- Beverage industry
- Facility handles 3 million cases per year
- Hickory, NC



**“Three summers ago, we ran 11 trucks every day... this summer, we’ve run as few as eight on some days. We keep track and added it up. That saves us 30 or so routes each month.”**

Jay Teeter, Logistics Manager, Pepsi Bottling Co.

then, as temperatures drop and soft drink sales go down, we start seeing the need for fewer and fewer trucks. In Hickory, you see two or three fewer trucks on average in the winter versus summer.”

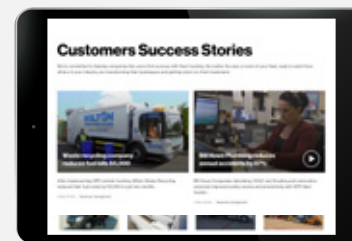
While it may sound complicated, it was a smooth transition for route dispatchers at Pepsi.

“It was an easy learning curve for our daily dispatcher compared to [the previous solution],” says Teeter. “It took a pretty extensive training program with Verizon Connect, but after a few days of guidance through the process, they more or less had it. That’s

the immediate thing you see – the ease of operation.”

All together – from ease of use to the practical efficiencies realized by the system – Teeter sees the value in dynamic routing and anticipates a near future in which dynamic routing, as well as fleet management and other location intelligence solutions interconnected through Verizon Connect, will be added to more vehicles in his fleet.

“Right away, you see the changes in your fleet every day.”



**See how other organizations like yours are benefiting from Verizon Connect solutions >**



# USI seamlessly integrates Verizon Connect Reveal for a more efficient fleet.

United Subcontractors, Inc. (USI) has built an alliance of building professionals 1,900 strong. USI serves construction industry clients in 16 states from its Minnesota headquarters and 46 additional locations. Needing a software solution to improve efficiency for its fleet of vans, pickup trucks, various class box trucks and trailers, USI turned to Verizon Connect Reveal.

## The challenge

With nearly a thousand vehicles operating across 16 states, USI needed a software solution to optimize fuel consumption and serve customers more effectively. Jim Liverseed, Director of Facilities and Fleet Operations, says, “We needed vehicle locations, optimized routes and near real-time data to

get our jobs out as quickly and efficiently as possible.”

The company was already using WEX fuel cards from a different provider, and it worked with ARI for fleet management. The solutions USI chose needed to integrate seamlessly with both.

## The solution

USI was able to integrate Reveal software with both its WEX fuel card data and its fleet management provider, helping the company be more efficient with resources and improve operations.

“The Verizon Connect team was able to accommodate how we wanted the software to perform when competing providers weren’t able to. Reveal by far had the most capabilities and most flexibility,”

says Liverseed. “Between the three being linked together, we’ve really been able to leverage all our information and data as best as possible.”

## The results

Since installing Reveal, “We are better at scheduling our jobs and meeting customer demand,” says Liverseed. “We

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**“It feels like we are smarter. We aren’t having last-minute emergencies nearly as often. We are able to anticipate potential issues before they happen.”**

Jim Liverseed, Director of Facilities and Fleet Operations, United Subcontractors, Inc.

### About USI:

- Construction
- 979 vehicles
- 1,700 employees
- St. Paul, MN
- Serves 16 states

can predict when we will be somewhere based on what the hours are, where the jobs are and how long we will take to be there. It feels like we are smarter. We aren't having last-minute emergencies nearly as often. We are able to anticipate potential issues before they happen."

USI has also been able to streamline its fleet size by allocating the right amount of trucks to each branch. "A local manager may request seven trucks for a job. With Reveal, you realize that the job and routing can be done more efficiently with only five trucks," says Liverseed.

"Fewer vehicles sitting idle, fewer vehicles to maintain and less to insure. Costs go down."

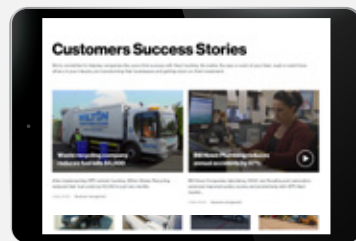
Before Reveal, the company relied on manual odometer readings, which were prone to human error. "I now know exactly how many miles each vehicle has on it. Accurate odometer readings every day on a fleet of nearly 1,000 vehicles saves a company like USI thousands of dollars," says Liverseed.

Additional benefits include:

**Fuel savings and maintenance:** Due to more efficient routing, the company reduced its normalized fuel cost by 10% and maintenance costs by 10 – 15%.

**Increased employee efficiency:** "We put geofences around the fuel station every morning," explains Liverseed. "In the first week, we had 10 alerts from the same crew spending over 25 minutes at the station every day. All we had to do is pull one guy aside and the next week, zero alerts. We're getting more out of our guys."

**Data flexibility:** Liverseed likes the ability to raise and lower thresholds on speed alerts. "I don't need to know who's going 2 mph over the speed limit, but if it's over 15 and I know about it, I'm going to sit that guy down and have a talk."



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# United Private Car uses Reveal to take control of efficiency and profitability

United Private Car serves customers in a variety of industries with luxury sedans, SUVs, executive vans and motor coaches, all under a mantra of “big company know-how; small company values.” Wanting more control over its operation, United Private Car enlisted Reveal for greater visibility into vehicle tracking, idling, fuel loss and driving habits.

## The challenge

With multiple vehicles on the road at any given time, United Private Car needed an all-inclusive solution to monitor driver location, safe driving habits and fuel usage. United specifically wanted to track vehicle location, idling times, fuel loss and driving behaviors.

“We’re not driving product around the city. We are moving people, and they’re

relying on us to get from Point A to Point B in a safe, professional manner,” says co-founder Jason Dornhoffer.

United Private Car chose Reveal to help track necessary metrics to improve its business and help instill trust in its customers.

## The solution

Co-founder Terry Murtaugh says, “Once we found Reveal, we were given a demo and really looked into the software. It was light years ahead of any other solutions that we had seen or used prior.”

The dispatch team at United Private Car needed to know where every vehicle was, its status and the routes it took. With Reveal, dispatchers log in to see vehicle and driver location and make any necessary adjustments to routes or scheduling. This

helped them counter factors out of their control, such as traffic and airport delays.

Using Reveal has given United Private Car control over fleet-related concerns it couldn’t see – or tie a dollar amount to – in the past. The data Reveal provides helps Murtaugh and Dornhoffer make better business decisions and become more productive overall.

## The results

The company’s dispatchers praised Reveal immediately. Dornhoffer says, “They’re able to make better decisions now. It gives them so much more freedom to help service our clients.”

## Management noted immediate fuel savings.

“There was a lot of unnecessary driving in between jobs and we were



## About United Private Car:

- Transportation
- 20 vehicles
- In business since 2006
- Boston, MA



**“Reveal makes our business more efficient because it gives us more control. And that is like having gold.”**

Jason Dornhoffer, Co-Founder, United Private Car

putting unneeded miles on the vehicles,” Murtaugh says.

“Idling and fuel loss is money out of our pockets, but we don’t have to worry about that anymore,” says Dornhoffer. “We can now make drivers aware that they’re burning through fuel and change those behaviors.”

**Reveal also contributed to safer driving habits.** The team uses alerts to monitor harsh driving behavior and speeding, and then sets benchmarks for acceptable driving behavior. General Manager Lew Aflalo says, “We have parameters set that allow us to see which driver is committing violations of our safety policies. I can address it with the driver and do corrective behavior modification on a proactive basis.”

Dornhoffer agrees. “Seeing how fast a driver is going, or how they are driving in general, is immensely helpful to us and helps cut down on our insurance liability.”

Better vehicle tracking, reduced fuel consumption and safer driving have all combined for a real impact on the company’s bottom line.

“In our business, there is a very thin profit margin,” Dornhoffer says. “We look at everything in order to make sure we are always profitable. Reveal has been a game changer for us.”

“If you’re trying to take more control of your business, be more efficient and make

a profit, having Reveal is essential. It’s going to make you a better business at the end of the day.”



**Watch the video case study >**

# DR Sherry tightens up rural delivery times with Verizon Connect

Daniel Sherry has been a FedEx Ground delivery contractor since 2006. But with the recent increase in online shopping, ground delivery has boomed, especially in rural areas. Verizon Connect has helped him grow his business by 30% by optimizing delivery routes and keeping track of maintenance for his fleet of 28 trucks.

## The challenge

Unmarked roads, mailboxes and houses can make delivery in rural areas a major challenge. Sherry needed improved navigation for his drivers.

Hard braking, jackrabbit accelerating, speeding and hard cornering are not just unsafe, they can also burn extra fuel. Sherry needed a way to monitor driver behavior.

Poorly maintained trucks can lead to serious accidents. Sherry needed a way to stay on top of maintenance.

## The solution

Verizon Connect Reveal has helped DR Sherry solve these challenges even as the boom in online shopping has increased demand for his services:

- GPS fleet tracking helps Sherry's drivers find houses, including those that aren't marked, saving time and money. (And driver anxiety, since they no longer have to worry about failed deliveries or making up wasted time.) It also helps train Sherry's new drivers on the best routes to take, what was done wrong on a delivery and how to improve.

- Reveal has also helped improve Sherry's drivers' habits. By monitoring driving behavior, Sherry can now coach drivers with direct, actionable ways to improve their driving for safety and fuel savings.
- Finally, fleet alerts help Sherry keep track of his trucks and fix small problems before they escalate. He gets an alert when a truck needs service. He says, "When you let things go, that's when accidents happen."

## The results

GPS fleet tracking has streamlined Sherry's deliveries and helped him grow his business. When Sherry first implemented Reveal, he was making about 1,000 deliveries a day. Now he's up to 1,300. GPS tracking and route

## About DR Sherry:

- Distribution
- 28 vehicles
- In business since 2006
- Riverbend, MO

planning have helped him train his drivers to be more efficient, allowing them to absorb the larger workload without adding additional resources.

If a driver is delayed or has a breakdown, in-route planning and geofences let Sherry see other trucks within the delivery area so he can quickly service customers and avoid missed deliveries or pickups.

Reveal also helps divert complaints. "It costs a lot of money when a customer calls in to complain," Sherry explains. "With Route Replay, we can show that the package made it to its destination. GPS fleet tracking can show when a truck stopped at an address and for how long."

Reveal has helped Sherry decrease costs and improve profits. With GPS fleet tracking

monitoring trucks' idling time, Sherry was able to cut an hour of idling per truck per day, saving an estimated \$27,000 in fuel costs in the first year alone. Also in his first year with Reveal, Sherry saved \$12,600 by being able to quickly respond to customer inquiries.

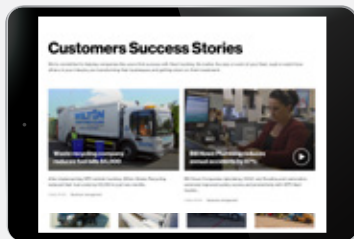
Since he began using Reveal, Sherry has won a FedEx Regional Entrepreneur of the Year award, and he even mentors other delivery contractors on making their businesses more efficient. And he continues to recommend Reveal.

"I feel like I haven't even scratched the surface of what Reveal can do."



**"It costs a lot of money when a customer calls in to complain. With Route Replay, we can show that the package made it to its destination."**

Daniel Sherry, Owner, DR Sherry



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# Your fleet management success story

**Our customers' journey to a better managed fleet started with a phone call. Talk to us about your business' challenges with keeping fuel costs down, using efficient routes, promoting a culture of driver safety or finding ways to be efficient.**

**Visit [verizonconnect.com](http://verizonconnect.com) to learn more or give us a call at 866.844.2235 to schedule a free online demo of our fleet management software.**



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