

AUGUST 2016

## CUSTOMER CASE STUDY

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Mohammed Fauzi, Managing Director, MA Cargo



### CUSTOMER / CHANNEL PARTNER

MA Cargo Truckers & Forwarders / Superdoll

### COUNTRY

Tanzania

### BUSINESS & INDUSTRY

Cargo carrier / Transport and distribution

### TOTAL FLEET SIZE & CONNECTED VEHICLES

141 / 133

### VEHICLE TYPES

Trucks

### CUSTOMER SINCE & SUBSCRIPTION

2013 / MiX Fleet Manager Premium

### AIMS

Reduce maintenance costs, improve delivery times, customer service and cargo safety, reduce fuel consumption.

### RESULTS

Accidents down by 40%, deliver time up by 42%, cargo safety improved by 75%, fuel consumption down by 25%

### CUSTOMER WEBSITE

[www.aboodgroup.com/macargo.html](http://www.aboodgroup.com/macargo.html)



## 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.



**TELEMATICS**  
MOBILE INFORMATION EXCHANGE

# MiX helps MA Cargo reduce fuel by 25% and accidents by 40%

## It starts with just one connection

Established in 2004, MA Cargo is a Tanzania-based transporter of general cargo, goods, oil and petroleum products within Tanzania as well as to neighbouring countries like Rwanda, Burundi and Uganda. The company lives by its four objectives, which centre around efficiency, cost, customer service and compliance.

When the company approached MiX Telematics channel partner Superdoll in Dar es Salaam, Tanzania, they were experiencing a number of challenges. Their fuel and maintenance costs were at an all-time high due to poor driving habits like harsh braking and speeding. Their turnaround times were poor. And, with high occurrences of night driving when cargo tampering was more likely to occur, they were concerned about the safety of their clients' cargo.

In December 2013, installation started in phases, lasting three months in order to keep disruption to a minimum. After connecting 133 of their trucks, MA Cargo's staff were trained for three days on how to work with the solution (then using FM-Web) and conduct basic troubleshooting. Slowly but surely, MA Cargo was able to address each of the challenges they had been experiencing – with positive results.

When the new software platform, DynaMiX, was released a year and a half later, MA Cargo's tracking and operations staff were once again given training and introduced to the MiX Learning Centre (MLC) where certain staff went on to earn DynaMiX certificates.

## Tackling one challenge at a time

Superdoll recommended MiX Fleet Manager, a fully comprehensive fleet management solution from MiX Telematics comprising of on-board computers that acquire data from vehicles and drivers, and a sophisticated software platform for accessing and interpreting data.

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## Features that make all the difference

Using mainly the live and historical tracking features, event reports and fuel consumption reports, MA Cargo achieved a long list of impressive results. "Driver behaviour reports have enabled us to work with drivers to improve their driving, and we also derive value from exception and event reports, as well as movement reports for trip analysis purposes," says Mohammed Fauzi, MA Cargo's Managing Director.

## RESULTS

In particular, the company reported a reduction of five accidents in 2014 to only two accidents in 2015 – a 40% improvement. In addition, they achieved a 25% reduction in fuel consumption and a 42% improvement in delivery times (from roughly seven days to four days) on the DRC route.

"We also found the solution's mobile app to be extremely valuable, as it enabled us view the status of our mobile assets at any time, even when we were away from the office," claims Fauzi.

MA Cargo was also able to reduce night-time driving, which was a big concern for the company. "Preventing night-time driving helped to reduce cargo safety incidents from four incidents a year to only one in 2015," says Fauzi. "That's a 75% improvement!"

## Onward and upward

With so many improvements in less than three years, it comes as no surprise that MA Cargo plans to continue using MiX Fleet Manager to meet its business requirements. They also plan to extend the implementation to all new vehicles – these discussions are underway.

"Apart from being easy to use, the system offered us a solution to all the challenges we were facing at the time," says Fauzi. "It has boosted our business productivity to a new level and we are very satisfied indeed," he concludes.

