



Improved Service and Productivity through Location Intelligence



Customer: Malin Integrated Handling Solutions & Design
Web Site: www.malinusa.com
Customer Size: 1000+ employees
Location: Dallas, TX
Industry: Wholesale/Distribution



Customer Profile:
Malin is one of the largest Raymond electric forklift dealerships, serving Texas, New Mexico, Louisiana, Mississippi and parts of northern Mexico - providing new and used forklift sales and rentals, forklift parts, and repair service.

Software and Services:

- OnTerra Systems Fleet Tracker
- Microsoft Windows and SQL Server
- Microsoft MapPoint Fleet Edition
- Software customization

Hardware:

- Sierra Wireless Pin Point GPS Modems
- Dell servers

"Our tracking system provides precise, objective data on our service engineers, which encourages them to pay closer attention to the amount of time they spend on each job."

- Gavin Rick, IT Manager

The Challenge

When it came time for Malin to re-new their extensive cellular contract, which provided service for their sales teams' almost 400 mobile phones, Malin's Information Technology (IT) department decided to expand cellular service by adding global positioning system (GPS) tracking capabilities to its fleet of service vehicles. With the rising cost of gas, Malin wanted to observe their fleet in order to improve routing efficiency and optimize schedules for field service engineers. In addition, they needed to improve the productivity of the engineers in order to balance time spent on scheduled maintenance vs. ad hoc repair requests.

The Solution

While evaluating automatic vehicle location (AVL) solutions, Malin was introduced to OnTerra Systems, offering integrated location solutions leveraging Microsoft's Virtual Earth and MapPoint mapping software plus GPS tracking devices. OnTerra's FleetTracker 2.0 software pulls vehicle location information from a customer's database and presents it through a graphical user interface (GUI) framing the Microsoft mapping software. This allows customers like Malin access to several different views of their tracking information, and integrates their own fleet visuals onto the general maps.

The Benefits

The combination of OnTerra's FleetTracker and the Sierra Wireless AirLink intelligent modems provided Malin the ability to centralize their once distributed routing operations. Malin was able to create a centralized dispatch operation to control assignments and manage tracking of their entire fleet, across nine different Malin office locations. So not only does Malin's new tracking abilities improve the efficiency of its service fleet, but a centralized dispatch has improved Malin's overall operating efficiencies.

The information captured through their AVL solution also allows Malin to clarify



For More Information Call:

Sales

720.836.7201, x3



OnTerra Systems LLC Case Reference

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About OnTerra Systems

Founded in 2005, OnTerra Systems is a company of Web mapping experts, programming specialists, and project managers that provide Web mapping services and products, fleet optimization systems and products, and Geographic Information Systems (GIS) integration services and consulting. OnTerra Systems provides these services to businesses, non-profits, government, and research organizations that need map-based visualizations of data – either to improve operations and bring about cost savings; provide company and product location information for customers; support a marketing initiative, or to make connections and see patterns and trends for business or research planning.

discrepancies between a service engineer's time card and a customer's service report. With service engineers paid hourly, Malin wanted to ensure that service engineers were accurately tracking their labor and weren't going significantly off-route during lunch or using service trucks for personal transportation while stored at their homes.

After seeing a noticeable improvement in customer service since deploying their new tracking solution, Malin plans to roll-out a web-based customer module. Currently, Malin's tracking solution allows the company to provide accurate estimates on service truck arrival time based on the truck's location and time on the current job, but Malin's goal is to provide customers with direct access to that information to reduce dispatcher time on customer calls and enable customers to better self-serve.



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“On Terra's FleetTracker helps our dispatchers and service engineers focus their time on what's most important - our customers.”

Gavin Rick, IT Manager