



# **Bennett Family of Companies** transforming specialized trailer assets with SkyBitz Telematics.

**Bennett Family of Companies** has reduced costs and improved the utilization of a specialized trailer fleet. The Bennett Family of Companies, headquartered in McDonough, Ga., specializes in flatbed and step-deck trucking, driveaway, manufactured housing transport and RV delivery complimented by 3PL/4PL logistics, brokerage and warehousing services. The company's transport and logistics network spans North America with more than 3,000 drivers, agents, and employees.

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“Bennett will soon be saving 40 hours of labor a week at approximately **\$25 per hour.**”

## Challenge: To Build Smart Trailers



Bennett’s specialized and dynamic operations complicated efforts to deploy a trailer tracking solution across its fleet of more than 2,100 trailer assets — flatbeds, step decks, dry vans and intermodal chassis — and 350 trailer components, such as dollies, flip axles for heavy haul and distinct applications.

The use of battery-powered trailer tracking devices created a problem. When installed on non-powered assets, for example, the batteries did not provide a reliable power source to keep the tracking unit charged properly. An added onerous task was the need to replace batteries. This limited the reporting and lifespan of the technology.

“Taking ownership of data was another hurdle. Bennett’s IT department was managing device installation, but operations was not putting the data to use,” explains Tony Eiermann, Vice President of fleet management.

An uneven deployment, as well as data management issues, necessitated manual yard checks at nine drop yard locations across the United States to identify available equipment.

## Solution: SkyBitz Solar Powered Trailer Tracking Device



Eiermann joined Bennett in 2018 and took on new responsibilities for asset custody and control. He previously had managed large, complex telematics projects at other companies.

Under his direction, Bennett discontinued use of battery-operated trailer tracking devices. Going forward, the company is deploying SkyBitz newest solar powered tracking device, SkyBitz Kinnect for trailer assets to report more frequently, accurately, and reliably. The device functions as a local data hub connecting to optional smart trailer sensors for doors, cargo, tires and other components through Bluetooth.

With assistance from SkyBitz, Bennett focused on getting coverage across the entire fleet and improving data reporting and accuracy.

Recently, Eiermann and other managers have been working to create a digital yard check that automatically tracks inventory at all locations. The team has been putting the business intelligence and data analytics of the SkyBitz Insight portal to use as well to monitor asset utilization, improve processes and increase customer service levels.

Additionally, the leadership team is conducting a pilot test of the new solar-powered SkyBitz Kinnect device on non-powered assets.



**Tony**  
Bennett Family of  
Companies

“Moving towards proactive fleet management is where Bennett will be taking the next step with SkyBitz”

## Impact:

**Saving 40 hrs of labor a week at approximately \$25 per hour**

Within the past year, Bennett Family of Companies has reduced costs and improved the utilization of a specialized trailer fleet by:

**Automating yard checks.** Previously, the process was done manually and took someone at least an hour each day at Bennett’s nine trailer drop locations. Bennett can save up to nine hours in labor each day with a digital yard check. Eiermann projects that Bennett will soon be saving 40 hours of labor a week at approximately \$25 per hour.

**Right sizing the fleet.** Using the reporting tools of the SkyBitz Insight user portal, Bennett is monitoring asset utilization and idle times for trailers and components. Bennett uses this information to identify underutilized assets and move them to locations in need or dispose them to reduce operating costs and free up capital.

**Establishing a reporting cadence.** Bennett uses the SkyBitz insight portal to monitor key metrics and reports on asset mileage, idle time and location-based activities. With these reports the company is benchmarking progress towards goals.

## Moving towards smart trailers

Going forward, Eiermann plans to continue using mileage and location data from SkyBitz to monitor equipment usage. The data will provide a better understanding of the fleet’s true cost of operation for each type of asset.

Currently, Bennett is using “billed” miles from its transportation management software (TMS) for analysis but with SkyBitz data will enable capture of non-revenue or “deadhead” miles on equipment to get the true cost per mile to operate each type of asset, he said.

Bennett also sees value in monitoring the status of tire pressures, load distribution and other data points to prevent costly incidents related to heavy and specialized cargo the company transports.

“The biggest thing we want to do is to build smart trailers,” he said. “The last thing we want is to have a tire blow out while hauling 300,000 pounds going 55 mph.”

“Moving towards proactive fleet management is where Bennett will be taking the next step with SkyBitz,” said Eiermann, “and by using the new SkyBitz Kinnect product, we will be able to do that type of monitoring of our assets” he said. “This will help us improve going forward.”













## Integrating All Sensor Data Through One Communications Tool

SkyBitz Kinnect is the next generation of advanced GPS tracking solutions designed to capture and communicate all of your remote asset data through one device. Developed as the foundation for SkyBitz SmartTrailer™ offerings, it combines solar-power battery capabilities with an optional power tether resulting in the ultimate flexibility and battery life that stands up to the most demanding situations.

With a quick-and-easy installation process, Kinnect collects data from most sensors, whether wired or wireless, giving users more control over the information they need to make intelligent cargo management decisions. Plus, it can be used across multiple assets, including trailers, containers, flatbeds, chassis, or tankers, for a simplified approach to device inventory management and installation.

Equipped with Bluetooth connectivity and on the AT&T LTE network, the device is not only rugged and purpose-built but supports current LTE capabilities with long-term network compatibility in mind.

### Kinnect Key Features







-  Cellular LTE with 3G fallback
-  Bluetooth connectivity
-  Solar panels
-  Optional external (7-way) power connection
-  Longest product & battery life  
5.2 AH internal rechargeable battery.
-  Supports multiple wireless and wired sensors:  
Wireless communication (BLE5 & WLAN),  
Wired communication (RS232).
-  Event based reporting on motion status,  
start, stop and yard moves
-  Scheduled reporting
-  Advanced GPS chip—SBAS, GLONASS, Galileo
-  3 Axis Accelerometer
-  Quick installation and verification
-  Over the air configurable



## InSight Web Application: Powerful & Actionable Information at Your Fingertips.

SkyBitz gives you the detailed reporting information you need so you can increase your asset utilization. Best of all, it's easy to use. That's because you access the information through SkyBitz InSight, our best-in-class Web application for tracking, monitoring and managing a broad range of assets. There's no software to install and you don't have to contend with complex integration issues. You just log in and you're poised to begin increasing your operational efficiencies.

### InSight Key Features

-  Reduce Capital Expenditures
-  Track Stolen Assets
-  Optimize Asset Utilization
-  Increase Detention Billing
-  Eliminate "Lost" Assets
-  Improve Customer Service

