



CUSTOMER CASE STUDY



MiX provides Iberdrola Group with a global and comprehensive solution, allowing us to make the most of a Telematics tool by sharing technical and management expertise, professional skills and operational experience across the diverse businesses and countries. Through MiX Telematics intelligence solution Iberdrola has identified the appropriate levers to address vehicle fleet optimization and electrification challenges towards sustainability and reduction of carbon emissions, making it one of the key platforms for achieving our global goals.



- Antonio Collada Banderas, Global Head of Business Services.



IBERDROLA



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**
Iberdrola
- 02 **REGION**
Spain
- 03 **INDUSTRY**
Energy
- 04 **TOTAL FLEET SIZE**
1,800
- 05 **VEHICLE TYPES**
Pool cars, light commercial vehicles, pick-up trucks
- 06 **CUSTOMER SINCE & SUBSCRIPTION**
2020 / MiX 4000, CAN Sense, MiX DriveMate
- 07 **AIMS**
Increased compliance, security, and sustainability
- 08 **RESULTS**
Reduced kilometres driven, decrease in harsh acceleration, harsh braking, and speeding
- 09 **CUSTOMER WEBSITE**
www.iberdrola.es

Energy pioneer Iberdrola implements MiX Telematics' solutions to help them lead the way with a safe, sustainable fleet

Looking towards creating a more optimised fleet

With over 170 years of history to back them, Iberdrola is a global leader in renewable, clean energy and the number one producer of wind power. They brought the transition to sustainable energy forward by two decades to combat climate change and are aiming to double their renewable capacity by the year 2025. Iberdrola, headquartered in Spain, has roots across the world with subsidiaries in the United States, Mexico, Brazil, France, Germany, Ireland, Italy, Portugal, and Australia.

Iberdrola's drive to implement a more advanced telematics system was to improve overall visibility and the need to view all activities of their fleet. With an increased overview of fleet activities, they can gather valuable vehicle data and gain insight into what actions they can take to improve. Two of the company's main goals that they hoped to achieve with increased visibility is to advance their fleet's safety and drive change towards a more sustainable fleet.



Improving efficiency and striving towards electrification

Jointly, MiX Fleet Manager and MiX 4000 provide Swans Travel Limited with all the After MiX Telematics assessed Iberdrola requirements, the following hardware solution was selected for them – MiX 4000 (an on-board computer), CAN Sense and MiX DriveMate. This equipment pushes information into the MiX Fleet Manager software platform which offers full insight into their fleet activities in a usable and easily accessible format.

The solutions and rich information collected from the vehicles enables the assessment of vehicle usage which can be analysed against contracted distances. This information, in turn, supports better fleet efficiency and the redistribution of resources for optimisation purposes.

Working alongside MiX Telematics' market experts has allowed Iberdrola to make big strides towards electrifying their fleet as the company is committed to electric vehicle and hybrid electric vehicle replacement where possible across their fleet. MiX's team is highlighting substantial parts of their fleet as suitable for making the transition to electric vehicles. The system provided is helping to analyse the existing infrastructure within the country to further help along the electrification process.

MiX's technology provides in-depth insights into high-risk driving behaviours, especially when it comes to aggressive braking and accelerating as well as instances of over speeding. Highlighting these behaviours to drivers supports the reduction and improvement of these actions to help work towards safer driving performance. This ultimately reduces accident risk within the fleet and helps reduce fuel consumption, a key to limiting carbon emissions and improving fleet sustainability.

MiX DriveMate, one of the solutions in use by the Iberdrola fleet, is an in-vehicle display that is designed specifically to communicate with drivers in a subtle way about their driving behaviour.

It utilises seven LED lights (two green, three amber and two red) that blink according to what event the driver engages in. If a driver, for example, goes above a certain speed limit it triggers the amber lights and a buzzer to notify them that they should self-correct (in other words, reduce their speed). Should they do so, it goes back to green, and an infringement is not recorded. However, should the driver not reduce their speed by the time the red lights activate, the event is recorded for an authorised person to review.

The MiX DriveMate helps drivers become more conscientious of their driving and has been proven to lead to safer driving habits and a reduction in the number and severity of accidents.

Alongside the abovementioned solutions, MiX Telematics' offers a Service for Life approach by giving hands-on service and support to Iberdrola across all the regions in which they operate. This ensures that MiX's solutions work consistently no matter where in the world vehicles are located.

Results

Increased operational visibility creates results

According to Iberdrola, the system proved to be an insightful tool from day one in enabling the team to assess the utilisation of their fleet. Within the first 12 months of activating MiX Telematics' fleet management solutions, Iberdrola saw increased efficiency as well as improved safety.

The MiX system has enabled Iberdrola to make educated decisions in regard to the utilisation of their fleet, helping to increase the number of vehicles reaching their contracted KMs. Understanding under utilised and over utilised vehicles has enabled the fleet managers to reassign vehicles across their operations to improve efficiencies and support efforts to reduce maintenance costs.

The biggest win for Iberdrola has been how the system has supported the quest to electrify their fleet of vehicles in Spain. Understanding vehicles activities in line with operations is vital to transitioning vehicles to EV or indeed Hybrid models. Analysis was done alongside the MiX Telematics EV Specialist to really go into detail and understand what could be moved to EV in the short, medium and long term.

When it comes to safety benefits, there are three driving events that have been significantly reduced since the implementation for the MiX Telematics solution. Harsh braking and acceleration occurrences have reduced by around 33% and over speeding has reduced around 56%.

The implementation of MiX's telematics solutions has already been extended to branches of Iberdrola within the United Kingdom as well as in the United States. The company is planning to extend this programme into other regions of the Americas and further into Europe, especially after seeing the above tangible results.

MiX Telematics solutions have supported Iberdrola to strengthen all three of these pillars:

