



KYOCERA CASE STUDY
SUCCESS LOGISTICS



GEOTAB
management by measurement

SUCCESS LOGISTICS, GEOTAB DRIVE AND KYOCERA NAVIGATE A NEW ERA OF CONNECTED TRANSPORTATION

Collaboration Equips Drivers with Kyocera DuraForce XD Rugged Smartphones and the Geotab Fleet Management Solution to Meet New Transportation Regulations

OVERVIEW

The transportation industry needs reliable, durable devices with large screens to run the necessary services, solutions and applications that drivers need, across networks. Kyocera has supported the deployment of DuraForce XD rugged smartphones for Success Logistics drivers, offering a cost-effective, easy-to-use and durable mobile solution.

THE CHALLENGE

The biggest challenge faced by Success Logistics wasn't finding an Android device that would run the Geotab Drive mobile app for drivers—those were plentiful. The biggest challenge was finding the right Android device that could withstand the many challenges transportation workers face, from inclement weather to vehicle tracking and long hours on the road.

In the past, the fleet of drivers used Automatic On-Board Recording Devices (AOBRDs) but they were extremely expensive, leading the company to seek a more affordable smartphone-based solution. One of the benefits of AOBRDs, however, was the large screen size and ease of use in running solutions like Geotab Drive, in which inputting information requires several precise finger taps on the touchscreen. Geotab Drive, which is an all-in-one driver platform for Hours of Service, Driver Vehicle Inspection Reporting and Driver ID, worked better for the drivers on a larger interface where they could interact with the screens even with wet hands or with gloves on.

Success Logistics' Transportation Manager Rick Searcy knew he needed a cost-effective, durable smartphone that would perform properly "in cab," survive long-term across different types of trucks and was easy to use for all drivers. The device would be used 24/7 and needed to be able to take some abuse—bumps, drops, dust, water spills, extreme temperatures and more.

INDUSTRY:
Transportation

REGION:
USA

SOLUTION:
Kyocera DuraForce XD
Smartphones

KEY BENEFITS:

- Durable
- Rugged
- Affordable
- Wide Screen Size
- Long Battery Life
- Rubberized Coating
- Waterproof
- Glove & Wet Touchscreen Operation
- Resistant to Falls & Shock



THE SOLUTION AND ITS BENEFITS

After testing multiple rugged Android smartphones, Searcy ultimately decided on the Kyocera DuraForce XD as the “go-to” device to be used with Geotab Drive. He is recommending the solution to the entire Success National Lease organization, the parent company of Success Logistics, which has more than 700 affiliates across the United States. And the cost savings of switching from AOBDRs to the DuraForce XD smartphone are significant, presenting a much more economical solution for the company.

Kyocera DuraForce XD meets—and in many cases, exceeds—the requirements that Success Logistics was looking for in a rugged smartphone. DuraForce XD is a fully rugged 4G LTE Android smartphone that can withstand the harshest environments. With Military Standard 810G certification, the device is protected against dust, shock, vibration, temperature extremes, blowing rain, solar radiation, salt fog, humidity, and water immersion—all without adding a protective case. That means that even if the drivers take the DuraForce XDs out of their trucks, they can still survive drops onto concrete or into water – basically almost any tough environment or accident thrown their way is protected by the devices’ built-in durability.

Kyocera DuraForce XD comes equipped with a large 5.7” IPS LCD touchscreen display. While it’s technically a smartphone, it crosses into the smartphone/tablet, or “phablet,” size category. This is especially helpful for the drivers to easily tap the screen options without error. DuraForce XD also provides Glove and

Wet Touchscreen Operation, so that the device is fully functional regardless of whether the users are wearing gloves (up to 3mm thick) or have liquid on their hands. Another advantage is the loud, front-facing speakers that enable drivers to hear mobile alerts at least 20 yards outside their trucks, according to Searcy.

Device battery life is another important benefit when it comes to transportation—the drivers are on the road for long stretches and need constant connectivity. According to Searcy, once the drivers learned to shut down the devices when they were not in use—i.e., when the drivers left the trucks—the battery life was exceptional, thanks to DuraForce XD’s long-lasting 3,700mAh battery.

“With the phones shut off, the battery will last for several weeks and not lose much power,” said Searcy. “I have had some drivers ask me where I got the phone because they like it and were wanting to get one for their personal use.”

In the future, Searcy and his team are looking into expanding the use of the DuraForce XD to include Push-To-Talk (PTT) for simplified operations and cost savings. Success Logistics is also using Google Maps for a navigational route overview, which would be especially effective on the DuraForce XD given its larger screen size. According to Searcy, the company may continue to unlock new applications on the DuraForce XDs as they become necessary to comply with new company and Department of Transportation (DoT) regulations and requirements.

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For more information on Geotab Drive, visit www.geotab.com/eld

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