



# Goodfellow Brothers, Inc.

**Remote visibility saved this construction fleet \$56K a year.**



## Organization

Goodfellow Bros., Inc

## Industry

Construction

## Location

Wenatchee, Washington

## Website

[www.goodfellowbrothers.com](http://www.goodfellowbrothers.com)

## Solution

- Zonar's Fleet Management System
- V2j™ and HD-GPS
- Zonar EVIR®
- Ground Traffic Control®

## Benefits

- Real-time customer service
- Increased driver accountability
- Pre- and post-trip inspection compliance
- Better planned vehicle maintenance

Goodfellow Bros., Inc is a construction company with expertise in large infrastructure projects. They use state-of-the-art equipment and are based in Wenatchee, Washington with multiple regional offices in the states of Hawaii, Oregon and Washington.

Goodfellow Bros., Inc. has a diversity of equipment, people and locations. They have instilled a culture of safety, making it one of their prime missions. Their firm commitment to safety was a major consideration that led them to implement the [Zonar electronic fleet management system](#).

## Phase 1: monitoring pickup trucks leads to idle time savings of \$56,000 per year

Equipping the pickup trucks in the fleet with Zonar's V2J HD-GPS and then monitoring usage through the Zonar Ground Traffic Control web application was the first step. From the central office in Washington State, pickup truck activities across a 3-state region including Hawaii were monitored. A regional feedback loop and local training resources were established as part of this initial implementation.

Using the power from this new remote visibility into each asset, Goodfellow Bros., Inc. achieved an immediate drop in weekend usage, speeding, and idle times. The idle times were immediately cut in half to produce a savings of \$56,000 a year.

## Phase 2: DOT vehicles and Zonar 2010 with EVIR added with near instant compliance

Next, the construction vehicles, like dump trucks, were outfitted with Zonar GPS and [Zonar EVIR](#) for pre- and post-trip inspections.

EVIR replaced the inspection process, which had once taken mounds of paper and considerable labor time. The easy-to-use 2010 guided driver inspections, recorded the data automatically and transmitted data instantly. Best of all, the drivers liked it because it made their job easier and safer.

## Alerts key to compliance

With the deployment of Zonar technologies, Goodfellow Bros., Inc. established a set of checks and balances using the Zonar "Alert" capabilities so visibility on priority issues could be maintained. This has resulted in improved operational efficiencies and safety across the entire organization. For effective alerts, Zonar has designed its solution so that critical and actionable information is immediately transmitted when and where it is required for action.

The Zonar end-to-end electronic applications coupled with the web-based Ground Traffic Control application achieved the preconditions required for a real-time, centralized and decentralized fleet management practice.

The Zonar implementation now supports a very diverse set of Goodfellow Bros., Inc. central and regional processes with real-time information, automatically and instantly. Goodfellow Bros., Inc. is now able to share location and inspection information across its whole network of offices.

### **Alerts also protect safety of driver, equipment and maximizes up-time**

The Zonar "Alert" capabilities have also been used to take the real-time engine performance data coming from on-board computers to send an alert when something is going wrong. This means a decision can be made to stop a machine before it fails.

The on-board computer can "know" and transmit an alert to central, regional and local recipients through the Zonar System before the operator even knows. Goodfellow Bros., Inc. has even sent that same alert, containing the fault codes, to the local dealer so they determine repair cost.

## About Zonar

Zonar exists because you deserve better. Student transportation fleets trust us to protect our nation's children every day. Now, we're the trusted leader and clear choice for small to mid-sized businesses, enterprise fleets, and public sector organizations across the Americas. To some, you're one of a million. To us, you're the one in a million. Our proven fleet management solutions help you run better, safer and more efficiently. We help you save more of everything. We work late, push harder and deliver what's needed, faster—for you.

You might not get fired for choosing someone bigger or shinier. But when there's a surprise, you'll want the one who picks up and shows up to help. You call? We answer, 24/7. Whatever size, mix or industry your fleet is, we move at your speed to help solve real-world problems.

Zonar HQ: Seattle, WA. Other locations: Cincinnati, OH, West Chicago, IL & Lakeland, FL. Top priority: You.

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