CASE STUDY

TEMEDA

Telematics Devices Push Data to a Single, Fleet-level Dashboard

Managing a substantial and diverse fleet of heavy construction equipment prompted Greg Peet, CEM, President of Heavy Equipment Services, Inc. (HESI), to begin equipping all mobile construction assets with telematics devices back when 2G was the prevailing communications platform. HESI is the equipment arm of parent company The Helm Group, a leading builder of bridges, roads and underground utilities throughout the Midwest. As a collective of four operating companies and 800 employees, The Helm Group maintains an extensive regional footprint in Illinois, Iowa and Wisconsin and operates 14 quarries and three asphalt plants.

"When the wireless standard was changing to 3G, and 2G was going to be turned off, I started looking for a way to manage my assets that complied with The Association of Equipment Management Professionals (AEMP) telematics standard," Peet said. (At the time, Peet was serving on the board of directors of AEMP.) When he surveyed the market, Peet found Temeda, a leading third-party aggregator of data collected from heavy equipment fleets like his. It was Temeda's ability to leverage connections to a wide range of equipment that piqued Peet's interest. With virtually all new equipment in the marketplace coming with proprietary OEM telematics systems installed, it was critical for Peet to work with a vendor that could accept data feeds from all the leading equipment manufacturers— Caterpillar, Volvo, Komatsu and others —and provide a single dashboard that aggregated fleet-wide intelligence for equipment from all vendors.

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>
> *–Greg Peet*
> *CEM, President of Heavy Equipment Services, Inc.*

HESI's fleet includes 30-year-old cranes and brand-new ones, plus excavators from five different manufacturers. The fleet also encompasses specialized equipment for grading and asphalt paving, skid steers, backhoes and production wheel loaders, and the rock crushing, screening and conveying equipment needed to produce aggregate product in its quarries.

All total, Peet oversees 228 pieces of owned construction equipment as well as 450 light vehicles. The Temeda system bridges both asset classes, collecting information about location, utilization and other data points from each piece of equipment in the construction fleet as well as location data about each vehicle in the over-the-road fleet. For example, data from lowboy tractors and trailers that transport equipment flows into the construction application, while the on-highway system tracks information about foremen's pickup trucks, service vans and other light vehicles.

Additionally, since HESI management uses the Temeda geofencing feature to map jobs, job locations, and equipment, they can also order jobsite utilization reports that detail all the operating hours of assets within that

fence. This enables HESI to compare the manually reported data with what is captured automatically and then reconcile the two, creating a final set of accurate results. "As we get better at reporting, we hope to completely eliminate the need to track manual equipment operating hours on a timecard," said Peet.

Fleet's Diversity Spans Age, Type and Source

"Our fleet is as diverse as you would find anywhere, and we do a bit of everything," explained Peet. "This diversity came from buying what was available, seeking out the most competitive price, and selecting equipment based on the ability of the dealer network to offer the best support."

"When a manufacturer comes out with a new piece of equipment that interests us, we will buy it to access factory and dealer product support," he continued. In his position for close to a decade, Peet has been slowly standardizing the opportunistically assembled construction equipment fleet.

New Revenue Flowing from Standby Billing

Integrating a subset of telematics data from the Temeda system into HESI's ERP software, Vista by Viewpoint, played a key role in creating a new revenue stream for the company. With the Temeda integration in place, the sensors capture equipment operating hours, and that information flows back to the ERP system along with location data. This enables the ERP system to segregate operating and standby hours with precision so that HESI can charge for both.

In charging for standby time, HESI is not only recouping revenue that had previously been lost; it is following an industry best practice of charging for idle equipment. "We charge for our equipment in 40-hour time blocks," Peet said. "If a sister company uses the equipment for only 15 hours, we can now bill operating revenue of 15 hours and a lower standby rate for 25 hours to help defray the ownership cost of keeping the equipment on the job site."

Hand-in-Hand Collaboration Expands Capability

"Temeda has made data reporting simple and straightforward, and their reporting processes and application are strong. Our project managers wanted to set up their own geofences, so we asked Temeda for a robust admin hierarchy system," Peet said. "Even though this capability wasn't available, Temeda added it to their product roadmap and built it. Subsequently, all of our project managers have begun mapping their own job sites. That cooperation is invaluable to us."

Peet has been impressed with Temeda's openness to collaborating with the software company that built HESI's equipment billing hours capture function. "Temeda put one of their web experts in touch with our software developer so that we could enhance our data collection efforts to pull data from their APIs," Peet said. "I want to work with a company that will help me with my business, and Temeda has done that every time we have asked."

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