

THE PETER A. DROBACH COMPANY

Union, NJ



Drobach uses the GlobalTRACS system to increase equipment utilization and improve maintenance scheduling

The GlobalTRACS™ equipment management system from QUALCOMM is an end-to-end wireless solution that records and sends rental equipment engine hours and location information. This operational data is sent automatically or on demand and provides timely and accurate visibility into equipment operations.

The GlobalTRACS system features:

- Automatic GPS positioning and street-level mapping
- Engine hour monitoring and reporting
- Guaranteed message delivery provided by QUALCOMM's Network Management Center
- Automated data integration with back-office software applications
- Digital and analog network access for the best coverage available today with built-in forward compatibility
- Ruggedized, field-proven hardware

WIRELESS BUSINESS SOLUTIONS® >>

EFFICIENCY

With QUALCOMM's GlobalTRACS system, rental companies have immediate access to equipment engine hours and location information. The GlobalTRACS system collects up-to-date data and sends it over the air to provide a clear and precise view of rental equipment status. In addition to helping streamline operations, the GlobalTRACS system helps companies lower costs and increase revenues by minimizing administrative hours and improving asset management.

Sixty-Five Years of Success

Founded in 1938, the Peter A. Drobach Company originally rented air compressors to contractors working on the Holland tunnel. Today, John Drobach, the grandson of Peter A. Drobach, carries on the strong tradition of the Union, New Jersey-based company. The company still serves the tri-state area but it has recently expanded to offer extensive aerial equipment.

Last year, John began investigating wireless management systems for Drobach's rental equipment. "We saw tracking systems in trade journals and thought they were financially out of reach, but QUALCOMM came in and showed us how the system would basically pay for itself in labor savings."

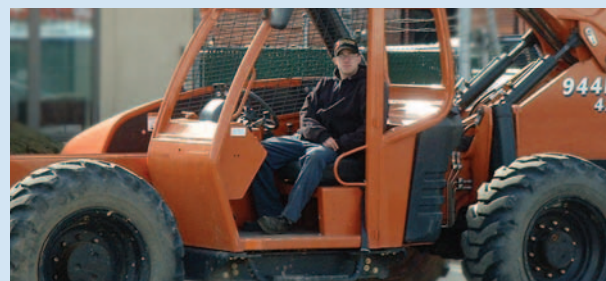
Ralph Howardson, a service manager for Peter A. Drobach Co., further explains how an increase in efficiency easily justified the GlobalTRACS system. "We used to depend on the customers to report engine hours. We hoped the equipment wouldn't be due for service before we saw it again. Now, with the GlobalTRACS system, we can instantly tell when the equipment is due for service and start planning to perform the maintenance." Ralph also noted, "We're now only using two-thirds of the service people to get the same amount of work done."



COMPANY OVERVIEW

The Peter A. Drobach Company can proudly state they're independent and strong – and have been that way for 65 years. “We have a strong customer base that remains loyal to us for their construction equipment needs,” says third-generation owner John Drobach, the grandson of Peter A. Drobach. Today, Peter A. Drobach Co. is a state-of-the-art rental firm with rough-terrain scissor lifts, high-reach forklifts, and booms. Their history, service, and selection has made the Peter A. Drobach Co. an institution in the construction business. “We're an independent, family-owned dealer that is always looking for the most technologically advanced tool that helps our customers,” John says.

“The GlobalTRACS system allows us to deliver greater value-added service,” John Drobach continues. “We don't inconvenience our customers with requests for hour readings off the equipment. We can access engine hours on a daily basis or even get a live reading without interrupting their operation. It saves our service people time and it doesn't disrupt the customer's day.”



Better Information Leads to Increased Utilization

Besides reducing labor and administrative hours, the GlobalTRACS system helps increase asset utilization. By knowing where equipment is and the number of engine hours since its last service, companies can allocate their rental assets more efficiently. “There are occasions when we run out of machinery,” Ralph Howardson explains. “If we have a customer call and say they're done with a piece of equipment, we can check the hours and if it's not due for service, we can ship it directly from one job to the next. It also helps us utilize our truck fleet more efficiently.”

The GlobalTRACS system's positioning feature helps pinpoint equipment before delivery trucks are sent to retrieve or transfer the equipment. The system also monitors equipment location for security and operations issues. “Occasionally, we do have customers that fall behind on payment,” Ralph admits. “They'll move the machine from one job to the next, but we know the machine has been moved and we can go retrieve it.” The GlobalTRACS host software also offers the ability to create geo-fences that alert companies when equipment has been moved from designated locations.

Timely and Accurate Data Direct from the Field to the Home Office

The GlobalTRACS host software offers a simple interface that displays equipment location and engine hours on one easy-to-read screen. The software also

features extensive integration

capabilities that enable data integration with business and maintenance software.

By seamlessly integrating this data, rental fleets can update their entire software systems with timely, automated information. “We're almost finished integrating updated engine hours for all of our QUALCOMM-equipped machines,” explains Mike Phillips, Drobach Inside Sales/Rental. This data integration helps Drobach invoice customers for their most recent hours. “If we have to bill a customer for overtime,” Mike says, “we have the necessary documentation and that's another benefit for us.”

Ralph Howardson agrees that the GlobalTRACS system increases the efficiency of Drobach's invoicing process. “Billing is much quicker. We know how many hours are on the machine right up to the last billing day.”

The GlobalTRACS system is a comprehensive, end-to-end wireless management solution for the construction industry. By having operational data collected and sent wirelessly, rental companies can reduce labor costs, minimize data entry errors, and increase the speed and accuracy of billing and maintenance. “Last year, we celebrated our 65th anniversary,” John Drobach concludes. “We thought we had all the answers and didn't need a system like GlobalTRACS, but we found out otherwise.”

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same amount of work done.”**

RALPH HOWARDSON

SERVICE MANGER FOR PETER A. DROBACH CO.

WIRELESS SOLUTIONS BY QUALCOMM



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