

MARCH 2021

CUSTOMER CASE STUDY

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A user-friendly and intuitive interface that is reliable and proactive in assisting with asset management of CASE Agricultural Equipment.

Rob Balshaw, Logistics Manager,
Northmec

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About MiX Telematics

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.



CUSTOMER / CHANNEL PARTNER

Northmec | Tectra Telematics

COUNTRY

South Africa

INDUSTRY

Agriculture

TOTAL FLEET SIZE & CONNECTED VEHICLES

1100 | 1100

VEHICLE TYPES

CASE tractors and harvesters, CASE and JACTO sprayers

CUSTOMER SINCE & SUBSCRIPTION

February 2019 / MiX Fleet Manager Premium

GOALS

Asset management, service and maintenance monitoring, asset and stock tracking

BENEFITS

Efficiency & compliance

CUSTOMER WEBSITE

www.northmec.co.za

CNH Industrial **grows service levels and revenue opportunities** thanks to MiX Telematics solutions



Planting the seeds of progress

Northmec, recently acquired by CNH Industrial, distributes CASE IH equipment (including tractors, combines and sprayers) with the support of a countrywide network of highly professional dealers.

Tectra Telematics, an established MiX Telematics channel partner, provides Northmec with a tailored solution that meets the requirements to track their assets and monitor engine hour meter readings with associated service and warranty parameters.

The premium MiX Fleet Manager solution was implemented in the CASE IH Agricultural Equipment fleet in February 2019. The online platform allows CNH Industrial to integrate the telematics data from assets directly into their internal systems, providing increased efficiency and saving valuable time.



Equipped for efficiency and compliance

Tectra Telematics supplied and installed the tailor-made agri-focused solution at point of machine assembly prior to customer delivery. A dedicated administrator (employed by Tectra Telematics) is based at the Northmec head office to have hands-on access to internal systems. This administrator manages asset movement between branches, servicing and warranties while also liaising directly with service agents, branches and customers.

This closely managed process has made it possible for Northmec to coordinate and administer all their assets centrally. In addition, the installation of MiX Telematics' asset management technology provides end-users (such as farmers and service agents) the ability to view information about their machines online and manage operator behaviour from any location at no extra cost to them.

MiX Telematics' web-based Fleet Manager platform provides accurate, real-time tracking and notifications to locate consignment stock and confirm movement of all assets entering and exiting branches and dealerships.

Furthermore, the solution generates automated machine service information, ensuring that the correct service kits are pre-ordered. This results in improved efficiency and service levels, whilst maintaining the integrity of the warranty by ensuring that assets are operational during critical times.



Reaping the benefits

From the inception of the project, significant improvements to service planning, service delivery, warranty compliance, cash flow and financial risk were seen.

MiX Telematics' solution offers accurate real-time tracking together with real-time hour meter readings. This is critical for proactive service planning in regards to sending the correct service kits out and accurately planning stock part ordering.

Warranties are now easily maintained by Northmec's professional service team through the coupling of timeous service with the strict use of factory approved parts. This proactive planning minimises the risk of machine downtime and helps avoid production interruption.

Service technicians can navigate directly to the asset, thereby reducing travel costs and improving service turnaround. On-time servicing ensures healthy engine life, reduced costs and improved customer relationships.

For the end user, being able to monitor their assets' utilisation (in real-time and historically) allows them to improve overall efficiency and reduce costs as all assets are being used to their full potential. End users can now monitor asset activity in great detail.

Northmec have a direct view of all demo machines, allowing them to control usage hours and minimise the chance that a demo machine will be used in excess of the agreed operating hours.

The real-time tracking and notification aspect informs Northmec exactly when a machine departs from a branch or distributor location. This instantaneous access to information assists with minimising financial loss and greatly improves the cash flow aspect with earlier invoicing and accountability between Northmec and its distributors.

Overall, Northmec's increased efficiency has resulted in improved customer service levels. Their operations undoubtedly benefited from the powerful and insightful telemetry data that was provided by the premium MiX Fleet Manager solution.

