



Fonterra Milk Collection

FLEET SIZE	520 trucks
INDUSTRY	Dairy
REGION	New Zealand
SOLUTION	MiX Telematics fleet management solution

A **BOUT THE CUSTOMER**
Fonterra is a global cooperatively owned company with its roots firmly planted in New Zealand's rich land. They work towards unlocking every drop of goodness from the 22 billion litres of milk they collect each year and sharing it with the world.



B **USINESS CHALLENGE**
The safe operation of heavy motor vehicles on public roads and farm tracks is very important to Fonterra. They were therefore looking for a system to improve both driver and public safety, enhance milk collection performance and truck performance, and manage in excess of 1,500 drivers. They also wanted to be proactive in reliability management. On occasion, their trucks have to handle challenging environments. As a result, they needed to understand the impact this was having on reliability and longevity. Lastly, they needed a solution to enhance their total cost of ownership.

S **SOLUTION PROVIDED**
Fonterra chose a MiX Telematics fleet management solution based on the company's stability, experience and vision. Once the decision was made to partner with MiX Telematics and channel partner Vehicle Technologies, the rollout was smooth and quick.

I **NSTALLATION**
Vehicle Technologies pulled out all the stops and rolled out a national campaign, completing the initial installation of the MiX Telematics solution in 440 trucks in just over two months. This was just in time for the start of the season.



R **ESULTS OBTAINED**
Fonterra noticed a significant reduction in high-speed incidents and rollovers, and found that their drivers were gaining public recognition as being safe and courteous drivers. This was reflecting in their weekly and monthly scores. In 2009, the national driver score across 1,400 drivers was 92.3%. Following implementation, 1,500+ drivers were sitting at a score of 99.3%. This high scoring is a credit to their drivers and can be attributed to education, extensive reporting, and reward and recognition.

Driver reporting has proved to be a very helpful feature of the MiX Telematics solution. Fonterra strives to ensure that their drivers return home safely every day and this tool has assisted in achieving that. In addition, they have found that over 98% of driver complaints when investigated are in fact in favour of their drivers.

ABOUT VEHICLE TECHNOLOGIES

Vehicle Technologies incorporated in 2004 to focus on telematics products, and was a division of Shardlow Auto Electrical, an automotive industry leader with a staff of nine, and 30 years' experience in supplying and supporting specialised equipment.

In August 2013, Shardlow Auto Electrical Ltd was changed to Vehicle Technologies Ltd. They specialise in the supply and support of fleet management systems, crane safety systems, and the supply and support of other quality vehicle equipment.

Vehicle Technologies are New Zealand Channel Partners for MiX Telematics and Robway Crane Safety Systems.

MiX Telematics-installed customers include Fonterra (entire tanker fleet), NZ Bus (750+ installed so far), Dyne's Transport, NZ Defence Force and Rentokil. Overseas assignments have been in Russia, USA and Romania.

ABOUT MIX TELEMATICS

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for safety, efficiency and security.

MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners worldwide. MiX Telematics shares are publically traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT).



"We value human life above all else and this solution has certainly helped in ensuring our drivers arrive home safely every day. The MiX Telematics fleet management solution gives us a window into our fleet's performance and assists in our total cost of ownership models."

Richard Suckling – Fonterra Fleet Services Technical Manager.