

# Case Study

## Background

ALSA is the largest independent road construction company in Calgary with a workforce of over 130 people. ALSA has the expertise to complete multimillion dollar projects offering excavation, grading, installation of catch basins and leads, graveling, curb and gutter, sidewalks, and asphalt paving.

## At A Glance

- Immediate ROI from system noticed in decreasing fines from speeding tickets.
- Found lost or unused equipment, saving thousands in repurchasing of necessary equipment.
- Vehicle maintenance notifications makes maintenance easy and saves unnecessary repair costs.
- Plug and play device is easy to install and move between vehicles.
- Encourage safer driving practices with Immediate notifications of speeding.
- Utilized worksite geofences to confirm employee timesheets



'I tell you, we have had nothing but fantastic service with DataTrail.'

- Carlos F.  
General Manager

# Construction Industry

## Challenge

ALSA's primary reason for seeking a fleet tracking solution was the mounting operating costs associated with managing their large team of employees, vehicles, and equipment across their remote work sites. With assets deployed across Alberta, ALSA needed location based services to coordinate the dispatch of their crews and maximize equipment utilization.

Further insight into the driving behaviour of their team was also required, including any unsafe driving behaviours and after hours use of company vehicles.

## Solution

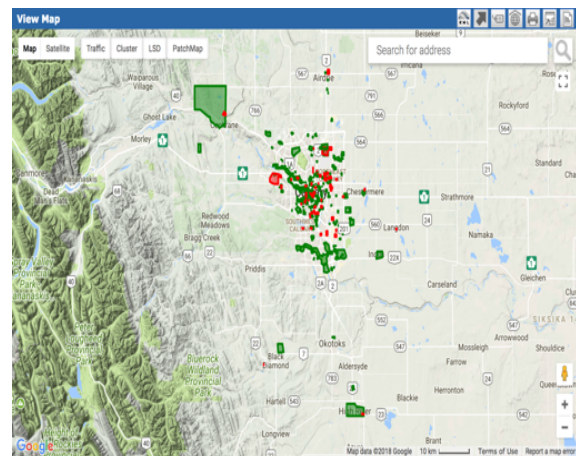
FLEETBridge provides immediate benefit by confirming the arrival/departure time at job sites as well as travel time. FLEETBridge allows ALSA to be able to confirm billable hours and ensure their teams were on site as scheduled.

Using the real-time location monitoring, ALSA has been able to efficiently move inventory of trucks and equipment between sites and determine which equipment assets were being efficiently utilized. Notifications of after hour use helped to eliminate any unauthorized use of the company vehicles and assets.

Vehicle maintenance notifications based on tracked usage enables fleet maintenance to save unnecessary repair costs. Reporting notifications on events of speeding, hard breaking, fast start, and idling time encourage safer driving practices and reduced maintenance costs.

## ROI Success Story

After gathering and analyzing their vehicle and equipment data, ALSA determined that their trucks were idling too much and they identified opportunities around equipment maintenance scheduling. Once they discovered these opportunities and used the FLEETBridge solution to actively manage them, ALSA saved thousands of dollars and prevented downtime on jobs.



ALSA Worksite Geofences, 2018.

