Abdullah A.M. Al-Khodari Sons Company (KSC)

FLEET SIZE
196 trucks

INDUSTRY
General contracting / city cleaning

REGION
Jeddah, Saudi Arabia

SOLUTION
Fleet management with FM Tracer and FM-Web

Established in 1966, KSC is one of the largest multi-faceted contracting companies in the Middle East. Since then, the company has witnessed continuous success and steady growth backed by its vast resources and expertise.

KSC’s portfolio comprises civil engineering, roads and bridges, railways, buildings and infrastructure, water and waste water treatment, oil and gas, pipelines in support of petrochemical production, city cleaning, environmental control, land transportation and operation and maintenance.

BUSINESS CHALLENGE
KSC required a comprehensive, quality driven and reliable solution which would allow them to monitor, track and better manage their vehicles and drivers.

KSC recognised that there was an urgent need to implement a highly effective solution which would minimise the risk of its operations, and effectively measure pre-set KPIs.

Furthermore, the company needed to manage violations within their truck fleet and prevent illegal practices such as “junk yard trade” conducted by drivers.

SOLUTION PROVIDED
The fleet management solution, implemented in partnership with Fleet Tracking Technologies, consisted of MiX Telematics’ FM Tracer and FM-Web.

This proven fleet management solution combines the latest on-board computer and vehicle tracking technology to provide a cost-effective, feature-rich track and trace solution.

The solution allowed KSC to manage its fleet and communicate with its drivers. Functionality was supported by fast and accurate GPS positioning as well as the GSM (GPRS) cellular network.

FM Tracer offered useful tools such as trip replays, finding the nearest vehicle to a certain location and reports on movement history and vehicle utilisation. This assisted customers in improvement of fleet efficiency.

In addition to tracking and tracing, FM Tracer provided KSC with a flexible and extensible solution.

MiX Telematics’ online tracking and information portal, FM-Web, delivered the company’s fleet information to them over the web.

KSC was able to manage its fleet without the need to install any additional software, by simply accessing the Internet from any workstation and securely logging on. Information flowed from the FM Tracer in the vehicle via secure hosting infrastructure to FM-Web. Fleet data was delivered via e-mail or in the form of text messages.
IMPLEMENTATION
KSC has fitted the MiX Telematics solution in 196 trucks, as a pilot project. Their entire fleet consists of 2000 vehicles.

The customer had used the MiX Telematics fleet management solution for a number of previous projects, which encouraged them to elect a MiX solution moving forward.

RESULTS OBTAINED
Through the new system, KSC managed to greatly improve the behaviour of their drivers and maximise the utilisation of their assets. The system has allowed them to detect and minimise abuse of the company’s assets.

One of the very important issues the system helped with was the controlling of “junk yard trade”, which is a practice whereby employees collect equipment that they class as ‘junk’, with the aim of selling it in un-regulated markets. Through monitoring the suspicious stops along pre-planned routes, KSC was able to detect and prevent this illegal practice.

The company also benefitted by making use of event reports, trip and utilisation reports as well as movement reports. They reported that the solution has given them a clear view of their fleet and that it’s become vital to their daily operations.

KSC is pleased with the service delivered by Fleet Tracking Technologies Co. Ltd. (FTT), and considers them as an extension of their own team.

The MiX solution has became vital to the company’s daily operations, stated KSC, adding that no other solution provided them with such accurate information about their fleet.

ABOUT FLEET TRACKING TECHNOLOGIES CO. LTD. (FTT)
Fleet Tracking Technologies is a Saudi-based company dedicated to fleet tracking and management solutions. They commit to the highest international standards in the field. Through their focussed approach they are able to provide premium services to their clients.

FTT started in 2003 and was one of the pioneers in the introduction of fleet management solutions to the Saudi market. It was born out of one of the largest contracting groups in Saudi Arabia. The FTT team is comprised of experts from many disciplines, who all work together to deliver the best solution for asset management with the highest level of service and confidence.

ABOUT MIX TELEMACICS
MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to customers in over 120 countries. The company’s products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners world-wide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MiXT).

“I am pleased to finally have a clear view of my fleet and daily operations. No other solution had provided us with such accurate information about our fleet.”

Awad Al-Baqrir, City Cleaner Project Manager, KSC

www.mixtelematics.ae