



## Barloworld Transport

FLEET SIZE	15
INDUSTRY	Transport and Distribution
REGION	KwaZulu Natal - South Africa
SOLUTION	MiX Fleet Manager

### **A** BOUT THE CUSTOMER

This case study relates to a transport solution delivered by Barloworld Transport for their customer Meadow Feeds, whom – since 1942 – has been supplying safe, high quality feed to Southern African livestock producers. Meadow Feed's animal nutrition has made them the largest feed company in Africa and the leading supplier of innovative high performance feed solutions.

Barloworld Transport combines a smart approach with innovative thinking and supply chain foresight. The business designs, implements, manages and operates smart supply chain solutions that enable their clients to become more competitive, leaner and more effective as organisations. Barloworld Transport believes that the supply chain is a key enabler of a successful business strategy, and that efficient and effective supply chains need to be cognisant of issues affecting supply and demand all over the world.



**Barloworld**  
Transport

### **B** USINESS CHALLENGE

Barloworld Transport sought a reliable telematics solution that would allow Meadow Feeds PMB to track their vehicles and improve the behaviour of their drivers, while enhancing the overall productivity of their fleet.

They aimed to decrease their fuel consumption, as well as to limit the number of kilometres being driven. Lowering communication costs and managing vehicle and driver licencing was also required, whereas the customer also wanted a tool that would help them improve safety within their fleet.

### **S**OLUTION PROVIDED

The fleet management solution implemented consists of MiX Telematics's FM Communicator – their flagship on-board computer – and an online information and tracking portal. In addition, a hands-free voice kit was fitted to each vehicle, along with a Beame unit to enable Stolen Vehicle Recovery.

Barloworld Transport decided on MiX Telematics as part of their strategy to standardise fleet management and make use of one solution across their entire fleet.

Solution features mostly used by the customer include servicing and licencing, custom event configuration, automated reporting, measured fuel reporting and detailed driver performance reporting.

The reliability and accuracy of the solution, professionalism of the software as well as experienced staff were reasons that MiX Telematics was selected as a fleet management partner, said Johann Strydom, Senior Operations Manager at Barloworld Transport.

## IMPLEMENTATION

The first stage consisted of an initial explanation and the setting up of parameters for over-speeding, excessive idling, over-revving, and out-of-green-band driving events. This phase also included basic software training and the set up of general automated reports such as fuel and driver behaviour reports. Monthly meetings were held to review progress and identify opportunities that would assist in establishing a return on investment.

"Challenges included getting the drivers to buy in to the overall product and explaining their benefits. This was resolved by coaching drivers on speed, fuel usage and other factors, which affect fuel consumption and fleet management. Our drivers are now also able to compare themselves to other drivers with the daily driver performance reports, which we place onto our scoreboard at our offices on a weekly basis," said Strydom.

## RESULTS OBTAINED

**R** In 10 months, the average burnt fuel consumption dropped from 56 litres per 100 kilometres, to 53 litres. If the vehicles had continued to run at the fuel consumption measured in the first month on each unit installation, the diesel cost to run the fleet would have been R8,653,291. However, it decreased to R8,189,722 – representing a fuel saving of R341,965 or a R1,900 saving per vehicle per month.



## ABOUT MiX TELEMATICS

**A** 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 safety, efficiency, 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 worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT).



**"The solution delivered for Meadow Feeds involved coaching the drivers about speed, fuel usage and other factors, which helped a lot in bringing about a boost in fleet efficiency. Daily performance reports and scoreboards were also welcomed by drivers, who seem to enjoy comparing their driving style improvement with fellow colleagues."**

**Johann Strydom, Senior Operations Manager - Barloworld Transport**