

Oilfield operations fleet wrangles huge data volumes and reduces idling time by 30%

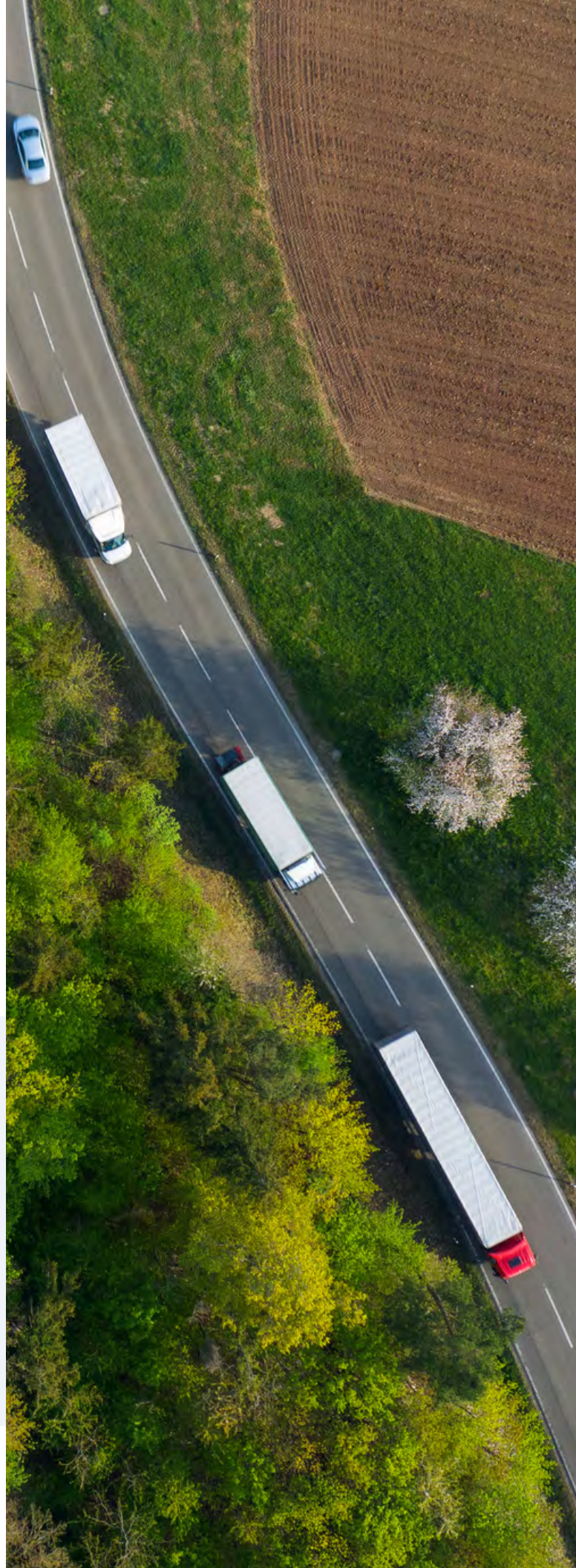
What do you do when you need access to accurate real-time information to keep your fleet efficient, safe, and productive but you have more data than you can manage?

That was the challenge facing this Texas-based oilfield operations company. Outside Texas, the company also has operations in Oklahoma, Louisiana, and Pennsylvania to name just a few.

The company's offer was equally extensive – providing innovative and cost-effective oilfield products, services and infrastructure to enhance drilling, completions, efficiency and safety in North American shale plays.

Results at a glance

- Seamless integration of data to optimize the efficiency and safety the fleet
- Initial savings of **\$70,000** per year on fuel and maintenance
- Reduced idling time by **30%**
- Gained driving behavior insight to enhance corporate safety program



Fleet profile

Industry:

Oilfield infrastructure
and services

Fleet region:

Texas

Types of vehicles:

Light-duty pickups and
heavy-duty trucks

Fleet size:

359 powered and non-powered
assets total (85 equipped
with Geotab)

Geotab products / features:

- Geotab GO



The challenge:

Lack of integrated fleet data

With a comprehensive offer and a broad audience base, the amount of data the company needed to handle and make sense of was overwhelming.

As the company's Logistics Coordinator puts it: "The top challenge for us was to gather all the information we were getting and build that into usable and quantifiable information that could help us make better business decisions. It's always great to have a bunch of data, but if you don't know what to do with it or how to use it, then it's really irrelevant."

Another challenge was integration. The company had been using Geoforce asset tracking to track specialized trailers, sand silos, and generators for many years and needed a solution that would integrate seamlessly with it.

Ultimately, it wanted to enhance what it already had – not go through a rip-and-replace transformation.

The solution:

Simplifying fleet management with solution integration and mobile apps.

The company found the answer to its integration challenges in the form of Geotab.

The ability to integrate the two solutions was paramount in the company's decision to add Geotab's solution to its fleet toolbox and it has integrated seamlessly with Geoforce.

"Thanks to the integration we don't have a field tech out on location trying to use two or three different apps to look up specific information. Right from the Geotab app, our employees can find a piece of equipment no matter where it is."

The company has also found the Geotab app gives it more accurate real-time trip calculations on where trucks have been and how long they've been there.

The combined power of the Geotab and Geoforce solutions has helped the company solve the challenges of monitoring and measuring fleet operations at scale. Of the company's 359 powered and non-powered assets, about 85 are now equipped with the Geotab solution.

Geotab and Geoforce even worked with the company to develop customized reporting for idling that could be generated automatically. Prior to the customization the company had to create the report from scratch each month. The new customized reports show the company which vehicles idled, for how long and when. With this information, the company is able to reduce needless idling across its fleet, saving money on fuel and maintenance.

"The main reason we implemented the Geoforce-Geotab integration is to track vehicle location. We want to know where our equipment is, where it's been, and how long it's been there. So we're able to not only find all of our vehicles by using the URL on the website, but we have apps that we use to locate those vehicles as well."

The results:

Reduced idling and significant cost savings

Due to the nature of the work, some operational idling is necessary according to the Logistics Coordinator. The fleet team set a goal to reduce time by 30% from the initial baseline of 60%.

"You have a certain dollar amount associated with fuel, and then with maintenance, and the overall dollar amount at the end. Let's say it is \$200 for fuel and \$200 for maintenance at the end of the month. That vehicle is costing you \$400 based on the idle time."

And the Logistics Coordinator has even developed a formula that translates idling percentages into dollars and cents savings.

"I was able to create a report that would tell me what trucks were idling for how long based off of the full engine use. I then integrated some formulas for engine size and typical repair maintenance depicted by how long vehicles were idling for. What I was able to do with that was get an overall dollar amount associated with how much money we're spending on idling and maintenance repairs from idling."

Based on 40 vehicles the fleet was using at the start of the implementation, the initial savings per year was about \$70,000 for fuel and maintenance.

"The Geotab GO devices have more than paid for themselves."

But the benefits haven't been just to the bottom line.

The company has also been able to use insights on driving behavior to enhance its corporate safety program. For the Logistics Coordinator the level of detail they get from the Geotab solution has been particularly useful.

"It can monitor seat belt usage, real harsh braking, and vehicle crash re-creation. If there is an issue, we can research and find out what happened. If a driver exhibits poor driving habits, we can address the issue and work together to find a corrective action."

The next steps:

More data and more optimization

In the future, the company intends to seek out further cost savings on fuel by implementing Geotab's fuel tracker and fuel card tracker solutions.

Overall, the combination of Geoforce and Geotab has saved time and taken the guesswork out of monitoring fleet operations. Fleet data has been turned into a valuable tool that the company can use to optimize the efficiency and safety of its innovative fleet.

"It's always great to have a bunch of data, but if you don't know what to do with it or how to use it, then it's really irrelevant."



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