



# Tracking improved business visibility and efficiency for Swedish rental company

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## Tracking as a solution for classic rental sector challenges

Hyrsam is a Swedish company that rents out machines and vehicles in Öjebyn, Norrbotten.

They were searching for a solution that could help them with the following classic challenges of the rental sector:

- Manage rentals quickly and accurately
- Ensure correct invoicing

Furthermore, to make sense to their business, any solution needed to be plug and play with low installation costs.



Position

## Full rental business visibility with tracking

Their research led them to Trusted A/S, where they found that our tracking solution was an excellent answer to these challenges.

The Trusted rental tracking solution has since helped them to create visibility by giving them full overview of the location of their machines and equipment.

Also, the utilization feature has revealed the actual operation hours of their assets and

machines. This provided the company with documentation of unauthorized usage of their rented machines.

As one could imagine, this knowledge has opened new opportunities to generate revenue.

### **Advantages of a battery-powered tracking solution**

Besides the position and the utilization features, Trusted's tracking devices were top of Hyrsam's list because the devices have no plugging for installation.

Offering a long battery life, the trackers were easy to install and easy to move between equipment if needed. The investment has even been smaller than traditional wired GPS solution.

As a result, Hyrsam has implemented Trusted tracking devices on all their different equipment like trailers, compressors, loaders and mini machines such as muck trucks.

Other businesses might also find tracking smaller assets such as conveyor belts, lasers and expensive specialist tools very profitable.



"Knowledge from tracking has opened for new opportunities to generate revenue"

### **Contact**

For more case stories or customised solutions for your tracking needs, please give me a call today or book a meeting.

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## Benefits of tracking and data logging

- Cost saving / Short ROI
- Monitor the exact location of the asset during the rental period
- Visibility of assets and non-powered equipment
- Keep track of factual data
- Theft and loss recovery
- Control of hours and unauthorized usage
- Identify idle assets and equipment
- Integrate into existing third-party ERP and management systems



Advanced sensors



Battery for years



Global tracking



Hard-to-kill

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