Karassulis S.A.

**FLEET SIZE**
25 trucks and 45 trailers

**INDUSTRY**
Transport & Logistics

**REGION**
Greece and Italy

**SOLUTION**
Risk Management with FM-Web and MiX Fleet Mobile

**BASED IN THESSALONIKI, NORTHERN GREECE, KARASSULIS S.A. IS AN INTERNATIONAL TRANSPORT SPECIALIST WITH A FLEET OF 25 TRUCKS AND 45 TRAILERS. THE COMPANY’S MAIN BUSINESS IS THE DAILY TRANSPORT OF A VARIETY OF GOODS FROM GREECE TO ITALY AND BACK. IN SUPPORT OF ITS TRANSPORT OPERATIONS, THE COMPANY OPERATES SEVERAL DEPOTS IN GREECE AND ITALY.**

**BUSINESS CHALLENGE**
As an international operator plying long distance routes, Karassulis S.A. was acutely aware of the risk of theft to its trailers and their loads; indeed the company had fallen victim to crime on a number of occasions in the past. Protection of its mobile assets and the goods entrusted to the company by its customers was therefore high on the agenda for Karassulis S.A. The firm consequently sought to identify a risk-minimising solution, which would maximise the chance of recovery should any future thefts occur.

**SOLUTION PROVIDED**
The concept of GPS-based vehicle tracking solutions to improve visibility of and control over a fleet was introduced to Karassulis S.A. by Tacho Hellas, the channel partner for MiX Telematics in Greece, based in Thessaloniki.

In addition to truck tracking solutions, MiX Telematics offers two trailer tracking options – a battery-powered unit and a wired version – both of which operate entirely independently of the tractor units hauling the trailers to which they are fitted, an important consideration in the case of operators seeking to track loads being pulled by subcontractors.

Before making its purchasing decision, Karassulis S.A. reviewed the market place, opting for MiX Telematics truck and trailer tracking solutions on the basis of each system’s capabilities, their third-party connection possibilities, the service support provided by MiX Telematics and the desire to partner with an established leader in the vehicle tracking and fleet management fields.
IMPLEMENTATION
An installation programme of truck and trailer tracking solutions was undertaken in two phases, beginning with the truck systems, followed by the trailer units.

Before fitment to the trailers commenced, an investigation was undertaken to determine the optimal installation position. This included reviewing the power supply options and GPS functionality. A number of test installations were carried out, and, with all issues resolved, 42 trailers were successfully equipped with tracking units.

In addition to installing on-board computers, the implementation included access to FM-Web, MiX Telematics’ secure tracking and information portal, and MiX Fleet, MiX Telematics’ smartphone app. Full training and support for each system was also provided.

RESULTS OBTAINED
Soon after implementation, Karassulis S.A. reported an early success, with an attempted trailer theft in Italy thwarted – the alleged thieves caught and the goods recovered.

The company comments that it in addition to analysing movement reports produced by FM-Web and MiX Fleet, it finds the system generated alerts, which provide information on any issues and events arising, 24/7, especially useful.

Most of all, Karassulis S.A. finds the active tracking functionality to be particularly beneficial as it provides a comprehensive overview of the company’s trailer movements. This has led to enhanced efficiency in operation by enabling both route scheduling and fleet utilisation to be optimised. In turn, this has led to improved service levels and a marked increase in customer satisfaction.

Karassulis S.A. also reports on being extremely satisfied with its decision to select MiX Telematics as its partner and now plans to take its use of telematics to the next level by introducing a complete fleet management solution in order to better control its fleet, improve fuel efficiency and also enhance environmental performance.

ABOUT TACHO HELLAS
Established in October 2008, Tacho Hellas’s main business is selling, repairing, re-building and calibrating speed and counting tools; namely, digital tachographs, analogue tachographs, speedometers, road speed limiters, tacho charts, and more. In addition, Tacho Hellas is an authorised channel partner of MiX Telematics, selling and implementing their complete range of tracking and fleet management solutions in certain European territories.

Tacho Hellas’s goal is to improve itself continuously, and extend world-class technology products and services in order to meet and exceed the requirements of its customers.

Tacho Hellas’s up-to-date service station is based on Egnatia Street in Kalochori, Thessaloniki, in a private 1,100 m² building, with a spacious 5,100 m² parking lot. Access to its premises is convenient and easy for trucks, buses and cars coming from all directions.

For more information please visit www.tachohellas.gr

ABOUT MiX TELEMATICS
MiX Telematics is a global provider of fleet management, driver safety and vehicle tracking solutions. Using the Software as a Service (SaaS) delivery model, the company helps customers around the world to effectively manage their mobile assets. MiX Telematics was founded in 1995 and has been listed on the JSE since 2007. The company has offices in South Africa, Uganda, the United Kingdom, the United States, Brazil, Australia and the United Arab Emirates.