



CUSTOMER CASE STUDY



By managing safety-related events, we have had great benefits with regards to reduced fuel consumption. We have experienced a 14.8% improvement and today the system practically pays for itself with just the savings it provides us.



- Gustavo Letierri, Unit Manager, ITA Transportes



About Us

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or 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.

01

CUSTOMER

ITA Transportes | Rotagyn

02

REGION

Brazil

03

INDUSTRY

Car rental

04

CONNECTED VEHICLES

1000

05

VEHICLE TYPES

Trucks, buses, light-duty vehicles and ambulances

06

CUSTOMER SINCE & SUBSCRIPTION

August 2017, MiX Fleet Manager

07

AIMS

Reduced maintenance and fuel costs

08

RESULTS

Improvement of relationship with drivers, 40% reduction of maintenance costs, increased operational safety 18.4% reduction in fuel consumption

09

WEBSITE

www.itatransportes.com.br

ITA Transportes reduces fuel consumption by adopting telematics

Increased accuracy equals operational safety

ITA Transportes has been in the car rental industry for more than 40 years.

The company specializes in leasing, outsourcing and contracted fleet management solutions.

They needed to improve the performance of its vehicles and drivers. With the help of Rotagyn, they partnered with MIX Telematics to satisfy their aforementioned need.

According to Gustavo Letierri, unit manager of ITA Transportes, it was necessary to implement a telematics solution with a tracking feature due to the size of the company's fleet.

After a pilot project (implemented by Rotagyn) of four months, the MiX Fleet Manager solution from MIX Telematics was chosen because it met the requirements of ITA Transportes perfectly.



Increased driver satisfaction through monitoring

MiX Fleet Manager monitors vehicle parameters such as rotation, braking, speeding and so forth. With this solution you can monitor the CAN bus of vehicles (especially fuel consumption) as well as the sensors.

After the implementation of the MiX Fleet Manager solution, drivers reported that they were more satisfied than before because they have increased their focus while driving and become more attentive to traffic conditions.

The notifications that alert drivers when they exceed a limitation are very helpful in this regard. This has made the fleet safer for drivers, passengers and other road users.



Results

Making use of what's already there

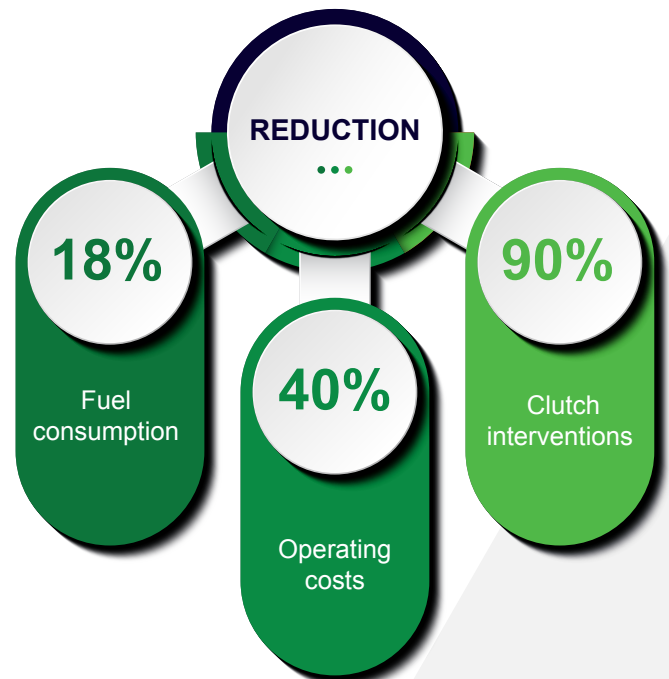
ITA Transportes started implementation off by focusing on driver identification with the help of identification keys. With these, the fleet manager can get to know the individual profile of each driver.

With MiX Fleet Manager, ITA Transportes could monitor maintenance schedules more efficiently and send vehicles in for service in a timely manner.

Due to improved maintenance, vehicles now break down less and vehicle availability has increased. There is also a noticeable improvement with regards to the clutch system.

Within one year, there was a 90% decrease in the need for vehicle intervention. This is due to being able to monitor parameters such as the rotation, clutch, brake and more through the CAN bus.

Letierri also points out that this system has enabled drivers to better navigate traffic as they are more attentive and focused on work at hand.



About ITA Transportes

ITA Transportes is headquartered in Goiânia, with over 800 employees and a fleet of more than 1,800 vehicles. ITA Transportes uses experience and knowledge to present to its clients a project adapted to their unique needs, aiming to provide them with agility and economy in their operations.

mix | TELEMATICS

www.mixtelematics.com.br