



CUSTOMER  
**CASE STUDY**



*We value human life above all else and this solution has certainly helped in ensuring our drivers arrive home safely every day. The MiX Telematics fleet management solution gives us a window into our fleet's performance and assists in our total cost of ownership models.*



- Richard Suckling - Fonterra Fleet Services Technical Manager.



**Dairy for life**

**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**  
Fonterra Milk Collection
- 02** **REGION**  
New Zealand
- 03** **INDUSTRY**  
Dairy co-operative
- 04** **CONNECTED VEHICLES**  
520 delivery trucks
- 05** **VEHICLE TYPES**  
Trucks
- 06** **CUSTOMER SINCE & SUBSCRIPTION**  
2012 / MiX Fleet Manager
- 07** **CUSTOMER WEBSITE**  
[www.fonterra.com/au/en.html](http://www.fonterra.com/au/en.html)

# Fonterra Milk Collection, on always keeping their drivers safe on the road.

## How it all began

Fonterra is a global cooperatively owned company with its roots firmly planted in New Zealand's rich land.

They work towards unlocking every drop of goodness from the 22 billion litres of milk they collect each year and sharing it with the world.

The safe operation of heavy motor vehicles on public roads and farm tracks is very important to Fonterra. They were therefore looking for a system to improve both driver and public safety, enhance milk collection performance and truck performance, and manage in excess of 1,500 drivers.

They also wanted to be proactive in reliability management. On occasion, their trucks have to handle challenging environments. As a result, they needed to understand the impact this was having on reliability and longevity.

Lastly, they needed a solution to enhance their total cost of ownership.



## Choosing MiX Fleet Manager

Once the decision was made to partner with MiX Telematics and channel partner Vehicle Technologies, the rollout was smooth and quick.

Vehicle Technologies pulled out all the stops and rolled out a national campaign, completing the initial installation of the MiX Telematics solution in 440 trucks in just over two months.

This was just in time for the start of the season.



## Results



**Reduction** in high-speed incidents and rollovers

## National driver scores



## About Vehicle Technologies

Vehicle Technologies specialises in the supply and support of fleet management systems, crane safety systems, and the supply and support of other quality vehicle equipment.

Vehicle Technologies are New Zealand Channel Partners for MiX Telematics and Robway Crane Safety Systems.

MiX Telematics-installed customers include Fonterra (entire tanker fleet), NZ Bus (750+ installed so far), Dyne's Transport, NZ Defence Force and Rentokil. Overseas assignments have been in Russia, USA and Romania.

Fonterra chose a MiX Telematics fleet management solution based on the company's stability, experience and vision.

**miX** | TELEMATICS

[www.mixtelematics.com.au](http://www.mixtelematics.com.au)