



M2M HELPS TRACK AND MANAGE TRAILER AND UTE HIRES ACROSS THE COUNTRY

OVERVIEW

Move Yourself Trailer and Ute Hire has innovated trailer hire since Bill Cowie established his first depot in 1974, at the BP Pooraka service station in South Australia. In 2002 Move Yourself pioneered self-service kiosks for trailer hire, which reduced the load for service station attendants, and it continues to streamline its hire process. The business now operates from more than 1,000 locations in Australia, from Sandy Bay in Tasmania to Durack in the Northern Territory.

THE PROBLEM

When Move Yourself began installing self-service kiosks into service stations, the rapid rise in demand brought a new set of challenges.

Back in 2002 the only way to connect the kiosks to head office was via a dial-up data connection on a landline. As well as taking up to several weeks to install, landlines were expensive. Cowie calculated that if he wanted to link 1,000 locations to meet demand, he'd be facing a bill of around \$39,000 every month.

Cowie knew there had to be a better way to deploy and manage new kiosks.

Firstly, he wanted to cut the delay between signing up a new location and having the kiosk fully operational. Secondly, he needed to make it easier for his team to reconcile hire data.

THE SOLUTION

Ever the innovator, Cowie explored several wireless communications options and by 2011 had narrowed his choice to a mobile SIM-based system, linking the trailers and kiosks to his servers. Move Yourself's solution had to match reliable mobile coverage and service with reasonable cost control.

"We chose Telstra because the Next G network offers the most reliable connection and most of all, the Telstra M2M Control Centre gives us control of our plan," explains Cowie, "Cost was a big factor and Telstra had the best deal."

Cowie's team also developed a hire tracking application that works with the Telstra M2M Control Centre to deliver up-to-date vehicle status and revenue reports.

BUSINESS BENEFITS

Cowie says going wireless was one of the best decisions he's made for his business. "We no longer need to install phone lines – which used to take weeks – and we save a great deal of money just on not having the rental on landlines. With 1,000 sites on dial-up we would be spending \$39,000 every month just in landline fees compared to \$5,000 per month with M2M – that's a saving of \$408,000 per year. We also no longer need to dial in to our kiosks. These days, through the M2M system controlled from our home base, all kiosks are connected to our main server on our own private network so any changes are automatically updated."

IT'S HOW
WE CONNECT





MOVE YOURSELF TRAILER AND UTE HIRE NOW BUILDS, TESTS AND PACKAGES NEW KIOSKS READY TO GO

Move Yourself Trailer and Ute Hire can now rapidly deploy kiosks to new sites, and surpassed its 1,000 location target in early 2012.

Cowie's technicians build, test and package new hire kiosks ready to go from the organisation's headquarters in South Australia, using the Telstra M2M Control Centre to provision and activate or deactivate SIM cards themselves.

"The big efficiency gain has been the control of the SIM cards and the Next G connection," Cowie declares, adding that this rapid deployment made possible by the M2M platform means Move Yourself can more efficiently deliver new kiosks to its agents on time.

With the kiosks connected via the Next G® network, Cowie has achieved his goal of delivering a self-contained system. Customers complete the contract themselves at the kiosk, including scanning their driver's licence and learning about their legal and safety obligations. Service station attendants no longer need to manually fill out contracts or leave the cash register to unlock trailers. Finally, month-end reconciliation at each site is automatically calculated within the hire management system developed inhouse.

While the kiosks themselves require a site visit by a technician for hardware maintenance, the software updates, consolidation of hire data and monitoring of SIMs are now all handled remotely on the M2M platform via the high-speed Next G network.

According to Cowie, the Telstra Wireless M2M Control Centre simplifies control of the full fleet of SIMs in the kiosks: "Telstra M2M has given us a great advantage because we can check the usage from any or all SIM cards day or night.

"I've had computers that have gone haywire and have been sucking up all sorts of data – the good thing is that you can jump on the problem there and then, and fix it before it runs up huge bills. It's a fantastic system."

Cowie was so impressed by the reliability of the Next G network and the SIM monitoring capabilities of the M2M platform, he now includes Telstra Next G SIMs in a vehicle tracking system called ViperTrak, which was developed

by another transport business he owns. ViperTrak devices monitor vehicle locations and usage such as speed and distance, as well as giving owners an option to send messages to vehicles for remote locking/unlocking and ignition termination.

A critical measure of any innovation is whether it consistently delivers a better customer experience – and Cowie takes great pride in pioneering a self-service trailer hire system that is fast and efficient.

Marketing material for Move Yourself cites reliable high-speed data transfer as a serious competitive advantage: "Our system runs on a private secure Access Point Name (APN) over the Next G network on Telstra infrastructure and as such we are assured large bandwidth and less chance of congestion in the busy times."

"The overall view of our company's performance is thanks to Telstra M2M technology," adds Cowie. "Our system has all the facts, movements and performance of all our products and agents by the minute; and because our kiosks inform our customers of their safety obligations, we help make the roads safer.

"Today we operate with confidence that we have achieved a national trailer hire company with control, an efficient booking office, high-quality products and a quick and easy hiring process, thanks to Telstra's Next G and M2M."

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