

FEBRUARY 2021

CUSTOMER CASE STUDY

“

MiX Telematics met all our needs and wants, plus more. What's so attractive to us about MiX is the reliability of equipment and communication.

”

Leigh Gray, HSE Coordinator, Mader Group



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 efficiency, safety, compliance and security.



MADER

CUSTOMER

Mader Group

COUNTRY

Australia

INDUSTRY

Mining

CONNECTED VEHICLES

515

VEHICLE TYPES

Light and heavy-duty vehicles, mining equipment

CUSTOMER SINCE & SUBSCRIPTION

January 2018 | MiX 4000 using Iridium satellite, panic alert button, MyMiX

AIMS

Accurate vehicle location tracking, reliable communication with drivers in remote locations, driver performance monitoring

RESULTS

Improved safety, improved security

CUSTOMER WEBSITE

www.madergroup.com.au



TELEMATICS
MOBILE INFORMATION EXCHANGE

Leading provider of equipment maintenance achieves a stronger safety-focused culture with the help of MiX Telematics

Striving to go above and beyond

Mader Group is a global leader in mobile and fixed plant equipment maintenance with a focus on mining and civil companies. They pride themselves on offering world-class maintenance expertise, rapid response and 24/7 support to their clients. The company currently employs hundreds of tradespeople that drive an average of 25,000 kilometres per year.

Mader Group's partnership with MiX Telematics came about through a variety of factors. The company's requirements had evolved due to new challenges and they had outgrown their existing telematics solution. When looking to choose a new provider, they required the following:



The main driving force behind Mader Group's decision-making in choosing a suitable telematics solution was maintaining and elevating their commitment to safety as well as their need to create a risk-averse environment for both their employees and clients. This is especially important considering the high risk industry they operate in.

Implementing safety measures to reduce risk

Upon listening to Mader Group's needs, MiX Telematics decided to install MiX 4000 within their fleet. This technology is an on-board computer that captures engine/vehicle diagnostics, allowing for accurate live tracking. It is configured to monitor defined safety parameters including over-speeding, harsh acceleration, harsh braking and harsh cornering. These parameters are important to measure as they have repeatedly been proven to significantly increase the risk of an accident. Keeping an eye on these parameters have been vital in helping Mader Group reduce safety risks within their fleet.

MiX Telematics also installed a panic alert button alongside the MiX 4000 technology. This was a crucial component for Mader Group because one of their drivers had previously experienced a vehicle rollover and during the event, had trouble communicating with base to receive assistance. With this new addition, drivers can now simply press the panic alert button if they find themselves in an emergency situation. This button immediately sends out a critical alert notification to base so that help can be dispatched. Additionally, MiX 4000's technology also accurately measures when a rollover or impact occurs adding an extra layer of safety.

An impressive part of the MiX 4000 solution is that it utilises Iridium satellite technology, which provides excellent voice and data coverage. With this sophisticated communications technology at Mader Group's disposal, managers can stay in touch with their drivers in remote locations, regardless of whether there is cellular coverage or not. Iridium also ensures that all notifications, alerts or updates sent to drivers are received, no matter the driver's location. With the installation of this solution, Mader Group drivers feel supported and safe knowing that they can always be located and are able to communicate with base.

Mader Group also uses the MyMiX app to conduct vehicle pre-start checks. These checks are essential for a company that focuses so heavily on equipment maintenance for clients in high-risk industries. MiX Telematics adapted MyMiX for Mader Group to include forms that are customised according to their unique preferences. Having this functionality helps the company meet important compliance requirements and build trust with clients. It's also essential for keeping vehicles well-maintained and thus safe to drive while helping to catch any issues before they cause a breakdown or crash.

RESULTS

Greater visibility results in a safer fleet

Over a period of 9 months, Mader Group achieved significant safety improvements across the board, especially when it came to speeding occurrences among the drivers who had the MiX Telematics technology installed in their vehicles.

At the time that installation occurred, Mader Group was experiencing five speeding occurrences per 1,000 kilometres driven. By May 2020, this had dropped down to only one speeding occurrence per 1,000 kilometres.

Mader Group's crash rate also dropped by a stunning 100% during a 9-month period. This is in part due to the fact that Mader Group's team of site managers can now monitor speeding and other vehicle incidents more closely and immediately follow up accordingly to prevent these actions from eventually causing crashes. Mader Group's team is now able to be more proactive and the risk of drivers getting injured or killed in crashes have dropped significantly. Additionally, this drop in crashes has diminished the potential costs associated with crashes.

Due to Mader Group's take-charge attitude in continuously making their fleet safer alongside the use of MiX Telematics' innovative fleet technology, both companies were highly commended in the Brake Fleet Safety Product Award category as part of the coveted 2020 Australasian Fleet Champions Awards. This is a huge achievement!

Mader Group's commitment to a safety-focused culture continues on to this day as they plan to roll out MiX Telematics' technology to the remainder of their fleet.

