FERGUSONS TRANSPORT, PART OF THE FERGUSONS (BLYTH) GROUP, ARE THE LARGEST PRIVATLEY OWNED LOGISTICS BUSINESS IN THE NORTH EAST OF ENGLAND, OPERATING FROM SEVERAL LOCATIONS THROUGHOUT THE UK. THE COMPANY WAS ESTABLISHED IN 1926 AND OVER THE YEARS, HAS STRATEGICALLY LOCATED DEPOTS, TRAFFIC & WAREHOUSING FACILITIES NEAR TO MAJOR CITIES GIVING QUICKER & EASY ACCESS TO CUSTOMERS & MAJOR TRANSPORT ROUTES. FERGUSONS HAVE BUILT UP A VAST PORTFOLIO OF CUSTOMERS COMPRISING OF LOCAL, NATIONAL AND INTERNATIONAL COMPANIES FROM ALL SECTORS OF INDUSTRY, A FEW OF WHICH HAVE BEEN CUSTOMERS SINCE THE CONCEPTION OF THE BUSINESS. WHILST TRANSPORT REMAINS THEIR CORE BUSINESS, FERGUSONS CONTINUALLY STRIVE TO MEET THE DEMANDS OF CUSTOMERS, THUS HAS DIVERSIFIED INTO RELATED OPERATIONAL AREAS INCLUDING, WAREHOUSING, LOGISTICS, REMOVALS, CONTRACT HIRE & BUSINESS UNIT RENTALS.

OBJECTIVE - BUSINESS CHALLENGE?
Fergusons Transport were looking for a solution that would allow them to not only control and proactively manage their fleet with regards to traffic violations and investigations, as well as customer queries and disputes, but also a solution that would allow them to be aware of vehicle fuel usage and proactively manage their monthly fuel bills by focusing on key areas like improved fleet utilization.

Fergusons Transport themselves have key customers timed delivery requirements. Key customer groups such as automotive supplies, medical contractors and magazine printers all depend on time-critical pickup and delivery from Fergusons and it was for this reason that they wanted to implement a Fleet Management solution that would support their own customer-specific business requirements.
CASE STUDY

SOLUTIONS PROVIDED - HOW DID MIX TELEMATICS HELP?
The FM300 Communicator on-board computer has been installed into 90 vehicles of the Fergusons Transport fleet since August 2006. Enabling the customer to view and manage all driver and vehicle performance data, Fergusons Transport have had access to both FM Web as well as FM Professional data viewing options. With locations ranging from Newcastle in the North to Plymouth in the South, installations were carried out at various Fergusons sites.

RESULTS OBTAINED
Since installing the fleet management solution, Fergusons Transport have been able to proactively manage their monthly fuel costs, and have been able to ensure they meet their own customer requirements ensuring vehicles arrive and depart on time, and are able to efficiently transport and deliver customer goods within a specified critical time-frame. Fergusons Transport use and rely strongly on the Active Tracking functionality on a 24/7 basis to such an extent that two plasma screens have been installed in both the Transport Management office as well as the Reception area of the company, in order for everyone who views them to have an immediate understanding of vehicle location and utilization. With around 20 Fergusons employees trained and using the system, the company finds FM-Web easy to use and navigate and feels that the information required is available to them at all times.

ABOUT - MIX TELEMATICS FLEET MANAGEMENT SOLUTIONS
Every MiX Telematics Fleet Manager solution combines leading-edge fleet management technology with clear and simple reporting. Located at the heart of the system is FM Communicator, MiX Telematics’ on-board data computer which can be set to gather a range of information relating to driver and vehicle performance.

By capturing and comparing the driving styles of staff, the system can be used in conjunction with an appropriate driver training programme to bring about dramatic reductions in fuel consumption. Typically, the information Fleet Manager provides can be used to derive fuel savings of approximately ten percent.

Having visibility of every driver’s performance also enables operators to address issues such as over-revving and harsh acceleration and braking, all of which can lead to higher accident rates, increased wear and tear and maintenance costs. For the fleet manager, information is delivered direct to the desktop via FM Web, MiX Telematics’ secure internet-based reporting suite. Available 24/7, FM Web can be customised to automatically generate individually-tailored reports at a time of the operator’s choosing. And to help drivers out on the road, the optional MiX Telematics RIBAS display delivers instant feedback by providing an on-board visual indicator as to driving style. Whenever one of RIBAS’ parameters is exceeded, a light is illuminated to inform the driver:

R  over Revving
I  excessive Idling
B  harsh Braking
A  harsh Acceleration
S  over Speeding

In addition, Fleet Manager can be used in conjunction with a PDA to manage a range of tasks including daily safety checks and delivery/collection confirmation in real time. When linked into existing office software, Fleet Manager provides a direct channel of communication between vehicles and the traffic office, thereby providing a valuable and powerful business tool.

Every Fleet Manager solution comes with the full backing and support of MiX Telematics. From setup and integration into existing operations, through to providing advice on introducing the system to drivers and interpreting the results, MiX Telematics’ consultants work closely with operators to help maximise the return on investment in the shortest possible time frame.

ABOUT - MIX TELEMATICS
MiX Telematics is a global provider of fleet management and vehicle tracking solutions designed to deliver a raft of operating efficiency-enhancing benefits and provide high levels of protection and security for staff, vehicles, other mobile assets, including construction industry plant and static machinery such as generator sets.

MiX Telematics provides solutions for companies of all sizes and our products can be found today operating in more than 75 countries worldwide.