GemOne®

Case Study
GemOne Sapphire for Improved Fleet Management

Atlas Toyota Material Handling

How An Equipment Dealership Used Telematics To Enhance Customer Satisfaction and Loyalty Through Optimized Operations, Reduced Costs, and Safer Warehouses
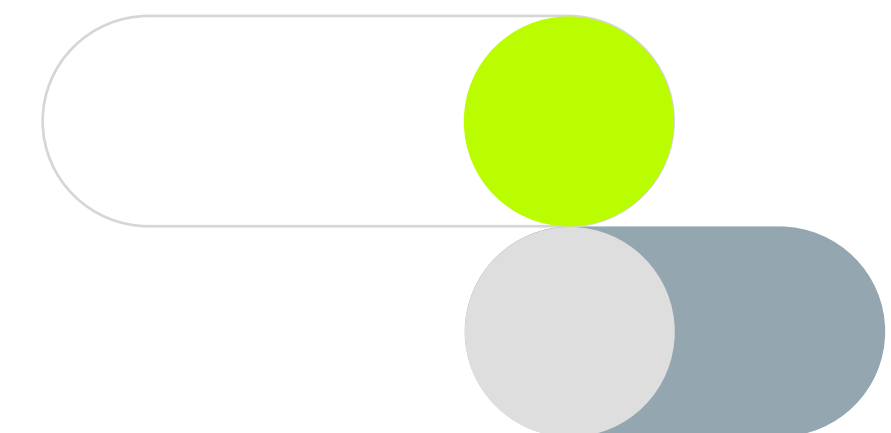
Contents

Atlas Toyota Material Handling, a leading forklift dealership in the American Midwest, has been leveraging GemOne's Sapphire telematics solution to enhance its fleet management capabilities.

The Sapphire system has provided Atlas and its customers with valuable insights into fleet performance, safety, and efficiency.

This case study explores how Atlas successfully implemented Sapphire, the benefits it realized, and its plans for future use.

This case study features insights from Giovanni G., a Fleet Account Manager for Atlas.
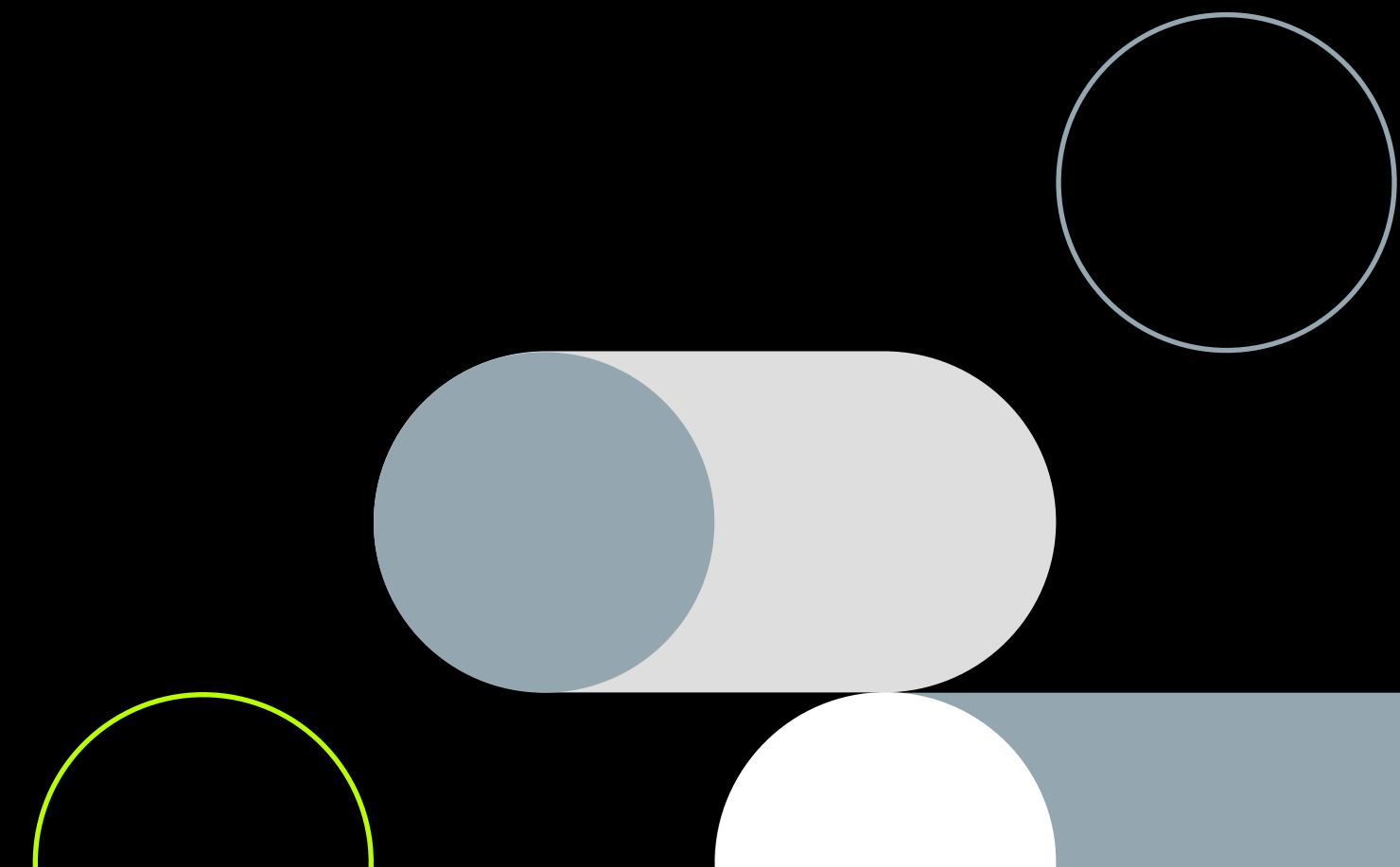
Atlas Toyota Material Handling

Authorized Toyota forklift dealer committed to providing quality service, premium equipment, and innovative solutions for companies of all sizes.

Serving the American Midwest since 1951 through **5 locations** in Illinois, Minnesota, Wisconsin, and Northwest Indiana.

Offering the largest inventory of **new forklifts and other material handling equipment** in the USA (800+), as well as a wide range of high-quality parts, tires, and extensions.

Offering **new, used, and rental equipment** to handle a variety of material handling needs.

Extensive knowledge in **warehouse support** with solutions and training to integrate productivity and safety.

A **service network** which provides 24/7 maintenance by over 200 certified technicians with an average of 17 years' experience and a 4-hour max wait time.

Offering **all models and brands** such as Toyota, Motrec, Advance, Genie, Terex, Bendi, Drexel, Big Joe, Columbia, Manitex Liftking, and Skyjack.

The Fleet Account Manager

Giovanni G. is a Fleet Account Manager in Atlas' Minnesota branch.

Coming from the world of automotive retail to material handling, Giovanni had seen the power of data in helping make better business decisions in car dealerships.

But he hadn't had any experience with fleet management software in the heavy machinery industry. "This was all brand new to me," says Giovanni.

Giovanni's job as Fleet Account Manager involves helping Atlas' customers analyze data about their fleets and offer business insights which enable those customers to optimize their operations.

Before he began working with GemOne's fleet management solution, Giovanni — and Atlas' customers — faced several challenges.

Giovanni

Role:
Fleet Account Manager

Locations:
Atlas First Access – Bedford Park, IL
Atlas First Access – Batavia, IL
Atlas Toyota – Elk Grove Village, IL
Atlas Toyota – Brooklyn Park, MN
Atlas Toyota – Byron, MN
Atlas Badger Toyota – New Berlin, WI

Joined:
October 2021
Giovanni G. is a Fleet Account Manager with Atlas Toyota Material Handling in Brooklyn Park, Minnesota.

> "
> We're promoting GemOne to our customers each and every opportunity that we have. I see GemOne as our go-to for telematics.
> "

— Giovanni G.
Fleet Account Manager
(Atlas Toyota Material Handling)

Life Before GemOne's Sapphire

CHALLENGE 1
Collating data

One challenge Giovanni and his customers faced before working with GemOne was *collating data*.

"We had to rely on work order history," says Giovanni of operating without fleet management software. "I'd physically have to go there and extract that data to pull out the necessary information."

- The process took huge amounts of time.
- The amount of valuable data that could be collected was limited.
- It was inefficient and frustrating.

CHALLENGE 2
Safety compliance

CHALLENGE 3
Tracking key hours

Another challenge was helping clients manage **safety compliance with OSHA** (The Occupational Safety and Health Administration).

"Many customers were still using the old pencil and paper safety checklist system," says Giovanni. "They filed it away in a manilla folder and then hoped they didn't have to give it to an OSHA officer at some point in time."

Those manilla folders were frequently lost. The writing was often illegible. Time and time again, the safety checklists were not correctly filled out. "Sometimes, you have a single person's checklist that looks the same every day," says Giovanni.

Safety compliance for Atlas' customers was a daily headache.

Yet another challenge was **tracking key hours** of machine usage.

"We still had technicians making house calls and walking to every single machine," says Giovanni. "That's 3 to 4 hours of the technicians' time, walking across the site, driving to the site, and driving back. Most of the time, we're not even billing for that collection of key hour data. So it's a wasted trip. A technician could be working on a forklift during that time and making money."

In a time of labor shortage and rising fuel costs, technicians' wasted hours and machine downtime were hurting business overheads.

GemOne Sapphire:
A Comprehensive Telematics Solution

At first, it was Atlas' Chicago office in Elk Grove Village that recommended Giovanni and the team in Minnesota install GemOne's Sapphire solution on their customers' forklifts.

"Our Chicago location is like the mothership," says Giovanni. "They've got customers from coast to coast and they're super heavy into data and analytics. The Minnesota branch was able to pick up pointers from Chicago and get up to speed."
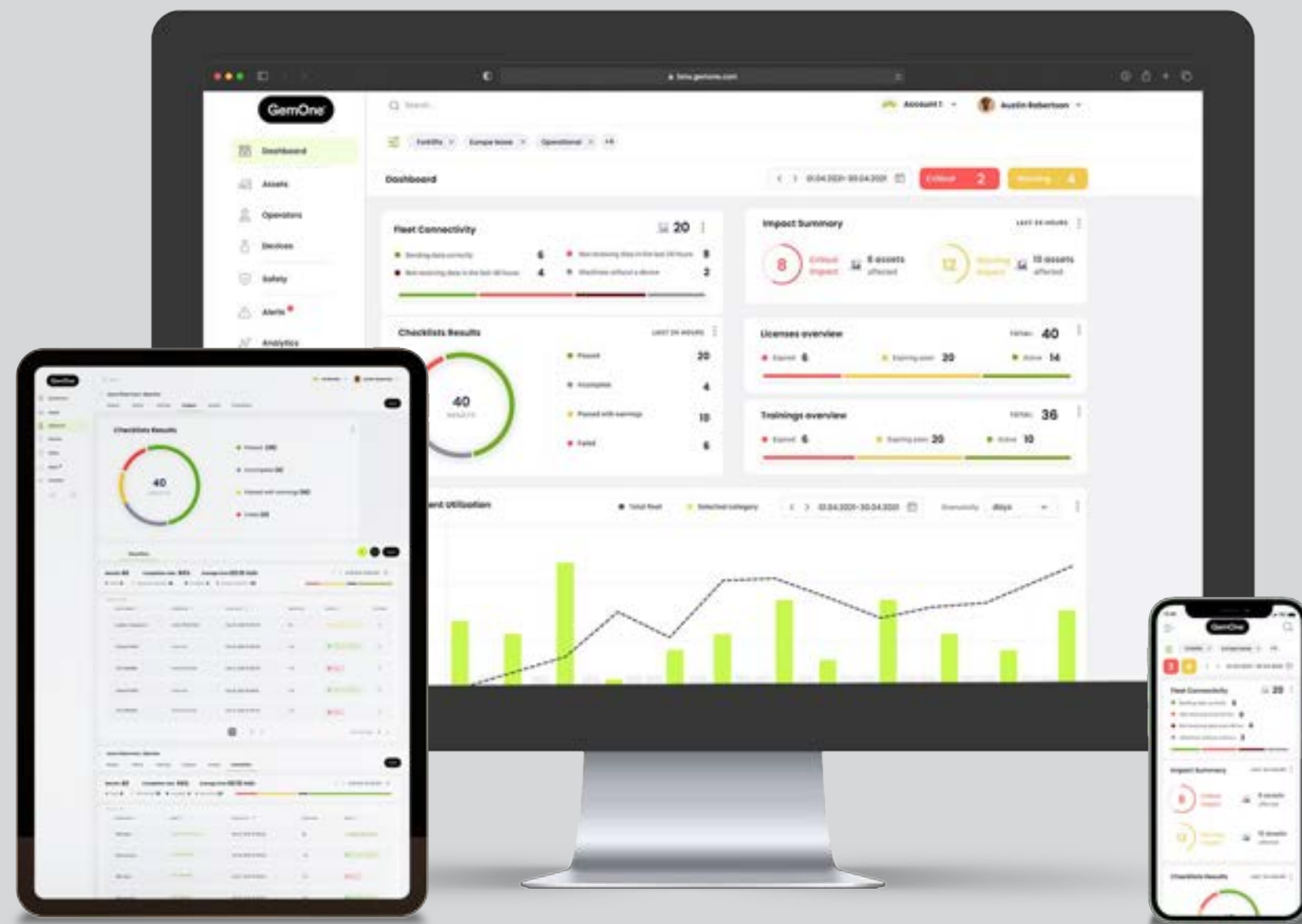
GemOne's Sapphire is an advanced telematics solution designed to help businesses manage their forklift fleets more effectively.

GemOne hardware collected data on the operation of forklifts which enabled Atlas customers to make their work environments safer and boost their operational efficiency.

GemOne Sapphire:
Data & Insights

Sapphire offers a range of features, including real-time monitoring, customizable alerts, detailed reporting, and advanced analytics — all presented on a single cloud platform.

Additionally, Sapphire integrates fleet management, safety checklists, and camera systems **into a single interface**, decluttering the operator dashboard and improving visibility.

Giovanni has now been using GemOne Sapphire with Atlas customers for almost two years.

"The biggest benefit of GemOne is the data that it provides," says Giovanni. "It's very user-friendly, easy to read, and easily exported into an Excel spreadsheet to make a table for a customer."

Info Box: GemOne

Description:

Smart telematics for the material handling industry which helps equipment dealerships optimize operations, reduce costs, and enhance customer satisfaction and loyalty

History:

Founded in Australia in 2012; became a daughter company of TVH Parts in 2018.

Key Product:

Sapphire (safety management solution for material handlers).

Solutions:

Track and trace, operational efficiency, safety & security, and service & maintenance.

Locations

Regions:

Global, with two Regional Headquarters: Belgium (EMEA) and USA (Americas).

Easy Installation for a Quick, No-Fuss Start

Onboarding and installation at Atlas was quick and easy.

"It went really smoothly," says Giovanni.

GemOne's hardware is robust: IP67-certified, dust and water resistant, and built to meet industrial demands.

GemOne provided technical training for dealership sales and installation staff as well as comprehensive post sales account management support.

GemOne also backed the system with an industry-leading 2 year warranty as standard. In fact, dealerships have the option of extending this warranty for up to six years.

## One Single Cloud Platform with Actionable Business Insights

After adoption, Giovanni could see all the data from Atlas customer warehouses in an online cloud platform that meant **Atlas could offer valuable and actionable business insights to their customers.**

"They can see what their utilization is," says Giovanni. "We can dive into the figures for them so they don't have to. It helps them make a good decision on leasing or buying outright or even extending their lease."

Giovanni could use data from the platform to enhance Atlas' relationships with customers. And customers of Atlas knew what was happening with their fleets at all times so they could respond in a heartbeat.

They had real-time access to their data via any web-enabled device, anywhere, anytime.

With GemOne Cloud, Atlas and its customers could download any report at any time, or schedule them to suit their needs. "I can analyze customers' data and give them a kind of summary," says Giovanni. "That summary could be based on data over a month, a quarter, or annually."
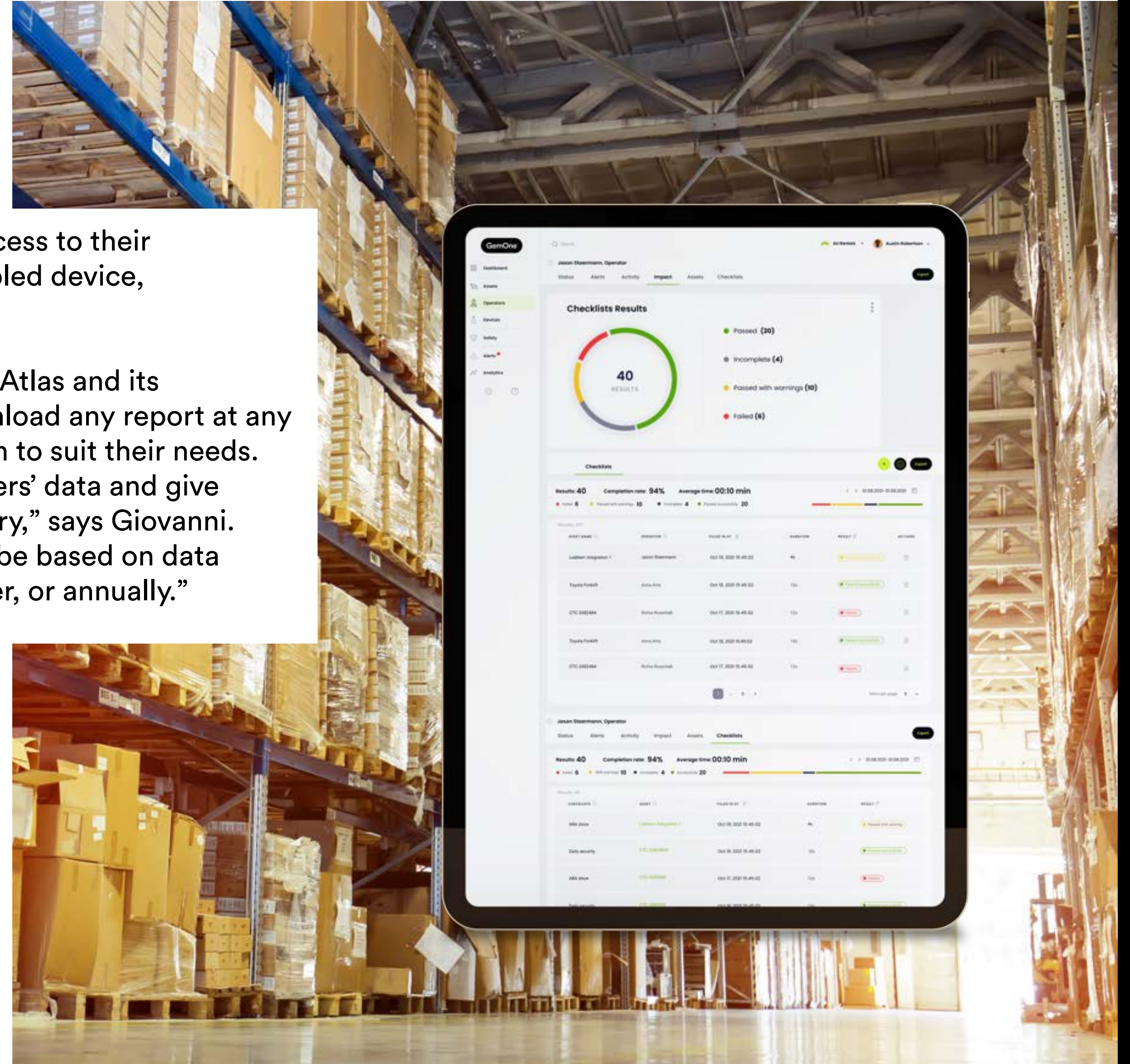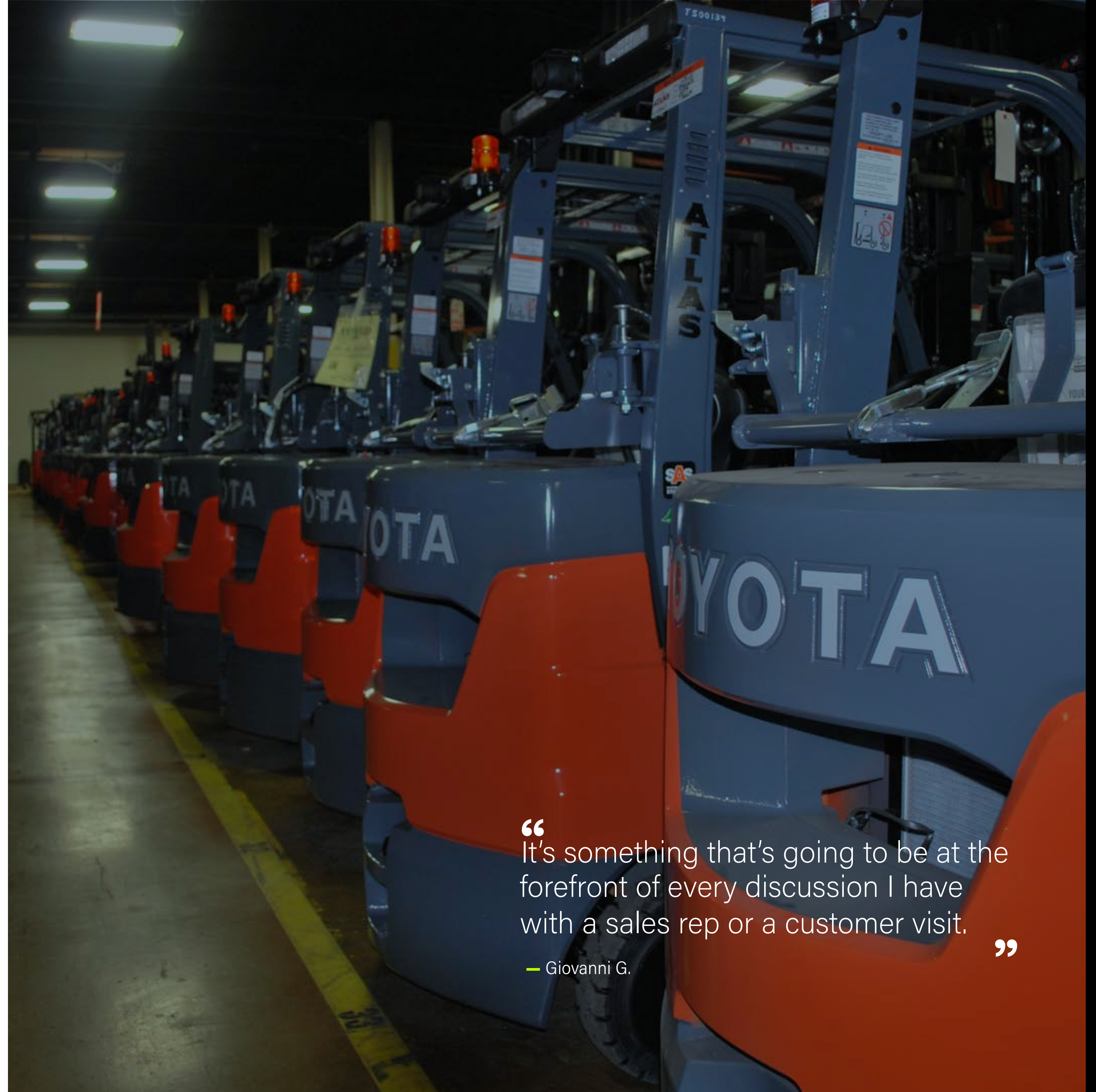
Business Benefits

Giovanni G. has seen measurable benefits from using the Sapphire solution at Atlas, and continues to leverage the power of its insights for his customers every day.

With access to real-time data and analytics, Atlas and their customers can make informed business decisions to optimize fleet performance and reduce costs.

"It's something that's going to be at the forefront of every discussion I have with a sales rep or a customer visit," says Giovanni.

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— Giovanni G.

Business Benefits

01 <mark>More Effective Safety Compliance Support</mark>

With Sapphire, Atlas now helps their customers more easily manage safety compliance.

Sapphire's on-screen OSHA compliant safety checklists makes pre- and post-start checks mandatory, with operator lockout if there's a critical issue.

Not only does the safety checklist deliver insights on the behavior of operators and the safety status of individual machines, but it tracks these user behaviors and safety issues in real time and makes the data available through a cloud platform on any device.

It ensures operators have inspected their machine and determined that it is safe to operate.

It documents the completed checklist and the amount of time it takes to complete.

And the checklist helps you keep track of machines with recurring issues so you can prioritize them for technical inspection and servicing, saving on maintenance costs and machine downtime.

In addition, Atlas customers can now control how often the checklist is presented, creating multiple checklists to suit every type of machine in their fleet, and randomizing the order of questions to avoid the type of mindless signing-off by operators that Atlas' customers were seeing previously.
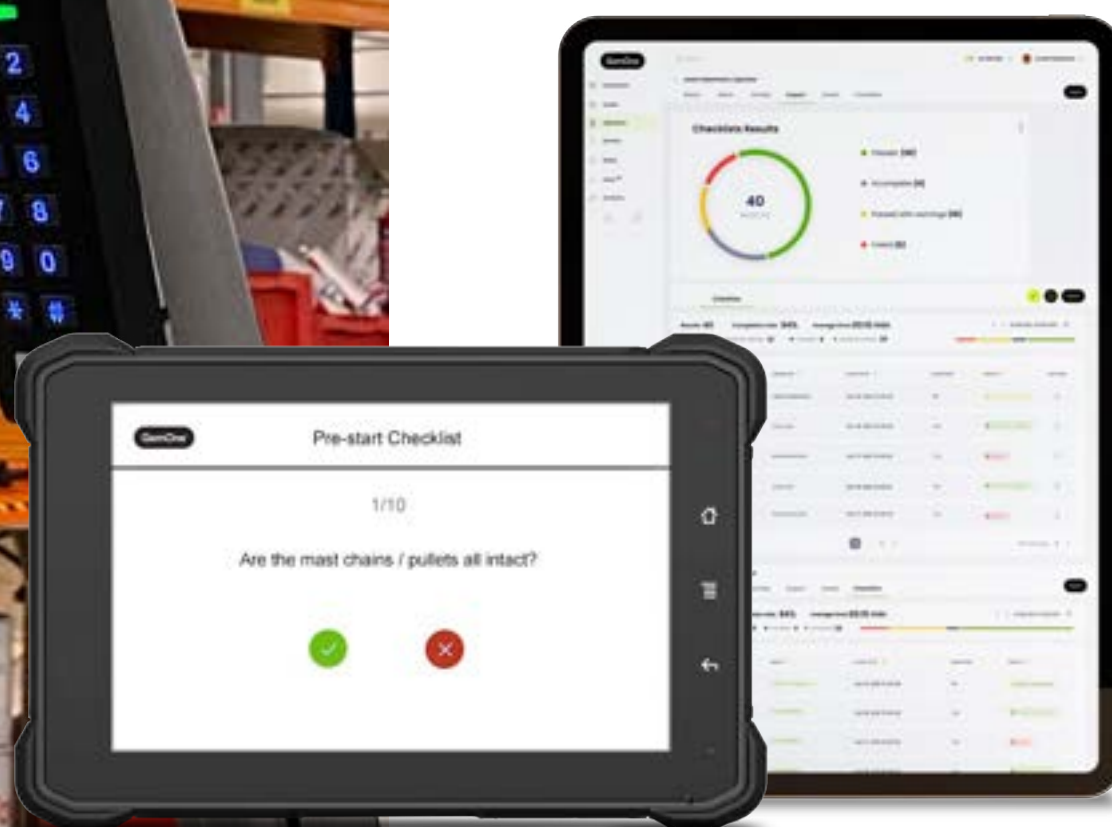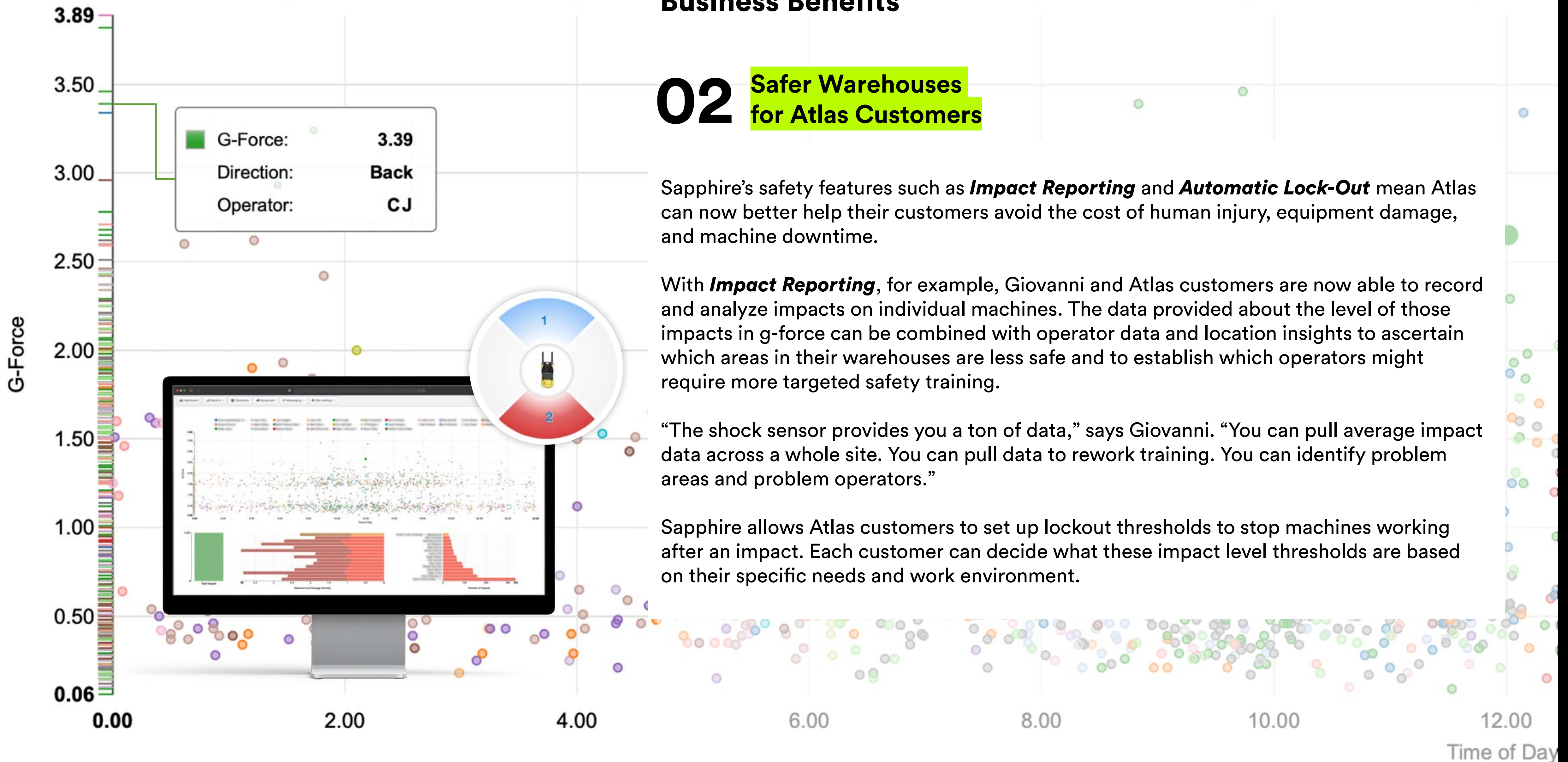
Business Benefits

02 Safer Warehouses for Atlas Customers

Sapphire's safety features such as *Impact Reporting* and *Automatic Lock-Out* mean Atlas can now better help their customers avoid the cost of human injury, equipment damage, and machine downtime.

With *Impact Reporting*, for example, Giovanni and Atlas customers are now able to record and analyze impacts on individual machines. The data provided about the level of those impacts in g-force can be combined with operator data and location insights to ascertain which areas in their warehouses are less safe and to establish which operators might require more targeted safety training.

"The shock sensor provides you a ton of data," says Giovanni. "You can pull average impact data across a whole site. You can pull data to rework training. You can identify problem areas and problem operators."

Sapphire allows Atlas customers to set up lockout thresholds to stop machines working after an impact. Each customer can decide what these impact level thresholds are based on their specific needs and work environment.

Business Benefits

03 Streamlined Operator Management Services

With **Access Control functionality**, Atlas now helps their customers put an end to unapproved use of forklifts.

Approved operators of Atlas' customers gain access via a pin code, RFID card, or fob, and Atlas customers can choose who they want to operate each machine, based on their own criteria of certifications and training.

"Being able to track operator access and the utilization of trucks in a certain fleet is really a big part of my job title," says Giovanni.

In addition, Atlas uses Sapphire's **Session Reporting** feature to end confusion amongst its customers about operator activity, monitoring the activity of operators on a daily basis to gain insights on efficiencies.

Those reports are used by Atlas customers in staff reviews and to set KPIs which reward safe, productive driving behavior.

Importantly, it allows Giovanni to offer his customers insights on key time, seat time, and hours of movement so he can help customers identify and remove roadblocks to efficiency.

With **Operator License and OSHA Training expiration tracking**, Atlas customers can now ensure that their machine operators always comply with the appropriate OSHA training and licensing requirements.

In addition, operators whose licenses expire are instantly locked out of all equipment to ensure safety and compliance.

Business Benefits

04 <mark>Optimized Fleet Efficiency</mark>

With *Hours Meters Reporting*, Atlas customers no longer have to guess which machines in their fleet are working the most.

"Right now I'm currently about to dive into an account that I've got to do a pretty large report for," says Giovanni. "I'll pull hours data out of their GemOne site. It's a national account so I can pull their 11 locations together and then extract the data. Simple."

Sapphire offers insights about the hours each machine in a fleet is being used, who is using it, how efficiently that machine is being used, and how safely it is being operated.

With this information, Giovanni helps Atlas customers see which of their machines are underused and which are overutilized.

As a result, Atlas customers now make smarter business decisions about optimal fleet composition. With a fleet better suited to the needs of their company, Atlas customers enjoy optimized operations thanks to the insights Giovanni furnishes through GemOne's Sapphire. In return, Atlas enjoys high levels of customer satisfaction and loyalty.

> "
> They can really
> save on maintenance
> in the long run.
> "
> — Giovanni G.

Business Benefits

05 Improved Maintenance and Downtime Management

With Sapphire's **_Hours Metering_** feature, Giovanni sees real-time insights on the hours operated on each of Atlas customers' machines to set service intervals proactively. In this way, Giovanni helps his customers save on maintenance costs, reduce machine downtime, and optimize their operations.

Better oversight on maintenance scheduling prolongs the lifespan of equipment and reduces costly repairs.

Atlas finds these features particularly effective with customers who regularly engage with their data on the GemOne platform.

"They're paying attention to key hours," says Giovanni of one customer in particular. "They've got a lot of trucks. So if they keep those rotations going, they can really save on maintenance in the long run."

Continuing Partnership

Giovanni G. can't envisage going
back to a time before he worked with
GemOne telematics.

"Without GemOne's Sapphire, I feel like we
would go back probably 50 years,
and be a lot less productive," says Giovanni.
"Our billings would take a hit. We'd have
wasted time all over the place.
Telematics is here to stay."

Atlas Toyota Material Handling is
committed to continuing its partnership
with GemOne and utilizing the Sapphire
solution in the future.

"We're promoting GemOne to our
customers each and every opportunity that
we have," says Giovanni. "I see GemOne as
our go-to for telematics."

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I feel like we would go back
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and be a lot less productive.
"
— Giovanni G.

Opportunities

01 Cameras and New Technologies

In particular, Giovanni plans to integrate Sapphire's **new camera systems** on Atlas' customers' forklift fleets for enhanced safety, visibility, and incident investigation.

"I've had a lot of questions regarding the cameras from a lot of different customers," says Giovanni. "I'm hoping that we get these new systems here in the next couple of weeks and get it installed on customer forklift trucks."

Cameras help forklift operators see clearly where their vision is normally limited: in high level racking, double-deep racking, low level lighting, and blind spots. Sapphire displays up to 4 camera views, all of which can be viewed on one screen, removing any unwanted dashboard clutter.

Cameras also help with impact management. They prevent equipment damage, reduce operator fatigue and stress, and increase work area safety.

Cameras begin recording when a machine is activated, capturing any incidents and near-misses. That footage allows managers to see the bigger picture of the incident and improve training with real-life examples.

"
I've had a lot of questions regarding the cameras from a lot of different customers.
"

— Giovanni G.

Opportunities

02 Forklift Load Sensors

There are additional Sapphire features Atlas plans to offer customers, depending on the individual needs of those customers in the future.

Sapphire's digital *forklift load sensors* help operators prevent overloading and work more precisely.

03 Proximity Warning

Sapphire's *360° proximity warning system* equips customers with the alerts and actionable insights you need to reduce forklift incidents.

> "
> Support from other providers just wasn't on par with what we receive from the GemOne team.
> "
> — Giovanni G.

Opportunities

04 <mark>Improved Customer Service and Technical Account Management Support</mark>

"As a supporter of GemOne, I preach about the customer service and the ease of use," says Giovanni.

Giovanni had tried other telematics providers, but believes GemOne's customer support services set them apart.

"Support from other providers just wasn't on par with what we receive from the GemOne team," he says.

"The responsiveness, the attention to detail, the sense of urgency to get back to you. Those are the important things to me at the dealership, because I've got a customer that's asking me these questions and wants a timely response."

In addition, GemOne provided Atlas with post sales technical account management support, inlcuding proactive visits, training and asset assessment reporting, and ongoing installation and portal training as required.

Opportunities

## 05 Advanced Business Insights for Larger Customers

Atlas customers can integrate the telematics data and insights about their fleet, their operators, and their warehouses with their existing business systems, and Giovanni is excited about digging deeper into those data analytics — particularly with his bigger accounts.

"More larger customers are getting trained on the data," says Giovanni. "They can make really good business decisions. And the feedback we've received so far is that they're really happy with GemOne."

There's been huge benefits for one particular customer of Atlas who works in supplying world-class natural materials such as granite, limestone, sandstone, bronze, and marble for inspired structures, memorials, and elegant interiors. "They've got a telematics system that allows them to really dive into any information they want," says Giovanni.

"We don't have a ton of damage bills coming from them," he says. "We've got the normal wear and tear from a regular 3,000 hour truck. And they're part of our full maintenance program as well. So they're saving a lot."
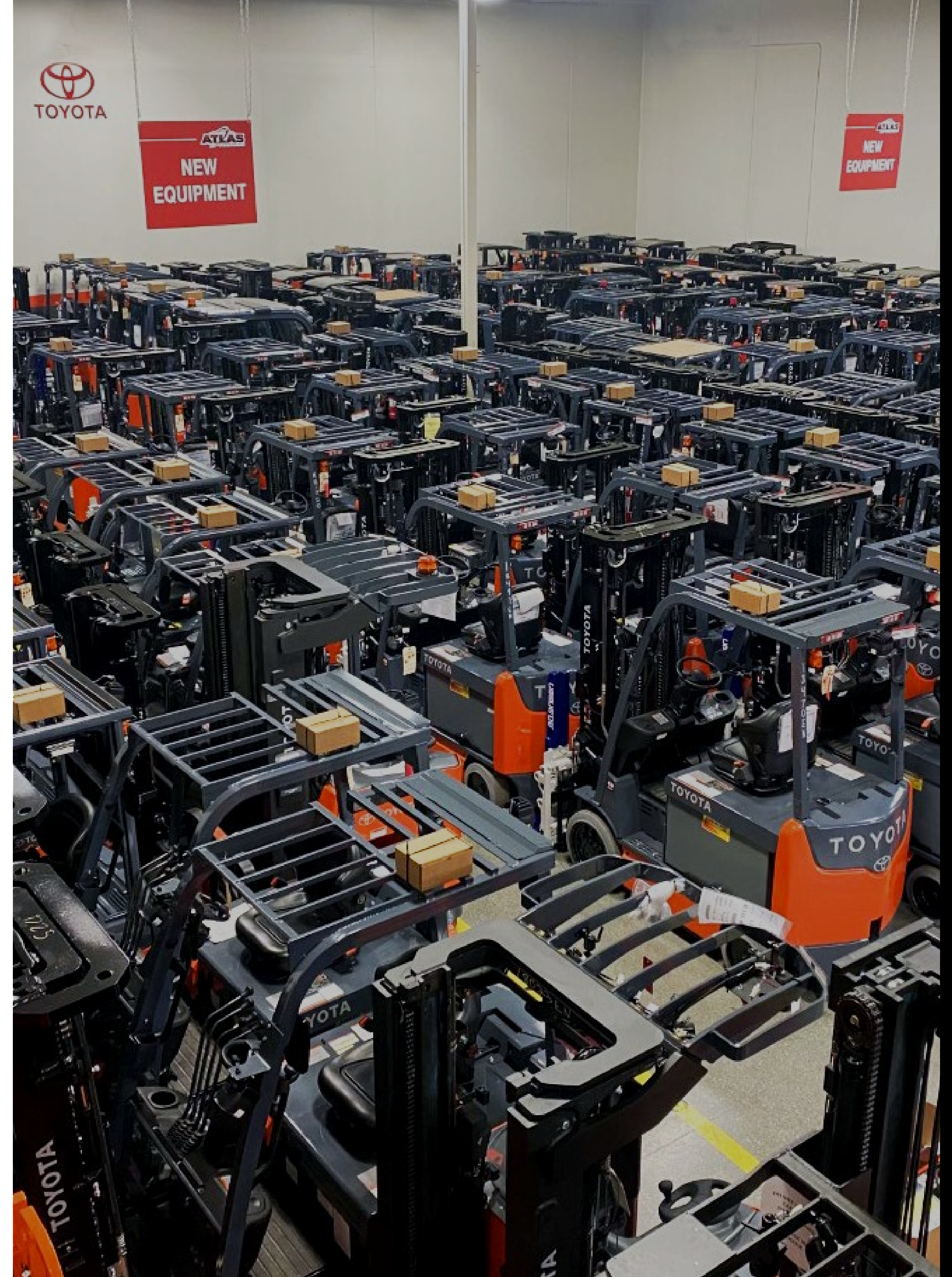
Fleet and Safety Management for Equipment Dealerships in Material Handling

"Telematics is here to stay," says Giovanni G. "It's not going away."

Atlas Toyota Material Handling's experience with GemOne's Sapphire demonstrates the significant benefits of implementing a comprehensive telematics solution for fleet management.

If you'd like to leverage the power of Sapphire in your equipment dealership to enhance customer satisfaction and loyalty through optimized operations, reduced costs, and safer warehouses, feel free to **reach out to GemOne for a free, no obligation consultation.**

"
Telematics is here to stay. It's not going away.
"

— Giovanni G.

Contact

GemOne, a proactive partner for your fleet.

We deliver a system that meets your company's needs today and responds to the challenges your business will face twomorrow.
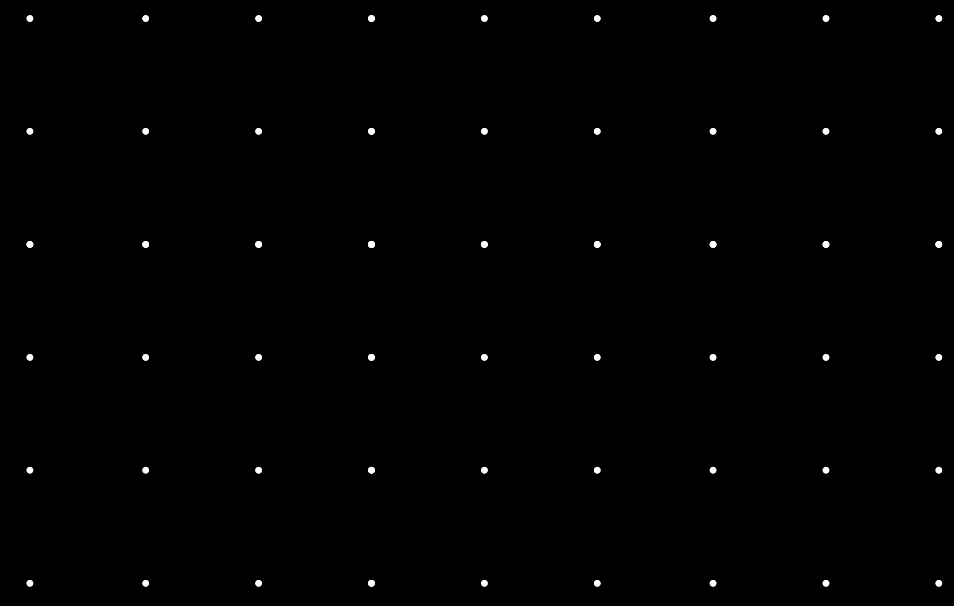
Interested in what GemOne can do for you?
During a personal demo, we will introduce our products and solutions to you in detail. At your company or via conference call. Whatever suits you best.

GemOne Corp
16355 S Lone Elm Road,
Olathe, KS, 66062,
United States

GemOne NV
Spinnerijstraat 99/23
8500 Kortrijk
Belgium

info@gemone.com
www.gemone.com

GemOne®