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DRIVING BUSINESS

Britz-Simplot Optimizes Equipment Use and Reduces Idle Time with Networkfleet®

Summary

Britz-Simplot has trucks spread from one end of the San Joaquin Valley to the other – with two-thirds of the fleet always on the road. When the company needed to get a better handle on equipment use and idle time, it turned to Networkfleet.

Problem

Britz-Simplot Grower Solutions is a full service California agricultural retailer and wholesaler of fertilizers, chemicals, seed, and a variety of on-farm services. The company maintains a fleet of 264 vehicles consisting of half-ton pickups, two-ton trucks and semi-trailer trucks. Delivering fertilizer and pesticides throughout the San Joaquin Valley requires most of its fleet to be on the road at any time. The inability to locate trucks sometimes caused trucks to pick up pesticides from the same location six to seven times per day.

"We cover a huge area, so it was difficult to locate vehicles and direct them to customers or trailers in remote locations," said Tim Stone, Geographic Information Supervisor for Britz-Simplot. "We also did not have a good idea of how the equipment was being used, such as off-business usage or idle time."

Solution

Britz-Simplot did an exhaustive analysis of GPS tracking solutions before choosing Networkfleet. "We tried about every competitor out there," continued Stone. "Based on the dollars spent and the return on investment, we chose Networkfleet."

Results

- *Reduced idle time by 30 percent and lowered greenhouse gas emissions.*
- *Saved thousands of dollars on fuel costs from reduced idle time and miles driven.*
- *Increased equipment productivity and utilization.*
- *Improved vehicle routing by tracking activity with geofences.*

Networkfleet merges GPS technology with engine diagnostics and affordable wireless coverage. The result is easily accessible information on a vehicle's location, stops, idling and mileage that can be analyzed quickly to yield benefits in efficiency and cost reductions.

Using Networkfleet, dispatchers at Britz-Simplot receive daily and weekly activity reports showing vehicle location and start/stop information. They also receive email alerts with vehicle arrival time and length of stay at specific locations. Now, when a semi delivers fertilizer and calls for the next pick up, they are able to route the truck to a nearby customer. In addition, they can give the driver precise information on where the trailers are located in huge farm fields.

Britz-Simplot also uses Networkfleet to place a geofence around locations where trucks pick up pesticides. By quickly pinpointing vehicles that venture into/out of these geographical areas, the company was able to consolidate the number of pickups and reduce some time by pre-ordering pesticides for delivery.

Results

Britz-Simplot soon discovered that for them, reducing idle time was the chief benefit of Networkfleet. The system provides an idle time report by vehicle and location that shows where and when vehicles are idling. For example, when picking up fertilizer, the company found that trucks often idled 30 minutes while running the air conditioning. Considering a semi burns 2.7 gallons of diesel per hour at idle, the company was burning a lot of fuel. Networkfleet helped the company to educate drivers and reduce idle time dramatically.

The idle time report also helped Britz-Simplot comply with the local Air Pollution Control District, which requires that drivers of any diesel powered vehicle should not idle the engine for greater than five minutes at any location, except under certain conditions.

For Britz-Simplot, the reduction in idle time and miles driven was quite dramatic. Overall, the company has reduced idle time for the entire fleet by approximately 30 percent, with a corresponding reduction in greenhouse gas emissions and a savings of thousands of dollars in reduced fuel usage.

"It's all about making more productive use of our equipment by reducing the miles driven, lowering idle time and improving routing," said Stone. "Networkfleet helps us achieve that."

For more information on Networkfleet call (559) 432-2424.