



During the journey, the vehicle's location is updated via the BlackBerry smartphone's built-in GPS and, at programmed intervals, provides data on its location and all route changes. The tracking system makes it possible to display the exact position and speed of each vehicle, as well as the driver's identity. If the vehicle is stopped, the transmission is interrupted, thus saving energy.

The bespoke application integrated into the BlackBerry solution allows for the transmission of key data on the status of trucks and their goods. This information indicates whether the truck is loaded or unloaded; the beginning and end of routes; rest periods and additional information such as refuelling requirements; the amount of fuel; and where trucks are refuelled. It also indicates the service station, the distance travelled and the time taken.

All of the data transmitted is handled back at headquarters using an in-house software application on the database that generates information on the performance of each truck, costs per unit, distance travelled and the most economical routes, all of which is essential for optimal fleet management.

Campillo Palmera currently has 250 BlackBerry smartphones managed through a BlackBerry® Enterprise Server for Microsoft® Exchange and operated by Telefónica Movistar. It plans to extend the installation of BlackBerry smartphones to its entire 500-vehicle fleet.

## The Benefits

Thanks to the use of the BlackBerry solution for the management of its truck fleet, Campillo Palmera has managed to streamline operations and control communication costs.

Raúl Belando, Systems and Network Administrator at Campillo Palmera, commented:

"Thanks to the BlackBerry solution and its data transmission technology we have a fleet management system that allows us to obtain real-time data on the status of the transportation of goods. It allows us to develop programs for truck management, route identification through the GPS system, and cost control, enabling us to locate every truck and register all its movements and to understand their gasoline costs and travel expenses. With all of this we have been able to get the best performance out of our fleet and provide our clients with better service."

[www.blackberry.co.uk/casestudies](http://www.blackberry.co.uk/casestudies)

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