



Case study: Leaving a Mark with Location Precision and 99% Load Accuracy

National Trailer Rental and Leasing Provider Increases
Business Wins by 30-40 percent with Spireon's
Leasing Module

About

Since 2005, Premier Trailer Leasing has focused on understanding its customers, and has overtime, become a national provider of trailer rental and leasing services. Premier's vision is to be the trusted partner of choice for outsourced trailer solutions. Today, Premier has over 60,000 trailers, and a growing national network of more than 41 locations.

Challenges

As a business who relies heavily on its trailer assets, Premier needed to know, with accuracy, where its trailers were at all times. Without trailer location accuracy, it was near impossible for Premier to track down its assets in order to rent or lease them to the next customer. While Premier had a trailer tracking provider in place, the devices did not provide accurate data. Additionally, Premier ran into lot of issues. And as Joe Bromley, VP of Strategic Sourcing stated, "that vendor was not a good partner." They changed ownership every 2 or 3 years, making it difficult to build a viable partnership that would help Premier's business grow the way it planned.

Around the same time, a lot of GPS trailer tracking solutions providers were entering the market. Premier evaluated many of the different vendors. In 2012, after careful analysis, Premier realized that Spireon was the only one with the products, and financial security necessary to be the long-term partner that Premier was looking for. That trusted partnership remains through today.



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Ben Polk

Manager of Telematics / Premier
Trailer Leasing

The Solution

Once Premier discovered Spireon, Premier realized Spireon had the products, and qualifications to be a long-time partner. Over the years, Spireon has continued to evolve with Premier as its business needs have changed.

Today, the majority of Premier's more than 60,000 trailers utilize Spireon's FL Flex family of devices. With this solution, Premier's Manager of Telematics, Ben Polk, can track Premier's trailers via Spireon's cloud based FleetLocate UI. As a power user of the tool, Ben utilizes a variety of features and functions including creating landmarks, monitoring idle trailers, setting up users, and setting up automated reports for customers. Despite all the resources available at his fingertips, as Ben states, "the UI is simplistic and allows you to focus on what you're looking for."

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Results

After seeing the benefits of Spireon's FleetLocate firsthand, Premier saw an opportunity to provide the same trailer visibility to its leasing customers. Premier no longer limits the visibility of their trailer tracking to internal team members, they activated the FleetLocate leasing module so that customers can track the trailers they are renting from Premier. According to Ben, "when we rent our trailers to customers, we give them the option to use FleetLocate to track the rented trailers for a monthly fee, or for a small fee per day. About 90% of our customers choose to opt-in. The only exceptions are those renting the trailers for storage. The solution pays for itself. We've seen a 30-40% increase in business wins because of this leasing module feature." Premier also allows customers to tie the FleetLocate data into their own tools via an API integration. What started out as a need for simple trailer tracking, has become an additional revenue stream. To provide customers even more visibility, Premier is adding Spireon's IntelliScan cargo sensor in all its dry van trailers and offering image retrieval. That way, customers can know which trailers are loaded or empty with 99% accuracy.

What came next, was a decade long partnership that enabled both companies to support, and challenge each other, while innovating and leading the way in their own respective areas of expertise. Spireon's product team partnered with Premier to develop the industry's first modular trailer tracking solution, FL Flex, and every iteration of the Flex family of devices and sensors on the market today. This product partnership and flexibility that has evolved has provided Premier the ultimate ability to add-on additional sensors as needed.

In addition to a flexible tracking device, Premier sought Spireon's guidance to support them with a tool that would allow them to easily track and manage leased and non-leased assets in one place. To support this, Spireon added a leasing module in its FleetLocate UI that allowed Premier to control inventory and keep organized.

Nearly more than 10 years later, Premier stands by its decision to partner with Spireon. According to Joe, "We've recovered a lot of trailers that we wouldn't have without Spireon's trailer tracking. More importantly, Spireon continues to work with us as a partner, and has taken the time to customize and program stuff that we need. In one instance, Spireon created a custom script for us to support just in time delivery with a valued customer. Spireon's support has been really helpful. If there are ever any issues, Spireon drops everything to help us fix it."



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