

# Customer Case Study



Leading Fuel Supplier  
Enhances Fleet  
Operations with  
**Advanced Telematics  
and AI-Powered  
Video Solution**

## About Powerfleet

Powerfleet is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With over 30 years of experience, Powerfleet unifies business operations by ingesting, harmonizing, and integrating data from any source, delivering actionable insights to help companies save lives, time, and money.

### Customer

Ford Fuels

### Regions

UK

### Industry

Domestic fuel supplier

### Total Fleet Size

147

### Vehicle Types

HGV Tankers/LCV/Cars/HGV  
Curtain Siders

### Geographic Spread

UK (Midlands and South West)

### Customer Since & Subscription

Customer for over 10 years | Uses On-Road IoT (including MiX4000), VisionAI, digital tachograph (DTCO) download service

### Aims

Improve safety, operational efficiency, and compliance

### Results

Reduced insurance claims and liability, improved remote operations across six sites

### Customer Website

<http://www.fordfuels.co.uk/>

# Business Challenge

Ford Fuels, a leading supplier of heating oils for homes in the UK, needed more than just a basic vehicle tracking solution. As their business expanded and they acquired new companies, they needed a comprehensive platform that could provide detailed information about their fleet and drivers while upholding their high standards of service and operations.

Their existing tracking systems couldn't fulfill their expanding requirements. Ford Fuels wanted a single supplier that could provide:

- Comprehensive telemetry data across their diverse fleet
- Video footage for safety and evidence purposes
- Remote downloading capabilities for digital tachograph (DTCO) files
- A standardized system that could be implemented consistently across newly acquired businesses

With vehicles transporting flammable liquids, safety and compliance were paramount concerns, necessitating a solution that could meet the highest standards of intrinsic safety.



## A Comprehensive Fleet Management Solution

MiX Telematics, now operating as Powerfleet, assessed Ford Fuels' requirements and implemented a comprehensive solution that included:

- On-road IoT (MiX4000) connected to the tachograph for driver identification and DTCO downloads
- VisionAI road-facing cameras
- Integration with Logistics UK for direct streaming of tachograph files into their Vision DTCO Analysis system

Given the hazardous materials being transported, the installation process was meticulously planned with safety as the priority. All 147 vehicles were equipped with the complete hardware solution within just 14 days of signing the agreement. Installations and surveys were completed to ensure the inherent safety of all equipment.

Powerfleet's expertise in handling flammable liquid carriers was crucial, using trusted engineers to maintain the highest safety standards during installation.





## Transforming Fleet Operations

The implemented solution transformed Ford Fuels' operations in several key areas:

### Comprehensive Data and Video Telemetry

The transition from standard tracking to full fleet-wide telemetry, combined with AI-powered cameras, provided Ford Fuels with sophisticated data across its entire operation. The system delivers telemetry data, live notifications, GPS positional data, driver behavior monitoring, CAN speed, RPM, and fuel data, as well as real-time driver identification from the tachograph.

### Video Evidence and Safety

Powerfleet's VisionAI cameras have proven invaluable for insurance and delivery confirmation purposes. They provide irrefutable evidence in claims situations, with many insurance claims ruled in Ford Fuels' favor due to the video footage.

The safety benefits have been so significant that some drivers refuse to drive vehicles not equipped with VisionAI cameras. The company has even created a library of serious accident footage (not caused by Ford Fuels drivers) and on-road videos used for driver training and onboarding.

### Streamlined Compliance

The DTCO download service enables direct transfer of tachograph files to Logistics UK's Vision DTCO Analysis system, creating an efficient compliance workflow that eliminates manual downloads and streamlines regulatory requirements.

"We have already seen the benefits of upgrading our telematics system to the Powerfleet system. It has enhanced our vehicle efficiency and tracking abilities immeasurably. The road-facing cameras have also proved invaluable, ensuring that our drivers feel safe in the knowledge that their driving does not come under unfair scrutiny from other road users."

**Mark Davis**

Transport Compliance Manager, Ford Fuels



# Measurable **Results and Benefits**

Ford Fuels has experienced significant improvements since implementing Powerfleet's solution:



## **Enhanced Safety and Reduced Liability**

Insurance claims history has decreased substantially. When incidents do occur, video evidence often shows that Ford Fuels is not at fault, reducing liability and associated costs. Additionally, there has been a 28% reduction in overall driver safety events.



## **Improved Remote Operations**

With six sites operating remotely, the cloud-based service has removed the need for staff to physically visit vehicles to obtain data, video footage, or download driver and vehicle DTCO data. This has saved hundreds of hours on tasks that can now be completed remotely, such as video recovery and DTCO transfers. The system has also helped recover three stolen vehicles to date.



## **Streamlined Inquiry Process**

When business or customer inquiries arise, staff can immediately access real-time data through the cloud-based platform. This allows them to close inquiries promptly and efficiently, enhancing customer service.



## **Daily Operations Integration**

The platform has become an integral part of Ford Fuels' daily operations, with over 30 users using Unity On Road IoT daily. The wide range of facilities and tools provided by Powerfleet's services and products has become embedded into many business tasks for Ford Fuels.



## **Future-Proofed Technology**

Ford Fuels is continuing to expand its use of Powerfleet technology, with plans to install rear cameras on all HGV/Tankers in its fleet. Additionally, Ford Fuels uses a third-party on-vehicle computer system that enables drivers to review jobs and maps, as well as complete vehicle inspections. They see this as an ideal opportunity to explore how Unity could ingest data from this third-party system.



## Long-Term **Partnership**

Ford Fuels has been a MiX Telematics/Powerfleet customer for over 10 years. In 2023, they renewed their contract, upgrading from a track-and-trace solution to comprehensive telemetry and video telemetry. What Ford Fuels values most is the exceptional customer service they receive from Powerfleet. They wanted a partner who could provide an all-in-one solution for their business, and they know that when they pick up the phone, Powerfleet is ready to provide the support required. The partnership continues to evolve as Ford Fuels explores new ways to leverage technology for safety and operational excellence.