

Telematics: Protecting your fleets and securing your assets

For a fleet manager, one of the most difficult factors to control is vehicles' theft. Learn about the experience of MARS - DTS Services and how POSITRACE helps protect your fleet and minimizes the impact of dangerous roads on your operation.



ABOUT MARS

Mars is a leader in the food and beverage industry, specifically in the pet sector. The company markets and distributes iconic brands such as Pedigree and Whiskas, among others. Their products for this sector focus on the nutrition of dogs, cats, horses and fish, and they have presence in more than 55 countries. In Mexico, their products are distributed throughout the republic, which requires a robust strategy of distribution using thousands of vehicles.

THE CHALLENGE

To distribute their products throughout the national territory implies that Mars vehicles must travel in areas where the theft is unfortunately on the rise. "The state of Mexico, Veracruz, Puebla, Guanajuato, are some of the states where we have more frequent car theft," comments Gerardo Ayala, Mars national logistics manager. According to Gerardo, the company could suffer up to 4 unit thefts per month. "Interestingly, the type of vehicles we use are very desirable for thieves because they fit perfectly 1 or 2 barrels, like the ones they use for fuel theft (huachicol)". Additionally, Mars had the challenge of being able to control such an extensive fleet and maximize efficiency. "We needed to guarantee the time of entry and exit of vehicles to coordinate better and avoid losing sales," Gerardo comments.



SOLUTION

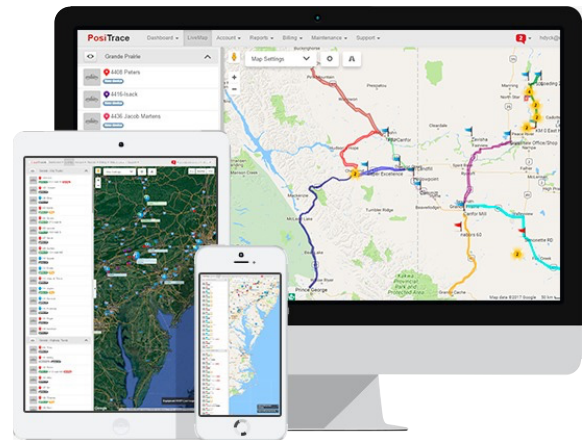
Using the PosiTrace platform, **Mars** has managed to minimize the impact of theft in their fleet. “Stopping the vehicles with the remote blocking of the motor is the function we use the most,” Ayala comments. This feature allows Mars to completely stop the units that have been stolen, allowing their rapid recovery. Using the motor lock function available through the PosiTrace platform, the vehicle cannot be powered on until it's unlocked from the platform. "Additionally, the control of mileage and the entry and exit of the vehicles from the established perimeters are very precise". Mars highlights the ease of use of the PosiTrace platform: "It's very user-friendly. Also, I can generate users with different profiles and permissions. That is a very good option," adds Gerardo.



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RESULTS

The theft of a unit in a fleet not only implies an expense for the company for the loss of the asset, but also the loss of merchandise transported by that vehicle. The loss of potential sales further adds to the overall loss to the company. “They not only take the vehicle, but also the merchandise,” comments Gerardo. Mars estimates that vehicle theft represents a monthly loss of more than \$ 1 million pesos. “What the insurance pays me is not enough to even cover the purchase for a new vehicle, and it takes a long time to report a robbery”.



“ The return on investment is clear: in addition to recovering the units and continuing to operate them, we save between 5-10% of fuel by having better control of our vehicles. ”

Contact us and get free advice on how to improve your fleet management.

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