

ORBCOMM®

CONNECTING THE
WORLD'S ASSETS

CASE STUDY



Sand Revolution puts safety first with ORBCOMM

Texas-based last mile logistics provider for the oil and gas industry, Sand Revolution, looks to ORBCOMM for improved fleet safety, compliance and reduced operational costs.



Operating within the Permian Basin, Sand Revolution has been providing the hydraulic fracturing industry with best-in-class solutions for proppant—a solid material made from sand designed to hold hydraulic fractures open during the fracking process—and last-mile logistics since early 2017.

With a fleet of 300 tractors, the company works with some of the largest fracking service companies, oil and gas operators and proppant distributors in North America, delivering sand trucks, silos and conveyer belts to customer sites. As leaders in equipment technology and logistics management, Sand Revolution takes pride in using their expertise to provide exceptional services to an inherently complex industry in the safest, most cost-effective and efficient manner possible.

The Challenge

Sand Revolution required a new fleet safety solution for their vehicles that would reduce their weekly rate of vehicle crashes, as well as assist with ELD requirements for Hours of Service compliance.

Before seeking out ORBCOMM, Sand Revolution was using a telematics solution in their vehicles. However, after an unsatisfactory installation process and a lack of proper post-sales support, they were having trouble complying with Hours of Service regulations, as drivers lacked the know-how to consistently log their hours electronically. Even more problematic was that the rate of weekly vehicle accidents didn't decrease, as the solution wasn't effective at notifying drivers of hazardous activity or identifying bad habits.

David Woods, leader of the fleet team at Sand Revolution and expert on heavy haulage, knew he and his drivers were dealing with a poor implementation, and a change was imperative to drive favorable results.

"In a dynamic environment like oil and gas, having a solution that makes a noticeable difference in improving safety, compliance and costs is critical to our business success," he says.

The Solution

Sand Revolution partnered with ORBCOMM in 2019 to finally resolve the issues they had been facing for years. To do this, they adopted ORBCOMM's Pro-400 fleet safety solution with supporting professional services. The measure for success would be to improve safety, quality, delivery and cost, while also tracking and adjusting driver behaviors that typically lead to accidents.

From the start, ORBCOMM took a personalized, hands-on approach to deployment, ensuring the solution was customized to the unique requirements of the job. ORBCOMM executed the deployment in flexible stages that would cause the least amount of disruption for Sand Revolution's schedule.

Business continuity was critical, meaning that a well-thought-out strategy was necessary to replace the existing devices. A team was dispatched to the customer site in order to maintain an effective installation process, as well as deliver one-on-one safety and Hours of Service training to the drivers. Once the solution was in use and all employees were trained, the ORBCOMM team remained on-site to deliver further training as needed, as well as address any deployment issues the moment they occurred.

The function of the new solution that interested Sand Revolution the most was voice coaching. The Pro-400 provides instant voice feedback directly to drivers when a dangerous driving event is detected, such as harsh braking, sharp turns, speeding, and more, to help them identify and correct bad habits.

Unlike many other cloud-based fleet safety solutions that often have long delays between a dangerous driving incident

and the corrective notification, the Pro-400's functionality rests directly within the device itself, allowing for driver feedback to arrive immediately after the incident happens, which is shown to be significantly more effective at changing driver behavior than vague, delayed beeps.

Another important aspect of the solution was its extensive reporting capability. With the Pro-400 device in place, vehicle data was pulled daily in a customizable report that was shared with drivers. The reports outlined the specific areas where hazardous driving was identified, as well as which drivers were involved. With help from the ORBCOMM team, Sand Revolution was able to easily interpret and effectively act on the data, allowing them to determine which drivers required extra training.

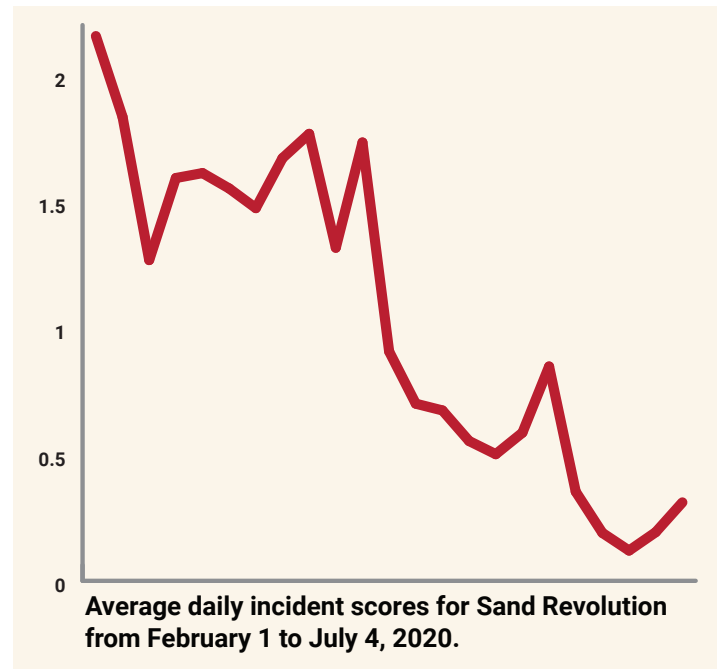
The Results

After applying the solution to their fleet, Sand Revolution has seen a significant impact on management, safety, quality, operations and costs. There was a noticeable downward trend in dangerous activity, and the reduction in crash rates brought significant cost savings.

"Once the real-time voice mentoring was activated, a significant and immediate improvement was made in how our vehicles were being driven, with a 50% improvement to driver scoring" says Woods. "Every week prior to implementation, one of our trucks seemed to be involved in a crash, and this has almost entirely stopped. We are not 100% crash free just yet, but the device providing feedback to drivers, such as the speed-by-street mentoring, is helping reduce their speed, allowing them more time to read the road and react appropriately."

On top of reducing accidents and dangerous driving habits, the solution brought the company some unforeseen insight. Examining reports generated by the platform, Sand Revolution found hidden issues that were causing inefficiencies in some areas.

According to Woods, Sand Revolution has adopted reporting as an integral part of their back-office operations. "Our focus at this time is looking at the data on a daily basis and



turning that information into action to help and support the continuous improvement of our operations."

While the positive changes to fleet operations have been numerous, Sand Revolution highlights the ongoing service from the ORBCOMM team as a major differentiator from other providers. After remaining on site through the implementation process, the ORBCOMM team has continued their hands-on assistance with the Sand Revolution team to answer questions and ensure the solution is working as it should, regularly accessing the data to check progress and address any changes in trends. "One of the biggest benefits has been the service aspect," says Woods. "With a single call I can access the right people, from account management to sales support. I love that I don't have to make several calls to address issues."

According to Woods, the solution has been doing its job to provide actionable insight around fleet safety and improve operations. "We are well on our way to meeting our business goals. The support that has been provided, from pre-sales until now, has been great. We have a clear path for continual improvement."

Contact us today at sales@orbcomm.com or 1-800-ORBCOMM to see how our solutions portfolio can enhance the way you do business, or visit us at www.orbcomm.com for more information.

About ORBCOMM

ORBCOMM is a global leader and innovator in the industrial Internet of Things, providing solutions that connect businesses to their assets to deliver increased visibility and operational efficiency. The company offers a broad set of asset monitoring and control solutions, including seamless satellite and cellular connectivity, unique hardware and powerful applications, all backed by end-to-end customer support, from installation to deployment to customer care. ORBCOMM has a diverse customer base including premier OEMs, solutions customers and channel partners spanning transportation, supply chain, warehousing and inventory, heavy equipment, maritime, natural resources, and government. For more information, visit www.orbcomm.com.