@ROAD ®
MOBILE RESOURCE MANAGEMENT

SOUTHLAND INSULATORS

Company
- Southland Insulators, a commercial and residential insulation subcontractor
- www.southlandinsulators.com

Industry
- Construction

Challenge
- Improve routing efficiency
- Save on fuel costs

Solution
- @Road GeoManager *i*LM

Results
- Fast Return on Investment
- Improved customer satisfaction
- Reduced operational costs
- Fuel savings

@Road GeoManager_{SM} *i*LM® Helps Southland Insulators Reduce Monthly Costs, as Well as Realize Fuel Savings and Increase Route Efficiency

No matter what part of the construction industry you're in, you have to be on the job when you're needed. At the same time, you can't afford to have employees or work crews waiting around for directions. The solution is an effective, easy-to-use mobile resource management system that is also affordable for workforces of all sizes. Not easy to find until now.

Only Web-based GeoManager offers all of the location, management and reporting services construction-related businesses need without the high costs associated with earlier management services. Not only will GeoManager save you money on the initial purchase, it will help you increase productivity, improve customer service and save more money over time.

Consider how your business can benefit from GeoManager:

- When the construction supervisor at a custom-home site calls to ask where the insulation materials are, you can simply pull up real-time information via mobile phone, handheld PDA or computer to determine the location of the delivery worker, then let the supervisor know how far away it is and when to expect the delivery.

- You can generate the most accurate time and mileage reports you've ever had, which provides the information you need for routing, planning, payroll and cost analysis.

- You can help reduce overtime and improve workforce efficiency with GeoManager reports that provide detailed information on location, speed, stops and more.

- When your crew calls to say the construction foreman wants additional work done, you can click on the maps on the @Road Web site, zoom to the area and see which crews are nearest the site. With the optional *i*DT (Internet Data Terminal™), you can use two-way messaging to communicate and determine who is most appropriate to go to the job.

"It's like e-mail; you wonder how you did business without it."

- Jerry Palmer, president of Southland Insulators

When Jerry Palmer, president of Southland Insulators, thinks about all the benefits a computerized management system provides, he wonders how he ever got along without one. "It's like e-mail: you wonder how you did business without it," he said.

Southland Insulators is an insulation subcontractor serving the Washington, D.C./Baltimore commercial and residential construction market. Its mobile assets include more than 40 light trucks dispatched from headquarters in Manassas, Va., and a secondary location in Glen Burnie, Md., which serve the ever-expanding metropolitan area.

Each morning Palmer uses GeoManager's reporting capabilities to print complete histories of the job details for each employee from the day before.

"As we review payroll and job tickets, we correspondingly check the reports as to where the employees are," he said. This feature holds employees accountable for keeping unnecessary miles from accumulating. "The fuel savings in the Baltimore area alone were $20 per mobile asset last month," he said.

The reporting capability also keeps billing accurate and fair, not only to Southland's customers but to the contractors who work for the customers. For example, a recent thunderstorm caused installed insulation to become wet because a window was left open at the construction site. GeoManager's reporting capabilities allowed Southland to prove that a two-man crew had driven to the site and replaced 10 pieces of insulation. They were gone for three hours at $20 per person per hour. With this information, the builder could justify the expense of the repair to the tradesman responsible for leaving the window open, Palmer explained.

GeoManager reports help prove or refute complaints by motorists who call the 800 numbers on the back of all Southland mobile assets.

"A lot of companies use the same 800 numbers," Palmer said. "In one instance it wasn't even our employee. We could prove it by double checking the report," he said. Overall, safety performance has improved since Southland started managing the speed of their mobile assets.

"You can't prevent an accident, but you can make your employees more conscious of their actions out on the road."

Because GeoManager is Internet-based, there is no need for proprietary mapping software. Palmer uses the system's zoomable maps to quickly locate any crews facing mechanical problems. He can then dispatch a tow truck to a precise location.

"We can tell a dispatcher the exact position so it can be quickly recovered, repaired and sent back out to service customers."

How many benefits are there to having the Internet-based GeoManager management system installed at Southland Insulators? "As many as you can conjure up!" Palmer said.

> "The fuel savings in the Baltimore area alone were $20 per mobile asset last month,"
>
> *- Jerry Palmer, president of Southland Insulators*

www.road.com ∎ North America: 1-877-7AtRoad ∎ Europe: 44 (0) 1473-696-300 ∎ Asia Pacific: 91 (44) 2254-1941

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.

@Road, Inc.
World Headquarters
47071 Bayside Parkway
Fremont, CA 94538
Tel: 1-877-7AtRoad
www.road.com

@Road Ltd. (APAC)
901 (A1) & 902 (A2), Tidel Park
No. 4 Canal Bank Road
Taramani, Chennai 600 113
Tel: 91 (44) 2254-1941
www.road.com

@Road, Ltd. (EMEA)
North Felaw Maltings
48 Felaw Street
Ipswich IP2 8HE, United Kingdom
Tel: 44 (0) 1473-696-300
www.road.com

CS-Southland-0506US