

CASE STUDY



Company

- Florida Detroit Diesel-Allison, a leading diesel and transmission distributor
- www.fdda.com

Industry

- Distribution

Challenge

- Improve routing efficiency

Solution

- @Road GeoManager iLM

Results

- More efficient routing
- Increased billings

With @Road GeoManager_{SM} iLM[®], Florida Detroit Diesel-Allison Has Increased Route Efficiency, Workforce Productivity and Revenue

A distributorship offering sales, parts and service requires top-notch planning and logistics tools to meet the needs of its vendors and its customers. One effective easy-to-use solution is @Road GeoManager, a Web-based Mobile Resource Management service. GeoManager offers the location, management and reporting services that business owners need to improve productivity.

Consider how your distributorship or other supply chain company can benefit from the increased efficiencies provided by GeoManager:

- You can improve employee efficiency, reduce overtime and ensure accurate time and mileage payments with GeoManager reports detailing location, speed, mileage, stops and other information.
- When you have an urgent call for parts or service, you can pull up GeoManager Mapview to see which technician is nearest to the location, and quickly dispatch to the site.

- The archival records provided by GeoManager can help you analyze routes, determine asset and personnel requirements, and evaluate customer response times.

In the spring of 2000, Don Mann, strategic planning manager for Florida Detroit Diesel-Allison (FDDA), signed up for the GeoManager management service and ordered iLM (Internet Location Manager) units for the company's 30 sales and service mobile assets in Fort Lauderdale. A two-to-three-month pilot program was scheduled to see how well the system would work for the distributor of Detroit Diesel and MTU engines, Allison transmissions and Spectrum generators.

The system passed Mann's test almost immediately. In just two weeks, he ordered 26 additional units for Miami. GeoManager not only did the job; it met the company's other criteria for choosing a Mobile Resource Management solution.

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- Don Mann, strategic planning manager for Florida Detroit Diesel-Allison

CASE STUDY

continued

"Ease of use and a reasonable cost of entry were important factors," he said.

FDDA is Florida's leader in diesel engine sales, parts and services, and Fort Lauderdale is home to its marine division, which services the region's huge commercial and pleasurecraft boat market.

"We have 50 marine technicians—30 in Fort Lauderdale alone—and we were looking for a system that would streamline our routing and help us plan more effectively," Mann said. "We checked with other companies, and one of our over-the-road competitors recommended that we try @Road."

FDDA serves more than the marine market; it also sells and services diesel engines, transmissions, and generators for on-highway, construction and industrial applications. This means that company employees are frequently on the road as well as on the waterfront. Mann says GeoManager gives him better management of the company's growing workforce. "Our technicians are often on the same job for three or four days, and it's helpful for them and for us to know where everyone is at any given time."

The reporting data provided by GeoManager has also proven valuable to FDDA. "The computer-generated reports give us much

more accurate mileage and fuel information, and we've been able to translate that into more efficient routing and increased billings," he said.

The 30-year record of success and leadership that FDDA has built can be attributed in part to such factors as responsive customer service and efficient operations. When Florida's marine, truck, construction and industrial customers need to buy or service Detroit Diesel, Allison Transmission or Spectrum Generator products, they know FDDA is the company to call. With GeoManager on board, there is one more reason to expect the best.

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About @Road

@Road, Inc. is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. @Road delivers Mobile Resource Management (MRM) solutions in three key areas: Field Force Management, Field Service Management and Field Asset Management.

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