



Marta Fernando

Marta Fernando is a modern and dynamic rental company, established in the 1968. Today it manages 50 modern vehicles: platforms for inside service, trucks for special transports, breakdown trucks of medium and big loading capacity.

The company

Equipments and vehicles of extra-good quality, most fitting out with specials, have strengthened Marta Fernando reputation on the market. All equipments and vehicles are UNI ISO 9002:94 certificated. Timeliness, reliability and quality service are the company key weapons to compete on the business arena.

The challenge

Marta Fernando didn't know where each vehicle was and how it was working. The lack of information caused difficulties and slow-downs, favoured assets underutilisation and encouraged unauthorised use of vehicles.

The solution

Movactive Fleet displays the precise positioning of the entire fleet, showing the status of use of each vehicle, stop and work times and even driver identification. To remotely manage its fleet, Marta Fernando didn't bear any investments in hardware or software, as the Movactive Fleet service is available via Internet, entering a dedicated page, within the web site www.movactive.com, from pc or pda (receiving sms on mobile phone is possible as well).

IN BRIEF

Situation

Marta Fernando wished to stop assets underutilization and increase the return on vehicles.

Movactive Solution

Movactive Fleet, the remote management of fleet

Specials: driver application and security.

Results

- localization
- Check of use: work and stop hours, driver identification, fuel consumptions
- Stop unauthorized use of fleets
- No thefts
- Increase profits
- Accurate and automatic invoicing
- Pay-per-use business model

Marta Fernando can identify underutilized equipments and re-deploy them to maximize their productivity. Real time alarm calls, such as entrance/exit surrounded area, unauthorised/not identified driver, unauthorised times and much more, allow to prevent unauthorised uses and reduce the risk of losses through thefts or bad uses.

Maintenance only when need

Maintenance is no longer scheduled on historical usage of vehicles, but on real labor hours counting. In case of breakdown and malfunction problems are identified and diagnosed before deploying technicians, so that on-site repairs can be done right the first time, by the right people armed with the right skills and the right spare parts.

Customer service

Movactive Fleet helps Marta Fernando to provide tailored service. Effective post-sale service has been enhanced to give customers accurate, real time information about vehicles usage.



More security

The Movactive Security Operating Centre, 24h24 in action, in accordance with agreed procedures, notifies security alarm calls to emergency rescue institutions: ambulances, police, fire squad, environment damage assistance.

Friendly technology

Movactive technology is seamless and easy. No specific skills are required.



Pay-per-use

Marta Fernando has enhanced a new business model. Rental of vehicles is charged on a usage-times basis.

Return on Investment

Costs for periodical maintenance have been cut. The company has cancelled thefts and unauthorised uses, has diminished administrative costs and increased productivity of its vehicles or machines.

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