



Case Study: IoT/Transportation & Logistics

Driving efficiencies and a better customer experience with IoT

Cognizant transforms an equipment rental company's IoT and telematics strategy to deliver a better customer experience, while driving operational savings through greater efficiency.

A leading global equipment rental company recognized that it lagged behind its competition in adoption of digital strategies for operations and customer-facing services. Despite being an early adopter of sensors and IoT, they suffered from performance impediments and revenue leaks due to inefficient data capture in the field. Lacking a clear approach to digital innovation and without the ability to derive insights from telemetry data, the company sought to change.

The company engaged its long-term partner Cognizant to transform its IoT framework and logistics solutions. The company hoped to drive operational savings through greater efficiency, make the shift to delivering services through web and mobile interfaces, and expand their market share by providing tools that would give customers better visibility into their rented fleets and gain more profitability from projects with more transparency and better monitoring.

At A Glance

Cognizant digitally transformed a leading global equipment rental company's business processes and improved customer experience by redefining and implementing a new IoT strategy.

Outcomes

- Decrease revenue leakage by nearly \$10 million.
- Support telematics data from 33,000 pieces of equipment.
- Enable efficiency through mobile job schedules for over 700 drivers.
- Reduce time spent locating equipment by thousands of hours annually.
- Increase market share through innovative customer-facing solutions.
- Winner of 2017 CIO100 Awards for ProControl Telematics solution.

Better access to equipment location and usage drives field service efficiency

Cognizant focused on re-architecting and enhancing the rental company's IoT and logistics application as part of the transformation. We created simple mobile tools for the field operators that leveraged IoT data to improve efficiency and designed new digital services for the company's customers with the data.

Cognizant created solutions that derived new value from the client's IoT and logistics framework. We capitalized their telematics infrastructure, leveraging data about vehicle maintenance status, operator behavior, geographic location and other performance aspects from sensors on their heavy equipment fleet.

We leveraged the data from 33,000 sensors on equipment to drive efficiency. Automatic notification alerts are sent to employees when the rental equipment enters or leaves the site. GPS services can pinpoint an asset's exact location for a swift customer rental pickup, saving time.

Cognizant also used the telematics data to enable new capabilities in managing equipment availability and utilization tracking. This included real-time monitoring of equipment asset status, indicating inefficiencies like idling, under-utilization and misuse. Further, Cognizant used the data collected through the monitoring work streams to develop solutions that automate the scheduling of preventive maintenance based on run-hours of equipment.

Beyond data-driven solutions, we developed mobile and web tools to replace paper processes for the field technicians who operate and maintain the rental company's equipment. Cognizant's expertise in user experience enabled the development of a simple interface to provide efficiency driving tools for field workers, such as daily job schedule and equipment location. We also provided a mobile tool that enabled the company to more accurately capture fueling and damage charges during equipment rental check-in, which amounts to nearly \$10 million in revenue leakage savings.

Cognizant delivered features to drive customer satisfaction for the company, including electronic signatures and an automatic SMS for estimated equipment arrival time, which included a link to a sensor-powered location map.

This rental company's digital transformation and innovation continues to fuel change and grow their market share with competition. With access to real-time data and transparency of their fleet, operational savings and greater efficiencies continue to redefine processes and expand new capabilities. New omni-channel features and customer delighting solutions are opening the door for services that are convenient, interactive and deliver satisfying experiences.

Learn More

To learn more about Cognizant and the Internet of Things please visit www.cognizant.com/cognizant-digital-business/iot-solutions.

About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

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