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Broadway Tyres
High Performance Delivery

case study
Broadway Tyres ROI Report on Cybit

Broadway Tyres ROI Report

The below report was compiled using data collected from the Broadway Tyres ROI trial, Monday 16th February 2009. A covert installation was carried out and the driver was not aware the vehicle was being tracked for the purposes of the trial. Broadway Tyres agreed not to take any action in respect of any breaches of companies policy discovered during the trial as the driver was not made aware. It was requested that Broadway Tyres selected a driver who was believed to be of average performance and average mileage. Subject to providing a Return on Investment Broadway Tyres pre-signed a 30 unit order to deploy Fleetstar across 30 of their company vehicles.

fuel and vehicles

Vehicle Idling (w/c 09/02/09) = 4 hours & 23 mins. The engine size of the Ford Transit is 2.0 litre – An engine whilst idling will use 0.6 litres of fuel per litre of engine per hour. Therefore a 2 Litre Engine x 0.6 Litres of Fuel per Hour whilst idling = 1.2 Litres of fuel used per hour. 4 hours 23 minutes will use 5.07 litres of fuel. Based upon the cost of fuel being £1.02 per litre (ex vat) = £5.18 unnecessary fuel usage per week. Over the course of a 48 week year, this would equate to £248.64 or across all 30 vehicles £7459.00.

total travel time	132:26 (hours:minutes)
total travel distance	935.50 (miles)
total stop time	133:46 (hours:minutes)
total idle time	04:23 (hours:minutes)

We would expect a minimum of a 10% improvement on fuel usage through reducing speeding.

Based on the below speeding exception report I would be confident this would easily be achieved. On the basis of a 10% improvement with current fuel usage at 4250 litres of fuel per week the reduction would calculate to a saving of 425 litres at a cost of 1.02p per litre which equates to a weekly saving of £433.50 or £22,542 per year.

fleet	Broadway Tyres Ltd.
registration	undisclosed
vehicle type	van
base	Broadway Tyres Ltd.

Time	Location	Exception	Speed (mph)	Duration (hrs:mins:secs)
Monday 16 February 2009				
10:56	0.9 miles SW of SHURLOCK ROW READING (BERKSHIRE)	Speeding	74	0:02:40
12:35	M40 J6	Speeding	89	0:03:00
12:40	GREAT MILTON OXFORD (OXFORDSHIRE)	Speeding	78	0:01:00
14:50	HARWELL DIDCOT (OXFORDSHIRE)	Speeding	85	0:02:21
14:55	EAST ILSLEY NEWBURY (BERKSHIRE)	Speeding	78	0:01:20
14:57	1.5 miles N of CHIEVELEY NEWBURY (BERKSHIRE)	Speeding	83	0:02:20
15:00	SNELSMORE NEWBURY (BERKSHIRE)	Speeding	85	0:01:21
15:55	SWALLOWFIELD READING (BERKSHIRE)	Speeding	87	0:02:00
16:05	0.8 miles NE of M4 J10	Speeding	89	0:04:01
16:10	A404(M) J9A	Speeding	81	0:01:41
16:13	BURCHETTS GREEN MAIDENHEAD (BERKSHIRE)	Speeding	85	0:01:40
16:15	0.6 miles S of MARLOW (BUCKINGHAMSHIRE)	Speeding	85	0:02:21
Tuesday 17 February 2009				
7:49	M40 J6	Speeding	89	0:03:20
9:55	0.8 miles S of MILTON ABINGDON (OXFORDSHIRE)	Speeding	85	0:04:01
9:59	0.9 miles N of EAST ILSLEY NEWBURY (BERKSHIRE)	Speeding	83	0:01:40
10:02	1.2 miles N of CHIEVELEY NEWBURY (BERKSHIRE)	Speeding	87	0:01:00
10:04	M4 J13	Speeding	85	0:02:01
11:27	RISELEY READING (BERKSHIRE)	Speeding	87	0:02:01
11:39	SHURLOCK ROW READING (BERKSHIRE)	Speeding	87	0:01:20
11:45	A404(M) J9B	Speeding	87	0:02:20
13:07	CHALGROVE OXFORD (OXFORDSHIRE)	Speeding	81	0:01:20
14:34	0.7 miles N of HARWELL DIDCOT (OXFORDSHIRE)	Speeding	85	0:02:21
14:39	EAST ILSLEY NEWBURY (BERKSHIRE)	Speeding	87	0:04:01
14:44	SNELSMORE NEWBURY (BERKSHIRE)	Speeding	87	0:01:41
15:40	RISELEY READING (BERKSHIRE)	Speeding	89	0:02:00
15:56	A404(M) J9A	Speeding	83	0:01:00
15:57	A404(M) J9B	Speeding	87	0:02:01
16:00	BISHAM MARLOW (BUCKINGHAMSHIRE)	Speeding	76	0:01:00

Wednesday 18 February 2009				
9:10	0.6 miles S of BEEDON NEWBURY (BERKSHIRE)	Speeding	72	0:02:01
12:29	1.1 miles S of SANDS INDUSTRIAL ESTATE HIGH WYCOMBE (BUCKINGHAMSHIRE)	Speeding	74	0:02:00
12:34	M40 J5	Speeding	76	0:02:01
12:53	CHALGROVE OXFORD (OXFORDSHIRE)	Speeding	74	0:01:00
15:14	0.6 miles S of HARWELL DIDCOT (OXFORDSHIRE)	Speeding	83	0:01:20
15:20	BEEDON NEWBURY (BERKSHIRE)	Speeding	81	0:02:01
16:29	BURCHETTS GREEN MAIDENHEAD (BERKSHIRE)	Speeding	81	0:01:00
Thursday 19 February 2009				
7:36	CADMORE END HIGH WYCOMBE (BUCKINGHAMSHIRE)	Speeding	78	0:04:00
9:18	BEEDON NEWBURY (BERKSHIRE)	Speeding	76	0:01:00
9:19	1 miles N of CHIEVELEY NEWBURY (BERKSHIRE)	Speeding	69	0:01:00
11:11	RISELEY READING (BERKSHIRE)	Speeding	85	0:02:21
11:17	0.6 miles E of M4 J11	Speeding	83	0:03:20
11:22	0.9 miles NE of M4 J10	Speeding	83	0:03:00
11:25	WHITE WALTHAM MAIDENHEAD (BERKSHIRE)	Speeding	83	0:01:21
11:30	BURCHETTS GREEN MAIDENHEAD (BERKSHIRE)	Speeding	69	0:01:20
12:36	BOLTER END HIGH WYCOMBE (BUCKINGHAMSHIRE)	Speeding	85	0:01:20
12:38	0.9 miles S of STOKENCHURCH HIGH WYCOMBE (BUCKINGHAMSHIRE)	Speeding	83	0:02:21
12:58	CHALGROVE OXFORD (OXFORDSHIRE)	Speeding	78	0:01:20
13:17	0.6 miles SE of BERINSFIELD WALLINGFORD (OXFORDSHIRE)	Speeding	81	0:01:20
15:07	BEEDON NEWBURY (BERKSHIRE)	Speeding	78	0:01:41
15:10	SNELSMORE NEWBURY (BERKSHIRE)	Speeding	78	0:01:21
16:07	1 miles N of BURGHFIELD READING (BERKSHIRE)	Speeding	81	0:01:21
16:13	SINDLESHAM WOKINGHAM (BERKSHIRE)	Speeding	81	0:01:00
16:18	SHURLOCK ROW READING (BERKSHIRE)	Speeding	76	0:01:41
16:22	A404(M) J9A	Speeding	83	0:01:41
16:24	BURCHETTS GREEN MAIDENHEAD (BERKSHIRE)	Speeding	87	0:01:20
Friday 20 February 2009				
7:33	1 miles S of SANDS INDUSTRIAL ESTATE HIGH WYCOMBE (BUCKINGHAMSHIRE)	Speeding	76	0:01:20
7:39	M40 J6	Speeding	92	0:03:42
8:00	0.7 miles SE of BERINSFIELD WALLINGFORD (OXFORDSHIRE)	Speeding	81	0:01:00
8:19	1.1 miles S of IPSDEN WALLINGFORD (OXFORDSHIRE)	Speeding	87	0:01:00
9:15	0.7 miles N of HARWELL DIDCOT (OXFORDSHIRE)	Speeding	81	0:03:41
9:19	WEST ILSLEY NEWBURY (BERKSHIRE)	Speeding	89	0:01:00
9:21	1 miles N of BEEDON NEWBURY (BERKSHIRE)	Speeding	89	0:01:41
9:24	CHIEVELEY NEWBURY (BERKSHIRE)	Speeding	89	0:02:00
10:13	1.1 miles S of SHERBORNE ST JOHN BASINGSTOKE (HAMPSHIRE)	Speeding	83	0:01:00

10:30	RISELEY READING (BERKSHIRE)	Speeding	89	0:02:00
10:39	0.6 miles NW of BILLINGBEAR WOKINGHAM (BERKSHIRE)	Speeding	85	0:04:01
12:41	M40 J6	Speeding	78	0:02:21
14:42	WEST ILSLEY NEWBURY (BERKSHIRE)	Speeding	89	0:01:40
14:47	CHIEVELEY NEWBURY (BERKSHIRE)	Speeding	76	0:01:00
15:59	RISELEY READING (BERKSHIRE)	Speeding	81	0:02:20
16:24	MARLOW (BUCKINGHAMSHIRE)	Speeding	74	0:01:40
Saturday 21 February 2009				
7:34	HIGH WYCOMBE (BUCKINGHAMSHIRE)	Speeding	92	0:02:40
7:38	0.8 miles S of BISHAM MARLOW (BUCKINGHAMSHIRE)	Speeding	89	0:03:21
8:18	1.1 miles S of WHITE WALTHAM MAIDENHEAD (BERKSHIRE)	Speeding	85	0:02:40
8:23	1.1 miles SW of BINFIELD BRACKNELL (BERKSHIRE)	Speeding	81	0:01:20
8:29	1.8 miles S of BAGSHOT (SURREY)	Speeding	81	0:01:00
9:18	SEALE FARNHAM (SURREY)	Speeding	83	0:01:00
9:29	ASH ALDERSHOT (HAMPSHIRE)	Speeding	87	0:03:00
		Average	77	

Actively reduces mileage and speeding and therefore Carbon Emissions.

Potential benefit in reduction of insurance costs – (Average saving of between 5-15% per annum)

Lower vehicle maintenance costs due to reduced engine, tyre and break ware due to improved driver behaviour – We would expect approx 10% reduction in costs)

Prevention of all unauthorised private mileage usage – (70 miles of unauthorised private mileage identified during the trial) The driver was using the vehicle at the weekend to visit his partner 35 miles away. The vehicle was not supposed to be used for private usage. On the basis this was a weekly event this would add 3500 miles per annum with an estimated cost to the business of £525 per annum. Aside from the benefit in kind tax implications preventing this unauthorised vehicle usage would pay for the cost of Fleetstar. Fleetstar aids compliancy with Benefit in Kind Taxation Legislation.

staffing costs

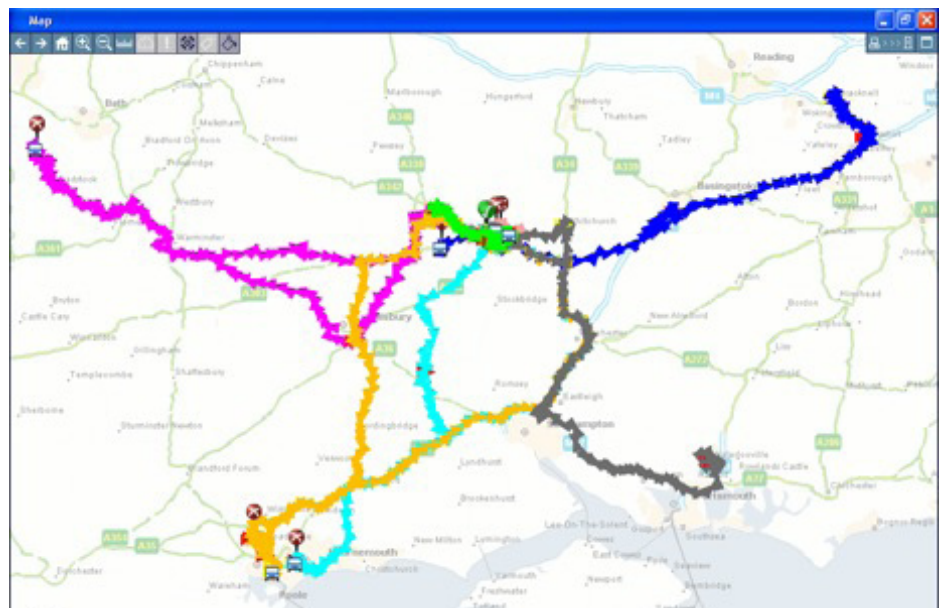
It was identified this driver was taking 2 x 45 min unauthorised breaks one day of the week and returning to base 30 mins late claiming the traffic was bad and he had worked through his lunch break submitting a 1.5 hour overtime claim at a cost of £15.

Broadway tyres estimated their overtime claims would be reduced by 35 hours per week at a cost of £10 per hour. This would equate to £350 per week or an annual cost of £18,200.

Lower administration cost and greater accuracy in terms of timesheet verification.

improved efficiency

- Preventing unauthorised stops & visits to bared locations.
- Improved diver punctuality
- Return to base “alert” allowing more efficient loading of vehicles.
- Visibility in to live traffic information to potentially avoid traffic incidents and delays.
- Improved customer services due to being able to advise accurately of vehicle ETA
- Vehicle utilisation benefits using multi vehicle replays – see the below image
- We would estimate would Increased efficiency an average of 10%.



health and safety

Reduced communication costs and improved safety due to not having to call drivers to request location updates.

reduction in speeding

Ability to monitor excessive journeys and distances travelled for proven compliancy with new health and safety legislations

return on investment calculations

The below calculations demonstrate in excess of a 5:1 return on investment ratio. The below calculations do not take in to consideration the following benefits as it was not possible to acquire the information to calculate the financial benefit of:

Increased efficiency

Reduction in vehicle maintenance and communications costs.

The positive impact on health & Safety or Improved customer services.

based on 30 vehicles					
savings	weekly	monthly	annually	3 years	5 years
overtime	£350	£1,517	£18,200	£54,600	£91,000
idling	£155	£621	£7,459	£22,377	£37,295
fuel usage speeding	£434	£1,878	£22,542	£67,626	£112,710
10% insurance	£49	£187	£2,550	£7,650	£12,750
totals	£988	£4,203	£50,751	£152,253	£253,755



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tel +44 (0)800 0350081 fax +44 (0)870 7271791 email sales@Vocal.co.uk web www.Vocal.co.uk
Vocal Ltd • 846 The Crescent • Colchester Business Park • Colchesterl • Essex • CO4 9YQ