



## U.S. Markets, Incorporated

*With aerial lift and other equipment rented out at construction sites across the country, U.S. Markets faced a difficult challenge. How could it maintain accurate and up-to-date records of the locations, hours of use, and maintenance schedules for selected scissor and boom lifts, as well as rough-terrain fork lifts and under-bridge equipment?*

### Construction Rental Company Improves Equipment Tracking Coast to Coast

In June of 2005, an Elmhurst, Illinois-based construction-equipment sales and wholesale rental company—U.S. Markets—improved how it tracks, maintains, and monitors a large portion of its rental fleet. Equipment was constantly on the go—moving from site to site being rented to equipment rental companies and re-rented to contractors who placed a high priority on meeting tight construction deadlines. As a result, U.S. Markets had to rely on the employees of dozens of companies to provide information about the usage and condition of its valuable equipment.

According to Pete Mastro, general manager of U.S. Markets, “Our primary objective is to keep our equipment rented in order to generate more revenue. However, we also want to properly maintain equipment while on rent to ensure customer satisfaction and preserve its resale value. Before using this system, we used hand-written reports, which weren’t always timely or accurate.” He explained that to track the equipment or resolve questions about the need for servicing, U.S. Markets relied heavily on the phone. “With hundreds of pieces of equipment spread across the country, you might say we were open to the idea of improving our system.”



### Situation

- ▶ Managing equipment rented and re-rented across the U.S.

### Solution

- ▶ GlobalTRACS® equipment management system from QUALCOMM

### Results / Benefits

- ▶ Nationwide tracking of location information on request or at regular intervals
- ▶ Helps reduce over-and under-servicing; accurate engine-use data for maintenance scheduling
- ▶ Superior equipment utilization for increased revenue
- ▶ Quick resolution of questions about equipment use (on rent, off rent, excess hours, locations of use)
- ▶ Improved equipment and vehicle security

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Early in 2005, the company evaluated competing systems, and selected the GlobalTRACS system because of QUALCOMM's wireless coverage and the reliability of its redundant Network Operations Centers. "It's true that QUALCOMM had an effective system and the features we wanted, but we also were impressed because GlobalTRACS uses both digital and analog. And since we have equipment distributed across the country, it was a big plus that QUALCOMM offered true nationwide support regardless of location. They could commit to installing units no matter where equipment was located. QUALCOMM is a stable company with a great reputation in wireless, and we liked the idea that we could rely on them for some time to come."

According to Mastro, "QUALCOMM has been very responsive. They did some installations themselves and did a good job in training our affiliates and customers to do the rest. Now we can see what our equipment is doing 24/7 via the web-based interface. If it moves without our knowledge, we automatically receive alerts that tell us where and when it moved. There's no debate—just iron-clad proof of what's going on, and that includes how many hours the engine ran on a certain day, if it was at the proper location, or if there were excess hours involved. Either way, we can clear up problems in a matter of minutes, so the system is doing exactly what it should."

Mastro also uses GlobalTRACS to help U.S. Markets—and its customers—to capture new revenues. "We can see when equipment is idle," he explained, "so it can be moved to where it is needed. And if someone forgets to call the equipment 'off rent' by mistake, GlobalTRACS automatically captures the correct usage information. We don't have to rely solely on guessing and phone audits anymore, and that's something our customers really appreciate. Just as important, when our customers re-rent our equipment, they know we have improved the accuracy of our records in case there's a question about the use of the equipment."

The impact on maintenance also has made everyone's job easier. "We want to keep our equipment in the best condition possible," said Mastro, "and GlobalTRACS keeps things from falling through the cracks. One of the benefits of the GlobalTRACS system is that it allows us to set up 'flags' based on equipment hours to remind us when to schedule maintenance or repairs. This is far easier and more efficient than gathering information from those selected units manually. We believe that by combining the benefits of improved fleet utilization with better maintenance, we will be able to provide better service to our customers, improve our bottom line, and the system will pay for itself in a relatively short period of time."



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### WIRELESS SOLUTIONS BY QUALCOMM



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