

## CUSTOMER CASE STUDY



## ITA Transportes Reduces Fuel Consumption by Adopting Telematics

### 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**  
ITA Transportes | Rotagyn
- **Regions**  
Brazil
- **Business & industry**  
Car rental
- **Connected vehicles**  
1000
- **Vehicle types**  
Trucks, buses, light-duty vehicles, and ambulances
- **Customer since & subscription**  
August 2017, On-road IoT
- **Aims**  
Reduced maintenance and fuel costs
- **Results**  
Improvement of relationship with drivers, 40% reduction of maintenance costs, increased operational safety, 18.4% reduction in fuel consumption
- **Customer website**  
[www.itafras.com](http://www.itafras.com)



## Increased accuracy equals operational safety

ITA Transportes has been operating in the car rental industry for over 40 years. The company specializes in leasing, outsourcing, and contracted fleet management solutions. They needed to improve the performance of their vehicles and drivers. With assistance from Rotagyn, they partnered with Powerfleet to address their aforementioned need.

According to Gustavo Letierri, unit manager of ITA Transportes, implementing a telematics solution with a tracking feature was necessary due to the size of the company's fleet. After a four-month pilot project (implemented by Rotagyn), On-road IoT, the comprehensive fleet management solution from Powerfleet, was selected because it perfectly met the requirements of ITA Transportes.

## Increased driver satisfaction through monitoring

Powerfleet's On-road IoT solution monitors vehicle parameters such as rotation, braking, and speeding. With this solution, you can track the CAN bus of vehicles, particularly regarding fuel consumption, as well as the sensors.

After implementing this comprehensive fleet management solution, drivers reported higher satisfaction than before because they have increased their focus while driving and become more attentive to traffic conditions. The notifications that alert drivers when they exceed limitations are very helpful in this regard. This has made the fleet safer for drivers, passengers, and other road users.



“

By managing safety-related events, we have had great benefits with regards to reduced fuel consumption. We have experienced a 14.8% improvement, and today the system practically pays for itself with just the savings it provides us.”

**Gustavo Letierri**  
Unit Manager, ITA Transportes



## Making use of what's already there

ITA Transportes began its implementation by focusing on driver identification using identification keys. With these keys, the fleet manager can understand the individual profile of each driver.

With Powerfleet's fleet management platform, ITA Transportes can monitor maintenance schedules more efficiently and send vehicles in for service promptly. Thanks to improved maintenance, vehicles break down less frequently, and vehicle availability has increased.

There is also a noticeable enhancement regarding the clutch system. Within one year, there was a 90% decrease in the need for vehicle intervention. This is attributed to monitoring parameters such as rotation, clutch, brake, and more through the CAN bus.

Letierri also points out that this system has enabled drivers to navigate traffic more effectively, as they are more attentive and focused on the task at hand.



## Results

**18%**

decrease in  
fuel consumption

**40%**

decrease in  
operating costs

**90%**

decrease in  
clutch interventions



## About ITA Transportes

ITA Transportes is headquartered in Goiânia, Brazil, and has over 800 employees, along with a fleet of more than 1,800 vehicles. ITA Transportes leverages its experience and knowledge to present clients with a project tailored to their unique needs, aiming to provide them with efficiency and cost savings in their operations.