

ORBCOMM[®]

CASE STUDY

CONNECTING THE
WORLD'S ASSETS



Newell & Wright Drives Productivity Efficiencies with ORBCOMM's Telematics Solution

Increasing productivity for Newell & Wright's fleet with
driver performance scores, tachograph management
and easy installation



The Company

Newell & Wright Transport started out in 1974 as a small haulage company operating in rented premises and now operates from a 6.5-acre freehold site in Sheffield, UK. Today, Newell & Wright has an annual turnover in excess of £50 million and employs more than 300 people. It's one of the leading UK operators specialising in container and haulage logistics, freight forwarding and specialised logistics.

The Opportunity

Newell & Wright initiated the search for a new telematics provider after seeing the need for increased visibility of assets and better functionality across its transportation business. The company identified specific requirements for their truck telematics solution, which included significant time-savings through digitisation and automation of their processes, improving the fleet's driving performance for safety and fuel economy, and an open platform with straightforward third-party integration.

In opening a dialogue with other providers, the company realised how fast and far technology and software were moving. Newell & Wright wanted to increase efficiencies and needed a scalable telematics solution that could keep up with their business needs. After extensive review and testing of different vendors, they chose ORBCOMM's telematics solution.

ORBCOMM provided Newell & Wright with a total telematics package. This included the BT 500 hardware and FleetManager software with full installation and support. The BT 500 is ORBCOMM's comprehensive, robust hardware solution for trucks. It's open and scalable, which suited Newell & Wright's business needs.

FleetManager is a cloud-based platform through which all data from the cab and truck is funnelled. It provides mapping, reports, alerts and exception management, to ensure regulatory compliance, maximise asset usage and improve driver productivity.

Integration was a key area of concern for Newell & Wright.

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With a variety of third-party apps, ORBCOMM's technology needed to seamlessly integrate with existing solutions. ORBCOMM already integrates with leading transport management systems to allow operators to use data better and faster.

The Solution

ORBCOMM's FleetManager platform was the obvious choice for Newell & Wright. It fully aligned with their business requirements to deliver on functionality and dedicated operator services.

An initial area of interest for the company was ORBCOMM's ability to deliver comprehensive feedback. FleetManager uniquely gives drivers a combined safety score and compliance score. This score is displayed to drivers, who can then monitor their own behaviour and improve their scores. Managers can also keep an eye on their progress by viewing data in real-time, or scheduling information downloads.

Jobs and workflow came under the spotlight too. Fleet productivity is enhanced with in-cab devices, which deliver jobs and messaging directly to the driver, eliminating time-consuming phone calls and paperwork.

Finally, ORBCOMM's seamless installation was vital to the rollout. With a range of vehicles and existing apps to work with in Newell & Wright's fleet, it was important that ORBCOMM delivered comprehensive support and seamless solutions.

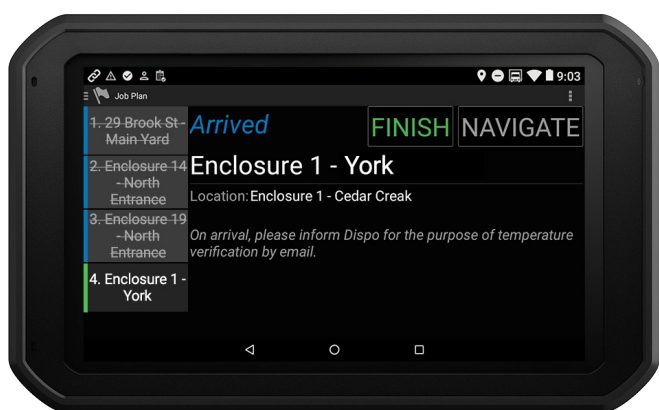
After an initial trial period with ORBCOMM's product, they made the decision to move their mixed fleet of DAFs, Scania's, Mercedes and MAN trucks. With just over 100 vehicles and a growing fleet, the phase-out is due to be complete by summer 2019.

Time-Saving Automation and Digitisation

FleetManager's cloud-based analytics help managers ensure compliance by channelling tachograph data through the dashboard in an easy-to-read format. Automating and digitising of infringement reporting was a key area for Newell & Wright. Running each report through FleetManager and automating has already saved the company time, effort and money and continues to do so on a weekly, monthly and annual basis. Managers simply schedule reports, which can be signed off as part of the seamless digital and automation process. The company plans to go entirely paperless by summer 2019.

Operations Director, Stephen Newell says, "Before, we had all the delivery notes, run sheets and signatures handed in and scanned, it was very labour-intensive. The time saved and the paper saved is quite substantial. It was very labour intensive, and the use of paper was a huge cost. Completing can take 20-30 seconds per driver, and when you have over 100 vehicles, it all adds up."

By implementing ORBCOMM's Jobs function, the driver's work schedule is delivered directly through the in-cab device. Jobs are sequential, so the driver can only access the job they are currently on, and the next job is displayed only after the delivery is confirmed. Every time drivers arrive at a destination; it automatically sends the information back to head office so planners and dispatchers can see where each driver is at a glance.



This instant communication removes some of the painful administration associated with planning and dispatching and the sometime ad-hoc nature of the transportation industry, Newell says.

"If the driver arrives on site with an issue, they can message the planner straight away. It's there in front of them in their inbox. It's another thing we've noticed. The phones are ringing (in the planning office) a lot less."

Driver Performance Improvements

Newell & Wright has a strong focus on safety. One of the main areas for improvement was in utilising ORBCOMM's telematics solution in the delivery of a single driver score based on compliance and driving style. This delivers better visibility of driver performance scores and gives actionable data to improve behaviour, efficiency and safety.

"One of the main reasons for moving originally was the combination of scores for driving style," Newell says.

"Most other systems just give you a report on your driving style and a separate tachograph report. This system gives a total score for safety instead of a driving style score on its own. This does both, compliance and driving style together."

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"They see their own score, it's human nature to strive not to be at the bottom of the pile every week."
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Managers can confidently assess each driver's performance, ensuring compliance and safety regulations are fully adhered to. The process also motivates drivers to improve their own behaviours and provides a healthy dose of competition to increase performance even further. There is a clear indication of where drivers are performing well and where there is room to improve.

"In general, across the whole fleet, I'd say, we have a significant improvement in weekly scores. We very rarely have someone we need to monitor or speak to now. They have the data on their in-cab devices," says Newell.

Open Platform

The accessibility of ORBCOMM's open platform and ease of integration was a big focus point for the company. Newell & Wright and their end customers use third-party Transportation Management Systems (TMS) and scheduling apps. TMS help in the exchange of documents, invoices and reports. It was vital that these apps worked seamlessly with existing transportation solution.

Newell says, "We had another specific requirement (to integrate with existing third-party systems) for updates in the traffic system. We needed a process for when our vehicles do one of their jobs, we can automatically send updates. As soon as they arrive on site, there is instant POD. We liaised with ORBCOMM and the TMS that the office staff uses to develop an app that could integrate with the in-cab device and link to the tracking system. "It's been a big development for both of us. We tried quite different in-cab devices. We worked on development on both sides, with the TMS and ORBCOMM. The customer



requirement was in the early stages. We've perfected and rolled it out. It offers incredible time savings."

Ease of Installation

The installation process across the entire range of mixed fleet, along with third-party apps, was of significant concern to Newell & Wright ahead of signing up with ORBCOMM. With a range of trucks in many makes and models and a long-term implementation process, it was of vital importance that ORBCOMM was flexible in its approach and was able to work with Newell & Wright on an installation plan.

"The ease of the installation process was crucial for us. With a number of vehicles being upgraded to ORBCOMM over time, we needed the flexibility to fit around our 24/7 operations. I can call them and say I have five new vehicles coming and we can organise for installation in one instance with no hassle."

"For me," Newell says, "the final thing that set ORBCOMM out from the rest was their support in trying to find solutions, from our customer's needs to integration with the TMS to the effort and support in finding that solution."



About ORBCOMM

ORBCOMM is a global leader and innovator in the industrial Internet of Things, providing solutions that connect businesses to their assets to deliver increased visibility and operational efficiency. The company offers a broad set of asset monitoring and control solutions, including seamless satellite and cellular connectivity, unique hardware and powerful applications, all backed by end-to-end customer support, from installation to deployment to customer care. ORBCOMM has a diverse customer base including premier OEMs, solutions customers and channel partners spanning transportation, supply chain, warehousing and inventory, heavy equipment, maritime, natural resources, and government. For more information, visit www.orbcomm.com.

The Future

Thanks to the introduction of automation and digitisation, complex logistics and operations can be simplified. A trend in the industry and beyond is for paperless organisations. Even small and medium transport businesses are turning their attention to digital solutions. ORBCOMM is assisting Newell & Wright in its plans to go paperless by summer 2019.

"The time and paper saved with the ORBCOMM solution is quite substantial," according to Newell. Delivering considerable time savings thanks to automated and digitised reporting, ORBCOMM's fleet management software has proven itself the right choice for Newell & Wright.

Looking ahead, Newell & Wright will have total fleet coverage with ORBCOMM's solution by summer 2019. In the transportation industry, communication is vital. As fleets look for more ways to stay connected with drivers and eliminate wasteful paperwork, technology systems come into play. Devices and apps are making it smoother for transportation companies across the board. Used to locate vehicles, keep track of transactions, deliver jobs and workflow information, follow-up on invoices, enable store delivery and report on all or parts of the above, ORBCOMM's solution has been key in delivering growth for Newell & Wright.

Newell says this kind of system is vital to the continuing success of their business: "In our opinion, we've become a lot more efficient since moving."