

CUSTOMER CASE STUDY



Brazil Transport Company Reduces Fuel Expenses and Road Accidents

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**
Itamaracá Transportes
- **Channel partner**
MobileComm
- **Regions**
Brazil
- **Business & industry**
Public transport / Urban transportation
- **Total fleet size**
247
- **Vehicle types**
Buses
- **Customer since & subscription**
February 2016 / On-road IoT
- **Aims**
Increase fuel efficiency, reduce emissions, and improve defensive driving
- **Results**
25% reduction in fuel consumption, 40% reduction in maintenance costs, 80% fewer accidents
- **Customer website**
<https://itamaraca.com.br/>



Positive Outcomes for Itamaracá

Itamaracá Transportes, a company based in Pernambuco and established in 1958, is part of the Conorte Consortium that oversees batch 01 of the Public Passenger Transportation System for the Recife Metropolitan Region.

Its operations extend to the city's northern coastline, including six of the eight municipalities in the northern area: Recife, Olinda, Paulista, Abreu e Lima, Araçoiaba, Igarassu, Itapissuma, and Itamaracá Island.

Since transporting people requires the optimal use of resources and safety technology, Itamaracá partnered with Powerfleet's channel partner, MobileComm, to decrease fuel consumption and carbon emissions through more efficient driving.

The Solution That Delivers What You Need

Itamaracá selected Powerfleet's On-road IoT solution, a fully comprehensive fleet management platform. It enables fleet managers to gather valuable information about their vehicles and drivers, which can be used to influence strategic decisions for improvement. Powerfleet's comprehensive solution also allows for the monitoring and coaching of drivers, control of working hours, cost reduction, and accident prevention.

Powerfleet's solutions – comprising hardware, a robust SaaS-based platform known as Unity, and a variety of services and accessories – are developed on a global scale and have been used by leading fleet companies worldwide to optimize their fleet management processes.

Several key indicators of improvement include enhanced driver performance, reduced accidents, decreased fuel consumption (sometimes by as much as 12%), lower maintenance costs (sometimes up to 30%), and additional benefits from ongoing process improvements.





“The benefits are not confined solely to financial gains. Following the rollout, our drivers have been praising the quality of our monitoring, as we are now able to ascertain the performance of each employee accurately and in real time. This enables us to empower them in an appropriate manner, by developing people in the areas where they need to improve.”

Rebecca Bezerra Leite,
Senior Manager: Asset Management, Archrock

Cost Reduction and Efficiency

Itamaracá has been using the Powerfleet solution for a while, and the testing phase has shown largely positive results. Initially, the system was installed in 40% of the vehicles to compare their performance with that of the other vehicles; however, following the positive outcome, all 247 vehicles in the company's fleet were fitted.

With the Powerfleet solution in place, Itamaracá can set up and receive various types of vehicle and driver reports and alerts in real-time. Consequently, the company has seen a significant decrease in fuel consumption, vehicle breakdowns, road accidents, and customer complaints.

The Powerfleet solution has benefited both the transport provider's users and its internal employees. Since the rollout, the company has been evaluating each driver's performance in real-time, enabling improvements to the drivability profile of professional drivers, which contributes to passenger comfort.

According to Itamaracá's Rebecca Bezerra Leite, the company looks forward to extending the benefits of the solution to ensure greater durability of vehicles' mechanical components.

Reductions:

25% Fuel consumption

30% Vehicle breakdowns

45% Maintenance costs

80% Road accidents

About MobileComm

In the market since 2005, MobileComm is a technology company focused on developing solutions that reduce operational costs for customers across various segments through tools designed to enhance the effectiveness of assets (vehicles, machinery, and equipment) and systems. Their primary goal is to facilitate the management of company departments by unifying technologies into a single solution, optimizing processes, and lowering expenses. Currently, MobileComm is a Microsoft Gold managed company, where all their development employees are certified and utilize state-of-the-art tools such as .NET and Silverlight.