

CASE STUDY

Motorola MOTOTRBO™ and GPS (SafeMobile®)



Mobile Trailer Works

Keep on Trucking with *MOTOTRBO™* & GPS!



Time is Money.

Mobile Trailer Works lives by that motto, because that is the challenge its customers – shippers and trucking companies that service the ports of Los Angeles and Long Beach in Southern California – face every day. Mobile Trailer Work's customers must be able to transport their heavy cargo quickly and efficiently.

The rugged environment of a seaside port is hard on trucks, and breakdowns are common and costly. The vehicles endure salt air, navigate uneven pavements, and withstand the vibrations of heavy equipment. They spend long hours waiting in line to receive or off-load containers. If a truck breaks down while waiting to get loaded, it loses its place in line. If a container doesn't make it to port on time, the ship leaves without it. And, if a truck breaks down after it's loaded, the shipment is stranded. So potential problems need to be caught early and repairs made quickly, wherever the trucks happen to be.

That's where Mobile Trailer Works comes in. Its fleet of 13 mobile vehicles is staffed with highly skilled mechanics and state-of-the-art equipment. Dispatched from the company's headquarters in Commerce, California, they are always on the move, doing inspections and repairs on containers and chassis throughout Los Angeles, Los Angeles County, and parts of Orange County.

Until recently, Mobile Trailer Works used cell phones to manage its widely dispersed fleet. But, cellular proved to be a time-consuming and inefficient technology for communicating with the company's far-flung vehicles. There were many dropped calls, drivers had to be contacted individually, and mechanics tended to leave their phones in the truck cab while working on a customer's vehicle, so they missed calls. And with the recurring monthly charges per unit, cell phones were expensive.

Today, Mobile Trailer Works is profiting from the MOTOTRBO™ digital two-way radio system with the GPS-enabled SafeMobile® dispatch software. This solution streamlined and optimized their communications while significantly improving the company's ability to manage their mobile assets.

According to Mobile Trailer Works, the new system has delivered:

- 20% higher efficiency
- 70% lower communications costs

And that's just part of the story.

Situation:

- Mobile repair and inspection service in Southern California.
- Provide efficient, cost-effective two-way communications for a company's fleet.
- Improve the company's ability to manage its mobile assets.

Solution:

- 13 MOTOTRBO mobile radios
- 2 MOTOTRBO portable radios
- 1 Motorola Gateway
- 1 dispatch computer with GPS and SafeMobile® software
- 1 MOTOTRBO repeater
- 1 remote speaker on each truck

Results:

- 20% higher efficiency
- 70% lower communications costs
- Exceptional two-way communications
- Superb safety and efficiency
- Enhanced productivity



“We’re a small company and I always thought that to have a tool like this at our disposal would be cost-prohibitive. It’s quite the opposite. With our prior system that we had in place compared with this system, it’s about a 70% savings.”

- Jack Rule, Owner, Mobile Trailer Works



MOTOTRBO with SafeMobile: Keeping Mobile Trailer Works On the Go!

MOTOTRBO with the SafeMobile application has made a very positive impact on Mobile Trailer Works in many different ways.

Exceptional Two-Way Communications.

MOTOTRBO’s reliable and easy-to-use digital voice/data technology provides outstanding clarity throughout the coverage area – even at the fringe. With the system, dispatch can contact a single vehicle, several trucks, or the entire fleet with one call. Mechanics can talk to each other, allowing them to easily share knowledge or quickly locate equipment on another vehicle. And with MOTOTRBO, the dispatcher can speed approvals of work orders by connecting customers directly with mechanics on the scene.

Superb Safety and Efficiency.

Mobile Trailer Works operates in an area that covers hundreds of square miles and includes one of the world’s most congested and challenging highway networks. The GPS-enabled SafeMobile application helps optimize management of the company’s mobile assets by giving Mobile Trailer Works real-time information on:

- Where each vehicle is at all times.
- Which route a driver is taking.
- How fast each vehicle is traveling.
- How well vehicle systems such as the engine and drive chain are functioning.
- How long a vehicle has been idling.
- Which vehicles need scheduled maintenance.

Enhanced Productivity.

Customers count on Mobile Trailer Works to act quickly to get their trucks up and running again. The MOTOTRBO system enhances the company’s productivity in a number of ways.

Text messages can be sent to each truck’s receiver, enabling mechanics to safely and easily review the instructions when they get to their destination. Dispatch can send **directions** to vehicles, helping drivers get where they need to be as quickly as possible. Dispatch can also connect customers directly with the mechanics, which helps to **eliminate delays** in securing approval for repairs. The system also keeps company management informed with **daily reports** that provide detailed information on where, when, and how every truck in the fleet has been driven that day.

Mobile Trailer Works also had **external Motorola speakers** installed in the back of every one of their trucks. This optional equipment enables crews to hear messages when they are outside their truck working on a customer’s vehicle.

A Solution That Works.

Mobile Trailer Works is a small company that is benefitting from the innovations that power MOTOTRBO with SafeMobile. The system delivers **exceptional digital communications** that are accelerating response times and increasing productivity. It is a breakthrough solution that is significantly improving the company’s **performance** and the **satisfaction** of its customers. Mobile Trailer Works is profiting from a **cost-effective**, easy-to-implement, and easy-to-use system that delivers **maximum value**, day in and day out.

For Mobile Trailer Works – and for any company that needs to manage its mobile assets more effectively – the solution is MOTOTRBO with SafeMobile dispatch.



MOTOTRBO with GPS and SafeMobile Dispatch

Features

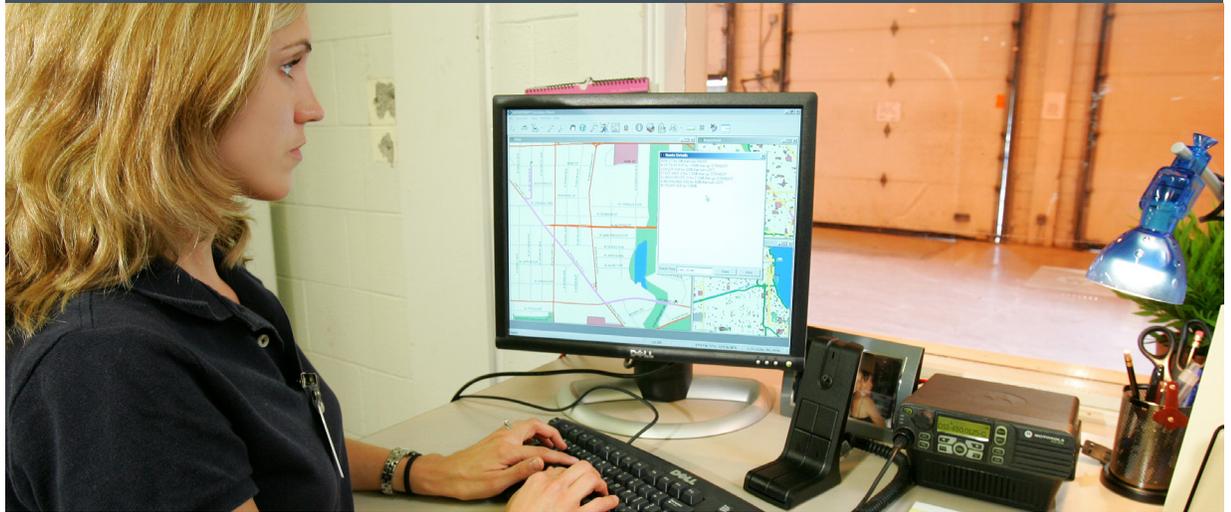
- Clear, reliable, two-way digital communications
- Real-time information on the location of every vehicle
- Text messaging
- Vehicle polling
- Geo-fencing
- Historical data
- Reporting

A Timely Solution for...

- School bus companies
- Taxi and limo services
- Service vehicles
- Delivery vehicles
- Municipal utility fleets

“The text message feature is a great tool to have from a safety standpoint. If our mechanics are driving and they receive a call, they can’t answer the radio and then get a piece of paper and write down the information. So, we send them the text message with the information that’s required. And, the nice thing about it is it will keep repeating until the mechanic acknowledges it.”

- Jack Rule, Owner, Mobile Trailer Works



The System in Action.

Here’s an example of the kind of value that the MOTOTRBO system with the GPS-enabled SafeMobile application brings to Mobile Trailer Works and its customers.

A customer’s truck, loaded with a container, breaks down near Interstate 710 in Long Beach, California. The customer contacts Mobile Trailer Works for help.

Dispatch immediately locates three Mobile Trailer Works vehicles that are within 15 miles of the truck’s location and contacts all three trucks with one call. In minutes, the dispatcher knows that two crews are still completing a job, but the third vehicle is available now.

The dispatcher uses an on-line map tool to give the driver of the third vehicle detailed directions to the site of the breakdown. The dispatcher then tracks the repair truck’s progress and notifies the customer when help will arrive.

When the Mobile Trailer Works vehicle reaches the breakdown, the mechanic assesses the problem and contacts dispatch. The dispatcher initiates a conference call with the mechanic and the customer to discuss the estimate and repair options. The customer approves the repair and dispatch handles the paperwork while the mechanic begins fixing the truck.

The mechanic soon discovers that he doesn’t have a part he needs. He sends a request to all Mobile Trailer Works drivers; those that have the part notify dispatch. The dispatcher identifies which truck with the right part is closest to the breakdown and gives the driver directions to the location.

The second truck arrives with the needed part. Together, the mechanics complete the repair. The customer’s truck is quickly back in business and the Mobile Trailer Works crews are ready to head to their next job.

Visit Motorola.com/MOTOTRBO for more details.



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