



# CUSTOMER CASE STUDY



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MiX Telematics made the transition from our old tracking and remote downloading system to their telematics solution easy and efficient. The transition didn't affect the day-to-day running of the business at all. The staff looking after the project couldn't have been any more helpful.

Michael Oliver, Director at Martin Oliver Transport.

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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

Martin Oliver Transport

### REGION

United Kingdom

### BUSINESS

Transport & Logistics

### TOTAL FLEET SIZE

25

### VEHICLE TYPES

44 T Truck

### CUSTOMER SINCE & SUBSCRIPTION

2022

### AIMS

To achieve full compliance with reliable tachograph data

### RESULTS

Fully compliant within 1 month of implementation

### CUSTOMER WEBSITE

<https://www.teamoliverracing.co.uk/martin-oliver-transport>

# MiX Telematics solutions help Martin Oliver Transport achieve its compliance goals

## Working towards fleet compliance

Martin Oliver Transport is a family-owned business that operates on a “Small enough to care — big enough to do it!” policy. The business manages a fleet of modern 44-tonne vehicles and was looking to achieve full compliance with digital tachographs, having previously experienced system issues with unreliable tachograph data.

The EU, and consequentially the United Kingdom, is governed by ‘drivers’ hours’ regulations, which stipulate daily, weekly, and fortnightly driving limits, as well as guidelines regarding breaks and rest periods. Failing to meet compliance regulations can be detrimental to your fleet, your drivers, and your business as a whole. If you violate drivers’ hours rules you face a variety of repercussions, like fines, suspended licenses, prohibition notices, or your vehicles being immobilised if it’s a danger to road safety.

Fines can range from £60 to £200 depending on how long the driver violates driver hours regulations. For example, if a driver breaks the 9-hour driving rule and is on the road for more than 9 hours but less than 10 hours, they will need to pay a £60 fine. However, if the driver is on the road for longer than 11 hours daily, they’re fined £200.

So, if your fleet consists of 25 vehicles, like Martin Oliver Transport, and all vehicles exceed the 9-hour limitation daily, you’ll pay a hefty £1500 fine every time this occurs — money that could easily be saved by ensuring fleet compliance.

As a new client, implementing fleet management solutions since 2022, MiX Telematics was chosen as the preferred vendor for Martin Oliver Transport as we make compliance easy to achieve with our efficient, yet reliable solutions. Additionally, MiX offers live tracking, helping fleet operators closely monitor driver behaviour in real-time and historically.

## Implementing telematics for improved fleet and driver performance

Martin Oliver Transport implemented MiX Fleet Manager, tacho download, and DriveMate.

A tachograph device records:

- **Driving times**
- **Breaks and rest periods**
- **Vehicle speed and distance performed**
- **Secondary work or tasks performed by the driver, like loading and unloading a vehicle**

Used in conjunction with a fleet management solution and a driver performance monitoring tool, like DriveMate, can help fleet operators gain better visibility over their fleet, ensuring they are meeting compliance regulations.

Moreover, as driving hours are closely monitored and breaks are enforced, drivers are able to perform better as they aren’t overworked and fatigued. This not only safeguards your drivers but protects your fleet as well.

## RESULTS

### Fleet compliance and safety made easy

According to Martin Oliver Transport, MiX helped them achieve the goal of full fleet compliance according to their legislative regulations in as little as **1 month**, proving the efficacy of MiX solutions, regardless of time.

Used in tandem, MiX Fleet Manager, tacho download, and DriveMate worked to provide reliable performance data, ensuring improved visibility over its drivers and vehicles.

Transitioning from their outdated tracking and remote downloading solutions to MiX’s efficient, reliable, and easy-to-use solution to achieve the increased compliance they sought. By achieving full compliance Martin Oliver Transport can rest assured that its drivers and vehicles are safe and properly utilised.

What is unique about Martin Oliver Transport is that its director, Michael, and his father, Stuart are avid truck racers and are competing in the British Truck Racing Championship. The BTRC is a longstanding MiX partner, who has utilised our solutions to achieve safer and more fair races. Speed monitoring was crucial in this regard as it helps keep all racers safe and crash-free while ensuring that all trucks are driving on a level playing field. This, again, proves how MiX solutions are invaluable to any fleet.



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MiX Telematics looks forward to continuing a long-term partnership with Martin Oliver Transport.