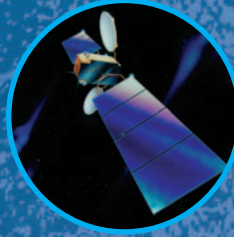




ROUTETRACKER™
CASE STUDY



**ROUTE TRACKER MEETS CALL FOR
IMPROVED PRODUCTIVITY**



Home Hardware, Canada's largest independent retailer, sought a robust solution that could be put in place quickly to improve productivity and increase the bottom-line efficiency of its national fleet. The high capability and low cost of Route Tracker™ enabled the company to boost its performance and cut its costs through automation of driver, vehicle and route monitoring, and fuel and mileage tax reporting... all without additional IT or software requirements.

THE CHALLENGE

Increasing Productivity While Simplifying The Process

Late in 2002, Home Hardware began looking for ways to boost the bottom-line performance of its national fleet. Traditionally, the company had monitored fleet operations manually. Purchasing fuel on-site and off-site at card-lock locations, along with occasional one-off purchases, they monitored and filed IFTA tax reports manually. They also relied on manual tachographs which ate up driver time and incurred reader fees. The methodology was complex, open to error, time consuming and costly.

Home Hardware realized it needed a rugged data solution to streamline the entire management process.

THE RESPONSE

An Introduction To Route Tracker™

Home Hardware was immediately interested in all of the advantages inherent in the arrival of a remarkable new product, Route Tracker. The company agreed to test it across its entire fleet, basing its decision on Route Tracker's key attributes:

- Low cost
- Completeness of solution
- Speed of installation

With the installation of Route Tracker in 2003, Home Hardware was instantly able to replace manual tachographs and track actual vehicle miles accurately and automatically, without any need for driver intervention. Automated IFTA filing quickly reduced the company's administrative hours dramatically.

Home Hardware now monitors all fuel consumption, driver activity and productivity automatically, with all of its stores geo-located for complete report clarity. Arrival and departure times are reported by store and idle times by location. Incidents of over-speed and hard-braking are reported by road segment.

The comprehensive automated reporting enabled through Route Tracker – by unit, group and fleet – is supported by another critical reason why Home Hardware chose it as their ideal solution:

- Easy export to common database tools

All Route Tracker reports are easily exported to Excel, Access and other everyday tools for trend analysis, charting or presentation, with data storage for up to 6 years.

"Route Tracker has allowed us to automate IFTA fuel tax filing, replace tacographs and automatically monitor fleet operations. Monitoring actual routes, speeds, service times and idle times is a good first step in reducing fuel costs and improving the productivity and safe operation of our fleet."

"We have decreased idle time by at least 15% and see that number increasing."

Gerry Gerber, Fleet Operations Manager, Home Hardware

THE RESULTS

Increased Efficiencies and Lowered Costs

Today, manual tachographs have become a thing of the past, saving driver time, card costs and reader fees. By monitoring proactively, Home Hardware has reduced idle times, out-of-route miles, over-speeds and hard-brake incidents, resulting in reduced fuel costs and a further enhanced safety profile. They have also reduced IFTA filing expenses to the point where clerk hours have been virtually eliminated.

THE CUSTOMER

Home Hardware

With over 1,100 store locations, Home Hardware owns and operates the largest independent retailer network in Canada. It services its stores with one of the most recognized and well maintained fleets on the nation's highways, driven by a very experienced group of drivers. Turnover is minimal and the company prides itself on an impeccable safety record.

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Cancom Tracking, a Shaw Communications Company, is the leader in mobile communications for the Canadian transportation industry. Cancom provides tracking, two-way messaging, and integrated transportation and logistics solutions. For more than a decade, Cancom customers have been increasing revenues, enhancing security and improving productivity with our OmniTRACS mobile communications system. All Cancom products and services provide significant competitive advantages to companies requiring ongoing fleet coordination.

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