

# CUSTOMER CASE STUDY

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Philippe Laurent, Head of CGG Land's Mechanical Support Department.

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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

CGG (formerly Compagnie Générale de Géophysique)

## REGION

France

## INDUSTRY

Oil, Gas and Mining Exploration

## TOTAL FLEET SIZE

600

## SUBSCRIPTION

MiX Fleet Manager

## CUSTOMER WEBSITE

[www.cgg.com/en](http://www.cgg.com/en)

The business CGG (formerly Compagnie Générale de Géophysique) is a large global company specialising in oil, gas and mining exploration. With land and oceanographic operations spanning the Americas, Europe and the Far East, the company specialises in providing clients with three-dimensional mapping of the subsoil in exploratory areas. Through its subsidiary operation, SERCEL, CGG also designs and produces highly specialised mechanical and recording equipment.

## Business Challenge

CGG established a need to be able to better monitor its fleets out in the field. The company's land sites, known as missions, operate on an autonomous basis. Each mission is home to up to 100 light and heavy off road vehicles. In almost all the cases, missions are located in remote areas, ranging from verdant jungles to the most arid deserts.

CGG decided to equip its fleets with a telematics solutions to be able to track its vehicles no matter where they might be and to have the ability to monitor drivers' speeds and driving behaviours. In doing so, the company's key objective was to achieve a reduction in accidents.

## Solutions Provided

To fulfil its goals, CGG opted for what at the time was Siemens VDO Automotive's FM200 solution. That company was acquired by MiX Telematics in 2008, since then its telematics solutions have carried the MiX Telematics Fleet Manager brand name.

With sites and vehicles spread across five continents, CGG's implementation of the solution has been gradual, but today the company's entire 600-strong fleet is equipped with MiX Fleet Manager.

Importantly, as the solution has developed and grown, MiX Telematics has ensured compatibility with CGG's existing data analysis systems has been maintained. "MiX Telematics took over a product with which we were familiar," comments Philippe Laurent, Head of CGG Land's Mechanical Support Department. "As the solution has evolved, it has continued to meet our requirements, so we are extremely satisfied with the transition from Siemens VDO Automotive to MiX Telematics."

Today, CGG is able to constantly monitor the exact position of each of its vehicles and follow their journeys. Most importantly, the company can record maximum speeds and incidents of harsh braking and acceleration, previously the two main causes of accidents involving CGG vehicles. SIRAC, a MiX Telematics' partner company, has helped with the implementation of the CGG solution. In conjunction with this, driver development programmes have been designed and conducted.

"Finally, we have the means to monitor our vehicles and our drivers, which is good for the security of all concerned," says Espoey.

## Results Obtained

By using MiX Telematics's Fleet Manager solution, CGG has significantly reduced risks linked to driving. Through its programmes to improve driver behaviour on the road, the company's accident rate has effectively been zero for some considerable time, benefiting CGG and its employees and reflecting well in the eyes of its customers.

"Our MiX Telematics Fleet Manager solution delivers multiple benefits," says Grégory Niellez, Director of Land Operations for CGG. "We have not recorded any accident for which we have been held responsible for several years, our drivers are more focussed and consequently perform better. Opting for MiX Telematics Fleet Manager has been a wise choice for us with an extremely positive outcome."

