

Dublin Based Logistics Company Drives Costs Down and Wins Key Contracts Using State of the Art Vehicle Tracking From Mobil-i



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Hawkesbury Services is a logistics company which has been established for 20 years by brothers Paul and Michael Brady. The company operates from offices in Santry, Dublin 9.

They deliver from Dublin ports to destinations around Ireland and also further afield from Ireland to Mainland Europe.

The type of cargo they transport varies from specialist food deliveries which require refrigeration to high risk computer parts for large IT manufacturing organizations.

Hawkesbury has a fleet of 40 vehicles with the headache of the associated drivers to manage.

Hawkesbury Services were early adopters of vehicle tracking signing up with Mobil-i over 5 years ago.

They quickly realised that it would give them the edge when applying for lucrative contracts with high profile retailers and manufacturers.

From an insurance point of view all carriers of high risk goods need to have a recognized vehicle tracking solution in place.

Today Michael freely admits that running their business without the Mobil-i service would be virtually impossible. “For us the service is as necessary as a mobile phone in today's competitive business environment” he believes.

Service level agreements with large retailers require Hawkesbury to be able to accurately record time of arrival and departure when making collections and deliveries. Part of the companies compensation is based on waiting time so a system to accurately record that is essential.

Hawkesbury Services runs 3 PC workstations in their office and 3 laptops which are used both in the office

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and out on the road.

Hawkesbury uses MS Track Pro on the desktops in the office and MS Web on their laptops. This gives them the best of both worlds; a fast robust full featured desktop solution for use in the office and an efficient lighter version for use at home or when out and about where mobile network speeds might not be as fast as in the office.

They have also recently begun trialling the new JMobile application which quickly allows them to view any of their fleet on a map on their mobile phone.

Paul and Michael say that the benefits of the system are plenty and now operating their business without Mobil-i fleet management tracking would be virtually impossible.

They use it to record the number of hours their drivers have worked which feeds straight into their payroll system making their payroll process extremely accurate and automated.

The ability to be able to pinpoint each of their vehicles on a point on the map in Ireland, or overseas within a minute is extremely efficient. In the past they would have had to be constantly calling the drivers for updates.

This was extremely time consuming and prone to error particularly when dealing with foreign drivers where the language barrier would pose a serious communication issue.

The Mobil-i tracking system does away with the need for any of this.

Paul believes that the Mobil-i tracking system helps to keep his drivers honest. "If they know that we can monitor them at all times they are less likely to try and swing the lead" he says.

With each vehicle having a value of €50k to €100k there is also great peace of mind knowing where vehicles are should they ever en-

counter a vehicle theft or hijacking. This has the added benefit of helping to keep insurance premiums lower.

One surprising benefit of the system which came to light was the way the system helped them out of a recent problem. "One of our drivers was on the way to catch a ferry when his vehicle broke down" says Paul. "He rang us in a panic but couldn't tell us his exact location" Paul continues "Using the Mobil-i tracking system we were able to pinpoint the broken down truck and give its exact location to the recovery service. This meant they got out to him quickly and were able to get him moving again in time to catch the ferry. This one example saved us over €1000 for that day alone" Paul concludes.

It seems that this is not the only way the Mobil-i tracking system generates big savings for Hawkesbury. Paul and Michael estimates that the system has saved them well in excess of €50,000 per year for the last 5 years when they consider the reduced administrative burden, the savings on phone calls, accurate client billing for mileage and waiting times and accurate payroll recording.

And this doesn't include the amount of business the company has been able to win working for high risk goods customers. These type of contracts are only awarded to companies that can prove they have a GPS tracking system.



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