

POWERFLEET®

CASE STUDY

CUSTOMER CASE STUDY

Redden Concrete Inc.

Redden Concrete saves on liability insurance with Powerfleet

About Powerfleet

Powerfleet is a global leader in artificial intelligence of things (AIoT) software-as-a-service (SaaS) for the mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations by ingesting, harmonizing, and integrating data from any source, delivering actionable insights that help companies save lives, time, and money. Powerfleet's ethos extends beyond our data ecosystem and commitment to innovation; our people-centric approach empowers customers to achieve impactful, sustained business improvement. The company is headquartered in New Jersey, United States, with offices around the globe.

Regions
Dallas-Fort Worth Metroplex, Texas

Business & industry
Commercial concrete contracting for manufacturing, education, hospitality, warehousing, churches, medical facilities, and large-scale commercial developments

Fleet footprint
200+ trackers across vehicles, field equipment, and trailers

Vehicle types
Trucks and street sweepers

Solution deployed
Powerfleet Insights Solution Suite – fleet tracking, VisionAI Hub video safety, ELD compliance, and hard-wired and solar asset trackers, managed in Unity

Customer since: 2021

Aims
Consolidate fleet management in one intuitive platform, prevent asset loss, and strengthen fleet safety with AI video telematics

Results
Lower insurance premiums | Driver exoneration | Asset loss prevention

Background

Redden Concrete is a commercial concrete contractor serving the Dallas-Fort Worth Metroplex, with clients in manufacturing, education, hospitality, warehousing, churches, medical facilities, and large-scale commercial developments.

As Vice President, Brooke Redden is in the business of risk mitigation, with responsibilities spanning client relationship management and the monitoring of the safety and location of assets and staff.

Over more than a decade, Redden has steadily expanded its fleet of vehicles, drivers, and equipment. After working with other providers, Brooke sought an intuitive system with reliable

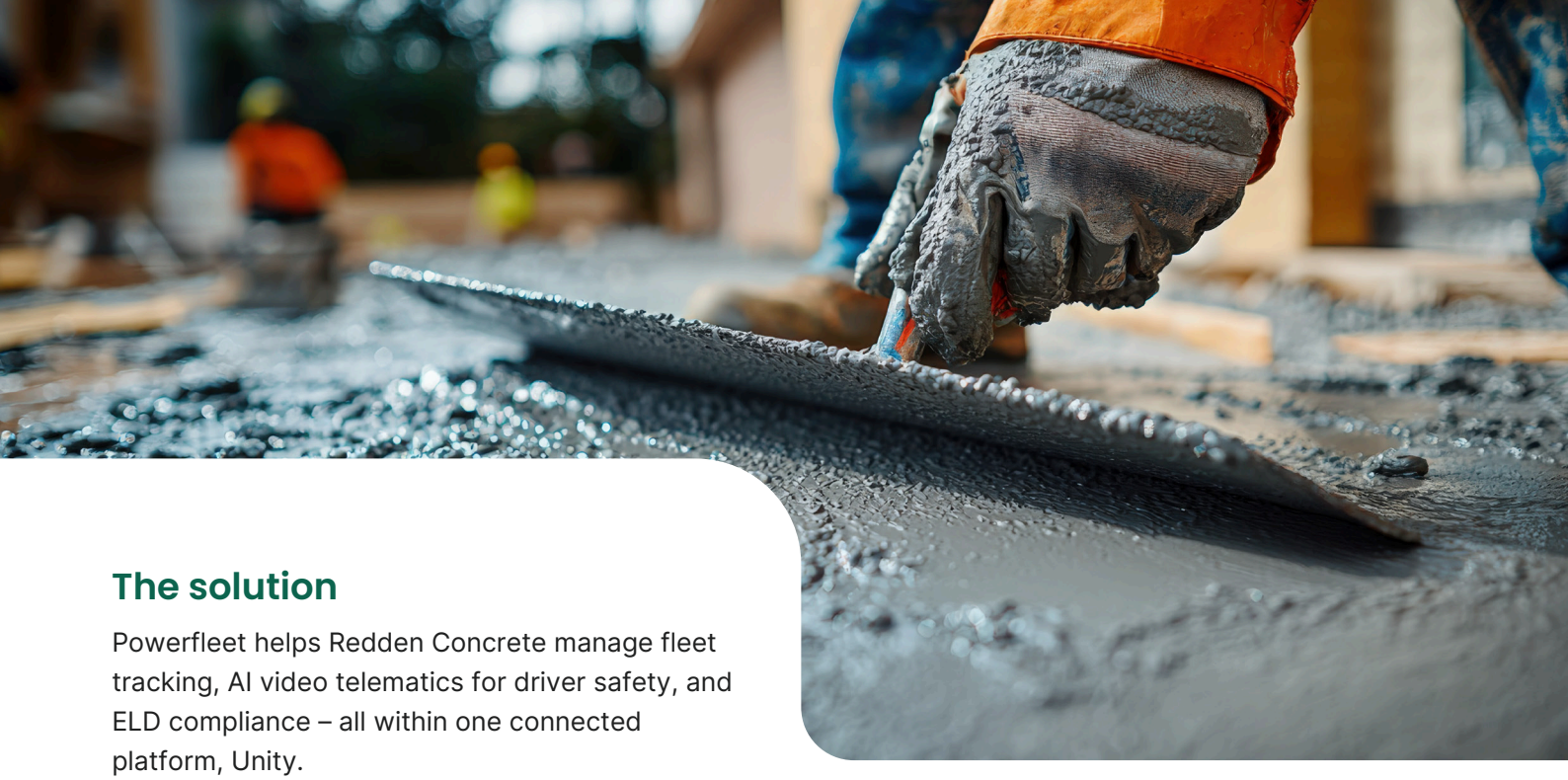


The challenge

Before Powerfleet, assets went missing with little to no traceability. Previous providers' trackers were easily removed from equipment, leaving gaps in both data and paper trails.

The biggest pain point was the poor user experience of those providers' platforms. Redden also wanted to strengthen its fleet safety program with AI video telematics to protect drivers and the company's reputation.

Brooke needed a simple, reliable solution that could scale with the fleet. Her AT&T representative recommended Powerfleet as an all-in-one option, and the convenience of one monthly bill for business phones, tablets, and fleet management "just made perfect sense."



The solution

Powerfleet helps Redden Concrete manage fleet tracking, AI video telematics for driver safety, and ELD compliance – all within one connected platform, Unity.

Daily fleet management in Unity

Brooke uses the Unity dashboard every day to manage assets and monitor driver behavior.

Hard-wired trackers for field equipment

Hard-wired trackers monitor high-value equipment such as skid steers, excavators, and drill machines across expansive job sites.

AI video telematics and driver coaching

When risky driving is detected, Brooke follows up with drivers to coach them or gather details on potential collisions and near-collisions.

Solar trackers for non-powered assets

Solar trackers provide continuous monitoring of non-powered assets such as trailers.



> “We’ve been with Powerfleet for several years now. We have well over 200 trackers, and the transition was wonderful. The online interface for tracking is so easy and we are very happy with the customer service.”

Brooke Redden
Vice President, Redden Concrete

The results

Connected fleet management is protecting Redden's drivers, assets, and bottom line

Insurance savings

Redden's long history with fleet tracking and video telematics has secured better rates. "I have seen insurance savings. Having had fleet tracking and video telematics for so many years, our provider has helped us save on insurance premiums." With lower premiums and reduced liability risk, Redden can continue investing in equipment to serve its clients.

Loss prevention

Near real-time tracking helps Redden locate and retrieve assets that end up where they shouldn't be on large job sites. "Our Logistics Director uses the Unity app multiple times a day for fleet connectivity. It allows him to easily send drivers to precise locations to pick up items as needed," says Brooke.

Driver exoneration

When a nearby collision sent a vehicle crashing in front of a Redden truck, footage from VisionAI Hub, Powerfleet's AI-powered dash cam, cleared the driver. "There was no liability on our part, and we were able to get our vehicle fixed in a timely manner because we had proof of exactly what happened."

Better user experience and complete visibility

An intuitive, all-in-one platform keeps Brooke's team organized and efficient while keeping her connected to every part of the operation, from client work to driver behavior to asset tracking.



Key proof points

200+ trackers
Vehicles, field equipment, and trailers in one platform.

Lower insurance premiums
Years of tracking and video telematics history helped Redden save.

Driver exonerated
Dash cam footage proved no liability after a nearby collision.

Conclusion

With AI video telematics, fleet tracking, and ELD compliance on Powerfleet's Unity platform, Redden Concrete manages fleet safety and operations from one connected view. Video evidence and driver coaching help protect drivers, reduce liability, and lower insurance premiums. Real-time visibility helps the team locate equipment and dispatch drivers across every job site.