

JANUARY 2017

CUSTOMER CASE STUDY

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Rebecca Bezerra Leite, Itamaracá



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.



ITAMARACÁ
TRANSPORTES

CUSTOMER/CHANNEL PARTNER

Itamaracá Transportes/MobileComm

COUNTRY

Brazil

BUSINESS & INDUSTRY

Urban transportation / Public Transport

TOTAL FLEET SIZE & CONNECTED VEHICLES

247

VEHICLE TYPES

Buses

CUSTOMER SINCE & SUBSCRIPTION

2016 / MiX Fleet Manager Premium

AIMS

Increase fuel efficiency, reduce emissions, improve defensive driving

RESULTS

25% reduction in fuel consumption, 40% reduction in maintenance costs, 80% fewer accidents

CUSTOMER WEBSITE

www.itamaraca.com.br



TELEMATICS
MOBILE INFORMATION EXCHANGE

Brazil transport company **reduces fuel expenses** and **road accidents**

Positive outcomes for Itamaracá

Itamaracá Transportes, a Pernambuco-based company established in 1958, is part of the Conorte Consortium responsible for batch 01 of the Public Passenger Transportation System of the Recife Metropolitan Region.

Its operations extend to the city's northern coastline, including six of the eight municipalities of the northern area, namely Recife, Olinda, Paulista, Abreu and Lima, Araçoiaba, Igarassu, Itapissuma and Itamaracá Island.

Because transporting people requires an optimum use of resources and safety technology, Itamaracá partnered with MiX Telematics channel partner MobileComm to reduce fuel consumption and carbon emissions through more efficient driving.

The solution that delivers what you need

Itamaracá chose MiX Fleet Manager Premium, a fully comprehensive fleet management solution. It enables fleet managers to obtain valuable information about their vehicles and drivers, which in turn can be used to affect strategic decisions for improvement. MiX Fleet Manager Premium also makes it possible for drivers to be monitored and coached, for working hours to be controlled, for costs to be reduced and for accidents to be prevented.

MiX Telematics solutions – comprising hardware, a powerful software platform and a variety of services and accessories – are developed on a global scale, which has been used by prominent fleet businesses worldwide to optimise their fleet management processes.

A few good indicators of improvements are: improved driver performance and accident reduction, reduced fuel consumption (sometimes as much as 12%), reduced maintenance costs (sometimes up to 30%) and additional gains because of the continuous process improvement.

Cost reduction and efficiency for Itamaracá Transportes

With the MiX Telematics solution in place, Itamaracá could set up and receive several types of vehicle and driver reports and alerts in real-time. As a result, the company has experienced a significant reduction in fuel consumption, vehicle breakdowns, road accidents and customer complaints.

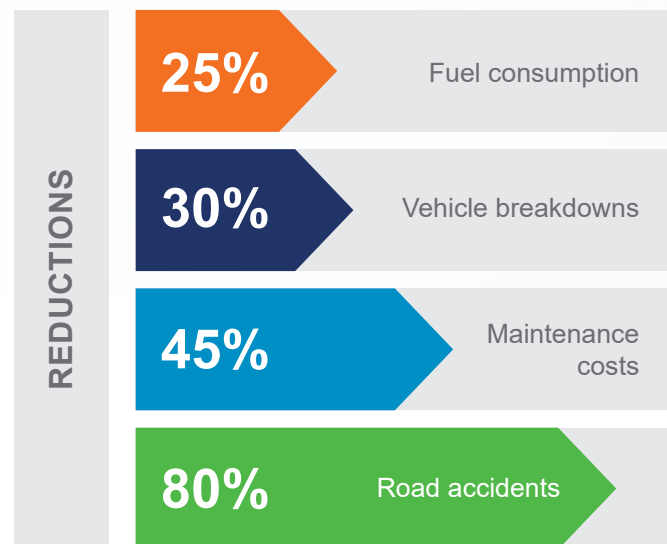
The MiX Telematics solution has been beneficial for those who use the transport provider as well as internally, for employees. Since the rollout, the company has been assessing the performance of each driver in real-time, allowing them to improve the driveability profile of professional drivers – a contributor to passenger comfort.

According to Itamaracá's Rebecca Bezerra Leite, the company looks forward to extending the benefits of the solution to ensure greater durability of vehicles' mechanical components.

RESULTS

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Itamaracá has been using the MiX Telematics solution for just over a year and the testing phase has shown mostly positive results. At first, the system was installed in 40% of the vehicles to compare their performance to the other vehicles but, following the positive outcome, all 247 vehicles in the company's fleet were fitted.



About MobileComm

In the market since 2005, MobileComm is a technology company focussed on developing solutions to reduce operational costs of customers in the most varied segments through tools that increase asset (vehicle, machinery and equipment) and system effectiveness. Their main goal is to facilitate the management of company departments, seeking to unify technologies around a single solution, optimising processes and lowering costs. Currently, MobileComm is a Microsoft Gold managed company, where all their development employees are certified and use state-of-the-art tools such as .NET and Silverlight.

MOBILECOMM