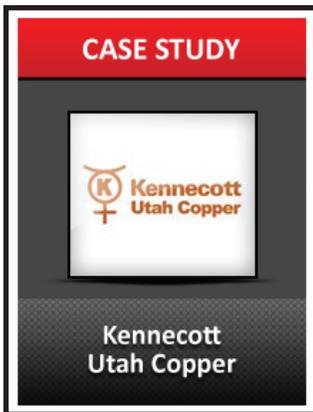




► **Case Study:**
***How Kennecott Utah Copper achieved 1,500% ROI
by utilizing GPS Insight***



Company: Kennecott Utah Copper

Industry: Copper Mining

Fleet Size: Medium (250)

Contact: Kenny Harvey, Senior Coordinator Mobile Fleet

Quick Fact: Kennecott Utah Copper is the site of the largest copper mine in the world.

Significant Achievement:

Kennecott Utah Copper received a 2008 Outstanding Achievement Award in Pollution Prevention from the Utah Pollution Prevention Association in September, 2009. They were nominated for an EPA award as well, as a result of their continuous improvement in pollution prevention.

Challenge:

Kennecott Utah Copper's (KUC) operation is unique in that its vehicles don't traverse great distances but are spread out across a 25 mile stretch of land, which made it difficult to manage their large fleet of vehicles. The most significant issue they were having was in monitoring and policing their idle activity. Equipment would be left idling for hours on end, and managers knew they were producing large amounts of Green House Gas (GHG) as a result. The excessive idling was also leading to warranty issues. Kenny Harvey added, "As our equipment idled we lost valuable warranty coverage due to the fact that the manufacturers of our Light and Heavy Equipment were basing warranty coverage off of hours run, not miles driven." Equipment utilization was also an issue. They needed to find a way to track equipment utilization in order to improve efficiency and vehicle availability by right-sizing their fleet. These issues needed to be addressed to ensure vehicles were operating efficiently throughout and completing their contractual or operational lifecycle.

Results:

KUC implemented GPS Insight in late 2008 when it began to monitor idle time and GHG emissions on 28 Vehicle Assets. Since that time, the GPS Insight solution has enabled KUC to far exceed their original expectations. They have now implemented multiple programs and business improvement projects as a result of, and through the use of, the GPS Insight data. They are currently monitoring 242 Vehicle Assets, and are using the solution to track Preventative Maintenance intervals and alerts, ensuring proper routing of service vehicles, fuel savings, idle reduction, GHG reduction, and monitoring fleet utilization and availability. Kenny Harvey states, "We have saved over 1 million dollars in fuel costs alone in the last 12 months, and have saved thousands of dollars in other projects using the GPS Insight toolset."



Kennecott Copper Mine

How Kennecott believes **GPS Insight** can help other companies like yours:

- Exceptional Customer Service and Support.
- Responsiveness to custom requirements.
- The wide variety of management tools that GPS Insight provides is invaluable, but only if it is utilized. There are many variants of reporting that a company can use to bring about huge gains in productivity and fuel savings, as well as large reductions in maintenance costs. GPS Insight will help your organization customize these tools to ensure they're relevant to your operation.
- If the solution is fully utilized the ROI is almost instantaneous. The manner in which KUC chose to roll out the solution resulted in a full ROI within 30 days of implementing the pilot program.

Takeaway:

Kennecott Copper Utah is a mining operation, and knows very well that there is significant potential using the GPS Insight product. It is not trivial to extract all the ROI which is possible, but with its rich feature set, "mining" ROI from their investment in GPS Insight has proven to be extremely valuable.

GPS Insight is always happy to work with customers to help determine the most profitable way to use GPS tracking to save money and fuel, gain efficiency, reduce risk, and increase your customer and employee satisfaction.

To receive additional information about GPS Insight and our fleet tracking solution, please contact us today!

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