



## Markstein Sales Company Reduces Accidents by 50% and Saves \$21,000 in Fuel Costs with Networkfleet®

### Summary

Using Networkfleet to monitor driving behavior, vehicle use and idle time, the Markstein Sales Company reduced accidents by 50% and fuel expenses by \$21,000.

### Problem

The Markstein Sales Company, based in Antioch, California, is a wholesale beer distributor whose roots can be traced to a family business founded in 1919. The company owns and operates a 126,000-square-foot warehouse and makes beer deliveries throughout Contra Costa and Alameda counties.

Markstein operates 28 diesel delivery trucks, 40 service and sales pick-up trucks and autos, and 14 merchandising vans. The company installed a GPS tracking system in its vehicles five years ago, but was not totally happy with the product.

“We had a lot of problems with our previous GPS tracking system so we decided to investigate other systems on the market,” said Dan Berkeley, Operations Manager at Markstein. “We were looking for something that was more cost effective, provided additional features, and was easy to use.”

Due to the large number of deliveries and sales calls Markstein’s employees make each day, sometimes as many as 3,400, the company wanted to monitor sales and delivery vehicles to ensure they were in the right place and for the right amount of time.

“If we send somebody out to make 10 deliveries and suddenly a delivery that should take 20 minutes takes an hour or two, we know something is wrong,” continued Berkeley. “We needed to be more efficient with our time in order to maximize the number of deliveries per day. We also wanted to analyze routes and overall vehicle utilization, including fuel costs and operating expenses.”

### Solution

In the search for solutions, Markstein’s owner became aware of the Networkfleet wireless fleet management system. Networkfleet combines reliable GPS tracking and engine diagnostic monitoring with easy-to-use, intuitive web-based software. The Networkfleet website provides instant access to current vehicle location, routing history, idle status, vehicle speed, engine status and more.

“Networkfleet allows us to see where vehicles have been and better manage sales and delivery routes,” said Berkeley. “I also receive an alert when a vehicle is speeding or has an engine problem. Our trucks are very visible and sometimes we are falsely accused of reckless driving. Networkfleet allows us to prove exactly what happened.”

### Results

The Networkfleet idle time report allows Berkeley to compare an individual vehicle’s idle-time with others, identify vehicles that have exceeded a defined threshold, and calculate fleet-wide idle-time averages. By monitoring both speed and idle time, Markstein Sales Company has reduced fuel consumption by seven percent year-to-date. This equates to an approximately \$21,000 savings in fuel costs alone.

“Using Networkfleet, we found that our vehicles were idling excessively,” said Berkeley. “Sales reps might stay in the vehicle to fill out reports and run the air conditioning. Diesel delivery vehicles are required by state law to idle for five minutes max, so we can track that using Networkfleet.”

Another factor that contributed to the fuel cost savings was the reduction in vehicle usage. By monitoring all vehicles, Markstein was able to eliminate unauthorized personal usage when employees took their vehicles home at night and on weekends. In addition, with GPS monitoring and reduced speeding, drivers are driving more safely. This has led to a 50 percent reduction in accidents from 2010 to 2011.

“With Networkfleet, our drivers are being more careful with the company’s vehicles. They don’t put themselves in dangerous situations, which is better for their own safety too,” continued Berkeley. “By helping us track the performance of our employees, we feel more secure and protected. At the same time, we get the two biggest cost savings in the budget – the reduction of accidents and lowered fuel expenses. We wouldn’t want to be without Networkfleet.”

**For more information on Networkfleet visit [networkfleet.com](http://networkfleet.com) or call 866.869.1353.**