



## OnTerra Systems LLC Case Reference Improved Service and Productivity through Location Intelligence

**Customer:** Malin Integrated Handling Solutions & Design

**Web Site:** [www.malinusa.com](http://www.malinusa.com)

**Customer Size:** 1000+ Employees

**Location:** Dallas, TX

**Industry:** Wholesale/Distribution



### Customer Profile:

Malin is one of the largest Raymond electric forklift dealerships, serving Texas, New Mexico, Louisiana, Mississippi and parts of northern Mexico - providing new and used forklift sales and rentals, forklift parts, and repair service.

### Software and Services:

- OnTerra Systems FleetTracker
- Microsoft MapPoint Fleet Edition
- Software customization
- Warranty support

### Hardware:

- Sierra Wireless AirLink GPS modems
- Dell Servers

**For More Information Call:**  
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“Our tracking system provides precise, objective data on our service engineers, which encourages them to pay closer attention to the amount of time they spend on each job.”

*Rick Gavin, IT Manager  
Malin*

### The Challenge

When it came time for Malin to re-new their extensive cellular contract, which provided service for their sales teams' almost 400 mobile phones, Malin's Information Technology (IT) department decided to expand cellular service by adding global positioning system (GPS) tracking capabilities to its fleet of service vehicles. With the rising cost of gas, Malin wanted to observe their fleet in order to improve routing efficiency and optimize schedules for field service engineers. In addition, they needed to improve the productivity of the engineers in order to balance time spent on scheduled maintenance vs. ad hoc repair requests.

### The Solution

While evaluating automatic vehicle location (AVL) solutions, Malin was introduced to OnTerra Systems, offering integrated location solutions leveraging Microsoft's Virtual Earth and MapPoint mapping software plus GPS tracking devices. OnTerra's FleetTracker 2.0 software pulls vehicle location information from a customer's database and presents it through a graphical user interface (GUI) framing the Microsoft mapping software. This allows customers like Malin access to several different views of their tracking information, and integrates their own fleet visuals onto the general maps.

### The Benefits

The combination of OnTerra's FleetTracker and the Sierra Wireless AirLink intelligent modems provided Malin the ability to centralize their once distributed routing operations. Malin was able to create a centralized dispatch operation to control assignments and manage tracking of their entire fleet, across nine different Malin office locations. So not only does Malin's new tracking abilities improve the efficiency of its service fleet, but a centralized dispatch has improved Malin's overall operating efficiencies.

The information captured through their AVL solution also allows Malin to clarify discrepancies between a service engineer's time card and a customer's service report. With service engineers paid hourly, Malin wanted to ensure that service



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## About OnTerra Systems LLC:

OnTerra Systems LLC offers on-premise integrated location solutions leveraging off-the-shelf software technologies combined with powerful - yet inexpensive - GPS tracking devices from a variety of vendors. OnTerra has customized, integrated, and deployed Virtual Earth and MapPoint-based solutions at many customers enabling them to achieve competitive advantage in their industry due to the uniqueness of their respective solutions.

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engineers were accurately tracking their labor and weren't going significantly off-route during lunch or using service trucks for personal transportation while stored at their homes.

After seeing a noticeable improvement in customer service since deploying their new tracking solution, Malin plans to roll-out a web-based customer module. Currently, Malin's tracking solution allows the company to provide accurate estimates on service truck arrival time based on the truck's location and time on the current job, but Malin's goal is to provide customers with direct access to that information to reduce dispatcher time on customer calls and enable customers to better self-serve.

**“On Terra's FleetTracker helps our dispatchers and service engineers focus their time on whats most important - our customers.”**

*Gavin Rick, IT Manager  
Malin*

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