



Preston Hire

Maximising valuable assets across New Zealand

Sean Reid, the National Sales Manager for Preston Hire, is a man always on the go. He manages Preston Hire specialised construction equipment across four locations in New Zealand: Christchurch, Auckland, Wellington and Tauranga. To assist in running a transparent, safe and cost-effective business, Reid installed Teletrac Navman's rugged Qtanium 400 GPS tracking devices into their brand-new fleet of mini-crawler cranes. Even with his busy schedule and assets located country-wide, he's able to remotely manage and track fleet telematics anytime on his mobile phone.

Reid wanted valuable insight into asset utilisation and operator behaviour, as well as a way of tracking the hire equipment going in and

out of his yards. He chose Teletrac Navman because of the excellent and responsive advice. "It came down to the support and the fact that they listened and understood the business and our goals," says Reid. "My sales rep said, 'this is what you need' — and she was right." The system is set up for Reid to track on each crane whether the outrigger legs are in or out, the boom is lifted or dropped, and whether the engine is in use. "It's handy tracking the cranes but now I can see exactly how they are being used. Anytime I want, I'll just jump in on my mobile and have a look at all the details."

PRESTON HIRE ENJOYS THESE BENEFITS WITH TELETRAC NAVMAN:

- Maximise revenue through fair and accurate billing based on machine utilisation.
- Improve safety onsite through monitoring operator behaviour.
- Manage multiple assists across multiple sites on smartphone or laptop.
- Build a reputation for transparency and safety.



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Accurate billing based on machine utilisation

Reid installed the first devices in September 2017 and has already seen financial gains through accurate billing for unplanned use of the equipment. "It's already contributed thousands, through being able to accurately bill for the on and off hire dates," says Reid. Preston Hire bills its hire equipment by the day, week or month.

Over the Christmas holidays one of Preston Hire's cranes was already on a customer's site, but it was on a stand down period and was not

intended to be used until the agreed hire start date. The crew were ahead of schedule and, unaware, started using the crane before the scheduled start day. Reid was able to see when the crane was in use and charge accurately and fairly. "They weren't being deceptive, but just had it on site and needed to get on with business," says Reid. "With the GPS-based insight, I was able to accurately and fairly bill an extra couple of thousand dollars for the extra period our equipment was in use."

He notes that having objective data makes it easy to have conversations with customers and stay transparent about the transport, use and return of hire equipment. "The data takes the emotion out of it. You can't argue with the numbers."



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In another instance, a crane had been on a customer's site for a set number of hire days and was waiting to be collected and transported in the afternoon. Reid checked the crane's activity remotely and saw that it had been in use that morning — a date outside the agreed and invoiced hire dates. Again, with data-based evidence, he could fairly bill for the additional use.

Remotely managing health and safety

"I don't just want to know the location of the cranes, but the behaviour of the operators — which is important for health and safety," says Reid. To safely traverse the 10-tonne mini-crawler cranes across a jobsite, operators need to lower the boom but may not actually fully retract the four outrigger legs. Construction sites are often full of activity, but Reid points out that, "it can be a safety hazard to have horizontal pieces of steel (outrigger legs) traversing across a jobsite. With Teletrac Navman, I've got an opportunity to let my clients know when, where and how the cranes on their sites are not being used according to best practice." This allows his clients to proactively manage their health and safety compliance.

Geofencing and asset tracking

Reid has made use of the live site tool to set a boundary around each of their yards, giving him transparent, real-time insight into the movements of their equipment. "I love it. I've geofenced our yard so I can remotely track the exact time and date that a crane exits or enters the yard, and I get email alerts to track it all. The live site tool is invaluable," says Reid. The feature offers him an extra layer of security for Preston Hire's high-value equipment.

GPS tracking also gives him insight into the transportation of their assets. "I can see when a crane is in-transit and when it arrives at a customer's site. I can even attribute delayed delivery to slow moving traffic, for example, or a delay in loading the crane at the yard," says Reid, who has found the information contributes to offering a reliable and accountable service.

Growing the business

Reid has plans to use Teletrac Navman to feedback insights into machine utilisation to assist customers in operating an efficient site. "I can see the frequency of use, the time of day, whether the operator is starting and stopping — there's a lot of useful detail. By the time a customer has several mini-crawlers on site, I can show them where inefficiencies are, and whether they can better utilise an existing asset to save on hiring another machine."

Preston Hire is growing rapidly, with capex committed to plans to double its hire equipment fleet by the end of 2018. "We'll be bringing in even more cranes as well as adding specialised tracked scissor lifts and spider booms and we'll be monitoring all of the new equipment," says Reid. "With GPS based insight Preston Hire is developing a reputation for transparency and safety."