

## CUSTOMER CASE STUDY



## Powerfleet GPS Fleet Tracking Saves Landscaping Company \$1,000 Per Week

### About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonization, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realize impactful and sustained business improvement. Powerfleet serves over 2.8 million subscribers across more than 48,000 customers in 120 countries, with commercial operations in every major continent.

- **Customer**  
Frisch & Sons
- **Regions**  
United States
- **Business & industry**  
Landscaping / Excavation
- **Total fleet size**  
8
- **Vehicle types**  
Pickups, dump trucks, and mixed commercial vehicles
- **Customer since & subscription**  
2019 / On-road IoT
- **Aims**  
Vehicle visibility, driver behavior monitoring, reduce overtime and fuel costs
- **Results**  
\$1,000 weekly savings in overtime costs, \$300 monthly fuel savings, improved driver accountability, and route efficiency
- **Customer website**  
[www.frischandsons.com](http://www.frischandsons.com)



## The Challenge

Many small businesses operate on tight margins, requiring them to stretch every dollar to maintain profitability. Frisch & Sons, a California-based excavation and landscaping company, is no exception.

The 13-person operation manages eight vehicles, including pickups and dump trucks. As owner Bobby Frisch says, “We wanted visibility into where our staff and vehicles were – how long they were on job sites, and if they were where they were supposed to be.” Frisch also wanted to monitor driver behavior, such as speed, hard accelerations, and harsh decelerations.

Frisch & Sons initially implemented a GPS fleet tracking solution in 2018, but because it lacked a mobile component, Frisch could only access data from the system when he was in his office – and he was frequently on the road. So, in 2019, the company upgraded to Powerfleet’s comprehensive fleet management solution.

Powerfleet’s user-friendly, self-service fleet management software allows business owners to manage their vehicles and drivers effortlessly. The fleet management platform informs business owners or managers about the location of their vehicles and drivers and offers reminders and alerts to enhance safety and efficiency.





## Immediate Cost Savings

Powerfleet's fleet tracking solution saves this landscaping company \$1,000 each week in unnecessary overtime and fuel costs.

Within the first week, Powerfleet's solution identified a longstanding time calculation error for Frisch that caused over 50 hours of unnecessary overtime each week.

This alone saved Frisch & Sons nearly \$1,000 a week. Powerfleet's solution has also helped the company in saving around \$300 monthly on fuel, mainly by ensuring that drivers use gas cards exclusively for company vehicles instead of personal ones, along with routing changes that minimize travel time and ensure staff are refueling at the company's designated gas stations.

Fuel savings have increased Frisch & Sons' weekly savings to over \$1,000 – greatly surpassing the cost of Powerfleet's On-road IoT solution.



We rely heavily on the Powerfleet solution to help us keep tabs on our vehicles and staff, and to ensure everyone is driving safely."

**Bobby Frisch**  
Co-Owner, Frisch & Sons