Case Study

NexTraq

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*Evelyn Herzog,*
*Fleet Administrator for Landscape Concepts Management*

### Challenge:

Landscape Concepts Management, Inc., a leading landscaping contractor company, was expanding rapidly and was having difficulty tracking its vehicles and assets throughout its numerous locations.

### Solution Results:

- Increased Productivity
- Reduced Fuel Costs
- Reduced Carbon Footprint
- Recovered Stolen Assets
- Connecting Fleet Management to Business Results

### Fleet Size:

366 vehicles /heavy equipment

Landscape Concepts Management
www.landscapeconcepts.com

### About Landscape Concepts Management:

Established in 1981, Landscape Concepts Management, Inc., is the premier commercial landscaping company in the Midwest with more than five locations. Landscape Concepts Management provides a variety of services including commercial, multi-family residential, retail/mixed use, rental, education, healthcare and government. For more information, please visit: http://www.landscapeconcepts.com/.

# Landscape Concepts Management Recovers $400,000 in Assets with NexTraq Fleet Management

*Premier commercial landscaping company reduces operational costs and carbon footprint while increasing productivity enterprise-wide*

### Challenge:

Landscape Concepts Management, Inc., a leading landscaping contractor company, was expanding rapidly and having difficulty tracking its vehicles and assets throughout its numerous locations. Additionally, Landscape Concepts Management was running through more than a thousand gallons of fuel on a daily basis. To more effectively manage its fleet operations, the company began researching GPS fleet tracking solutions.

### Solution:

The management team at Landscape Concepts Management selected three solutions for a three-month pilot program, involving two units from each GPS Fleet Tracking provider to decide which solution to utilize for the long-term. NexTraq proved to be the best solution for them. Kevin Stone, Fleet Manager for Landscape Concepts Management, said, "We implemented the NexTraq Fleet Tracking platform due to its functionality, ease-of-use and pricing. Additionally, we found the implementation and training process to be simple with a quick ramp-up time."

### Results:

The number one benefit for Landscape Concepts Management? Reduced fuel costs. Stone said, "With the Idle Report available in the NexTraq platform, we were able to limit how long our vehicles were idling, dramatically reducing our fuel costs and carbon footprint."

George Markoutsas, Marketing Director for Landscape Concepts Management, adds, "Because we could present a Sustainability Statement to potential clients in the bid process, we have won numerous contracts from municipal and commercial contracts that have to adhere to certain ordinances. We do our part to be a 'green' organization."

Additional benefits of the NexTraq Fleet Tracking solution include driver behavior modification and accountability. Stone said, "The NexTraq platform acts as a virtual time card to verify our drivers' accountability and jobs completed for the day. When you have a fleet of more than 360 vehicles/heavy equipment, this gives you the ability to monitor unwanted behavior among 30 sub-fleets enterprise-wide."

Stone also attributed the company's increased productivity to the ability to create detailed geo-fencing of all of their accounts, enabling dispatchers to verify a driver's location.

Evelyn Herzog, Fleet Administrator for Landscape Concepts Management, said, "We realized immediate benefits from the NexTraq Fleet Tracking solution, but were surprised to realize we were benefiting in other ways we never considered. We are able to effectively fight false citations and lawsuits and can accurately report mileage to the International Registration Plan and adhere to the International Fuel Tax Agreement through the data we can analyze and report on within the NexTraq platform."

The ability to locate stolen assets and vehicles has been a tremendous benefit to the company. Herzog, concludes, "We have been able to recover $400,000 worth of stolen vehicles and equipment with the NexTraq solution. We have actually told the police where our assets are for recovery."

For more information on NexTraq, please visit:
http://www.NexTraq.com/