

# How A Leading Rental Company Used Telematics To Significantly **Boost** Their **Operational Efficiency**

Baloo Hire & GemOne's  
Fleet Management Solution



# 01

## THE QUEST



**Baloo Hire, a leading rental company of industrial machines in Northern Ireland, had been searching for a fleet management solution for over a decade.**

A few years ago, it was difficult to have an accurate overview of the location of their vehicles. It was hard to efficiently measure the usage of their fleet.

And it was a challenge to avoid unexpected costs and downtime in the servicing and maintenance of their machines.

In 2019, they partnered with GemOne, a provider of smart telematics systems. Together, GemOne and Baloo Hire set out to **unleash the potential of Baloo Hire's industrial mixed fleet.**



# 01

## Key Information

**Baloo**  
 www.baloohire.com **Hire Centres**  
 a Briggs Equipment company



**1987**  
 In existence **since 1987**



**Accredited**





Certificate Number 10470  
 ISO 9001 ISO 45001



**Briggs**  
 In April 2019, Baloo Hire became a wholly owned subsidiary of **Briggs Equipment UK**



**Multi-industry**  
**Multi-industry rental services**  
 (including construction, facilities management, events, film and production, utilities, sports, government, marine, industrial, mechanical, and DIY)



**10.000 assets**  
**10,000 assets** across **650 types** (including powered access equipment such as scissor lifts and electric booms, forklifts, lifting and handling machines, telescopic handlers, excavators, and dumpers)



**Staff**  
**150 staff** across **7 locations** (Belfast, Bangor, Lisburn, Ballyclare, Glenavy, Omagh and Dungannon).

# 02

## THE PROBLEM

### The Rise of Telematics

Ten years ago, Balloo Hire installed simple trackers in their sales reps' cars and immediately saw the potential of using technology to better understand their assets.

At that time, telematics was emerging as a new technology. Installing telematics tracking devices on machines made it possible to collect data from digital and analog signals, often event-based, and send that data to a cloud platform, where it could be ingested, processed, and transformed into meaningful information.

"We could see that with every year that passed, there was more development in telematics," says Mark Grundy, the General Manager of Balloo Hire. Mark has been working at Balloo Hire for twenty-three years, fifteen of those as General Manager. "I've been on the telematics quest for a long, long time."



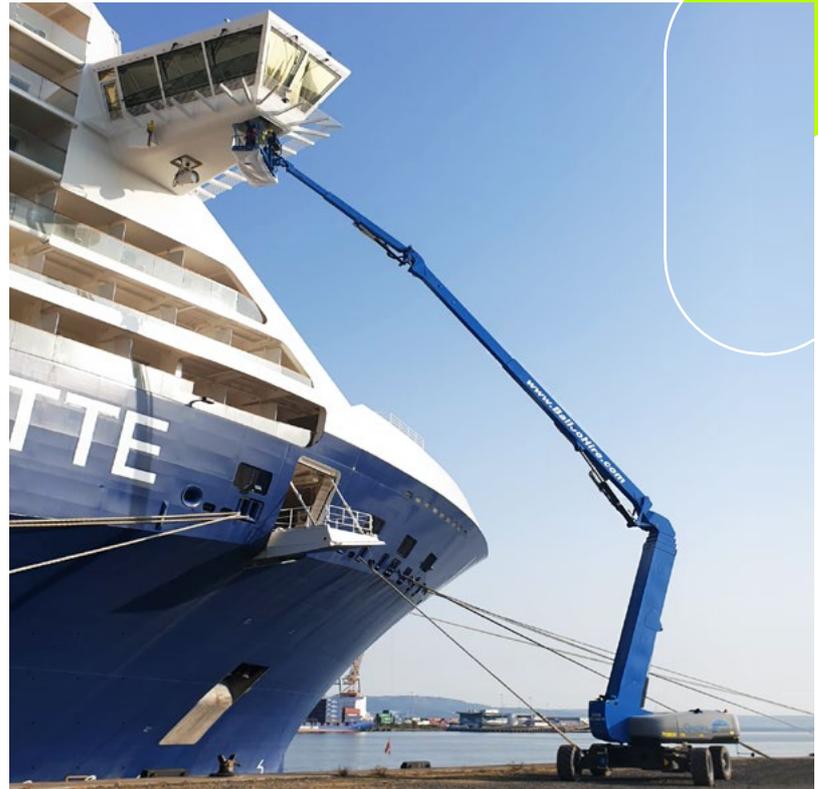
#### Mark Grundy

**Role:** General Manager of Balloo Hire (since 2006)

**Joined:** 1998

*Mark Grundy is an experienced General Manager with a demonstrated history of working in the industrial rental industry. For ten years, he was on a "telematics quest".*

## 02



## The Challenge of Fleet Management

Managing a mixed rental fleet had been labour intensive and time-consuming. “You’re having to proactively go out and phone customers to find out the hours on your machines,” says Mark. “You’re waiting on call-backs. Everything is slow and disjointed.”

Staff had to constantly update spreadsheets. They lacked the accurate information needed to plan service and maintenance. Resolving queries with rental customers about the usage and location of machines was sometimes difficult.

During the following ten years, Mark tried out a range of telematics solutions from various providers, none of which worked for Balloo Hire. “They were either too expensive on the monthly subscriptions or too expensive on the hardware,” says Mark. “Maybe the hardware was too cumbersome. Or maybe we didn’t like what it was doing. Other times, the user interface wasn’t right. **It didn’t give us the data that we wanted.**”

# 02

## Finding the Right Partner

At the same time, a technology company in Belgium was expanding its offering of telematic solutions.

GemOne, the daughter company of TVH Parts, had established partnerships that equipped them with years of experience in industrial equipment, digitisation, and telematics.

But the company itself was young. “We wanted to commit numbers so it was a bit of a gamble,” says Mark. “Can these guys deliver what they say they’re going to deliver? Is this product good? Will it do what we want it to do? Will they be around for a long time?”



After a meeting with GemOne and discussions internally between Mark, his Powered Access Manager, Colin Magee, and his Fleet Manager, Paul McClelland, it was decided that Balloo Hire would connect 50 machines to the GemOne platform.

**“It was a good pitch,”** says Mark. “It was a good product and it was priced correctly.” Now was the time.

# 03 THE SOLUTION



GemOne offers smart telematics systems which empower you to track your vehicles, boost efficiency, operate more safely, and avoid unexpected downtime.



## Solutions

**Based on 4 pillars**

Track and trace, operational efficiency, safety & security, and service & maintenance



## Products

**Onyx** (fleet management solution for mixed fleets) and **Sapphire** (safety management solution for material handlers).



## History

**Founded in Australia in 2012**; became a daughter company of TVH Parts in 2018.



## Regions

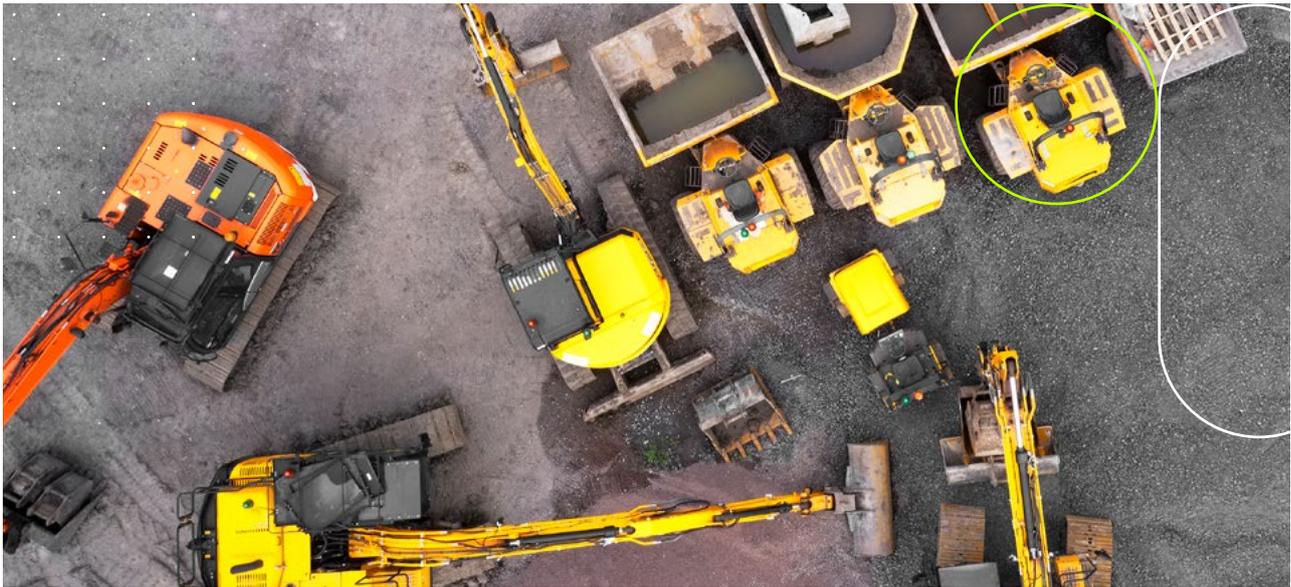
**Global**, with three Regional Headquarters: Belgium (EMEA), USA (Americas), and Australia (ASEAN).



## Description

**Smart telematics** to boost industrial fleet efficiency

# 03



## All Makes and Models

Onboarding and installation at Balloo Hire was quick and easy.

GemOne works independently of vehicle manufacturers so they were able to connect all makes and models in the Balloo Hire fleet to their system, as well as connect existing trackers that had been installed from other providers.

GemOne's hardware was robust: IP67-certified, dust and water resistant, and built to meet industrial demands. "They integrated all of that into our existing ERP system," says Mark. "They listened to us when we asked for it."

## 03

## One Single Platform

Baloo Hire was able to monitor their entire mixed rental fleet on one single cloud platform. Mark, Colin, and Paul could see where a machine was located, when it was being operated, and when it was due for maintenance. All in real time.

“It gave us visibility over the fleet and an understanding of how our assets were being used,” says Mark. “That’s partly from a security point-of-view, but it also allows us to see the regions we’re serving visually. You can see we have lots of assets in the east and perhaps not enough in the south. It informed our business decisions.”



## Better Customer Experience

With the capacity to measure the hours of usage on each machine across the fleet, Mark and his team could more effectively manage rental contracts and better service machinery. **“It just tells the truth,”** says Mark about the GemOne system. “It makes the account management easier and cleaner, and the customer experience a better one.”

# 04 THE RESULTS

## 1.200 Connected assets and counting

Since those initial 50 installations in 2020, Balloo Hire have continued to connect machines to the GemOne system. Today, they have more than 1,200 assets connected across their mixed rental fleet, from forklifts and telescopic handlers to powered access equipment such as scissor lifts and electric booms.

“We ramped up quite quickly because we’ve been very impressed with the product,” says Mark. **“GemOne have been very attentive. They’ve done what they said they were going to do.”**

## Key Achievements



**From 0 to 1,200  
connected assets  
and counting within  
2 years**



**Bespoke ongoing  
projects (for example,  
to connect 500  
generators)**

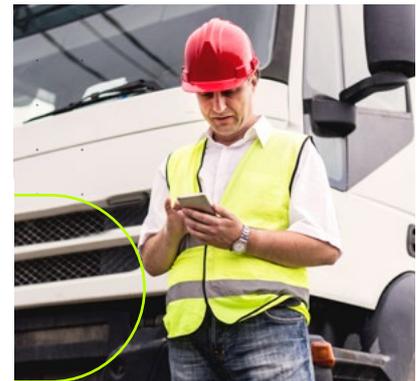


**Accurate monitoring  
of mixed rental fleet  
during COVID-19  
lockdowns**



**Improved customer  
service in query  
resolution and rental  
contract management**

# 04



## Proactive Partnership

**GemOne and Balloohire have continued working closely together in 2021 and 2022, whether that's on the onboarding of new assets or in ongoing cloud platform support. And GemOne are now developing tailor-made features for Balloohire based on their specific requests.**

One such project centres around Balloohire's generators, featuring data relating to hours, fuel, amps per phase, temperatures, and voltages. "That probably opens up another four or five hundred units in total," says Mark. "We can already see results from that project."

With twenty-three years of experience in mixed industrial fleet management, Mark Grundy is still working hard to boost the operational efficiency of Balloohire's business. Telematics is one part of that mission, and Mark is keen to continue aligning Balloohire with proactive partners such as GemOne who will help him achieve that goal. "We're quite happy to advocate the product," says Mark. **"We like to see proactive change in the industry."**

# Discover how GemOne telematics can make your industrial fleet safer and more efficient

Request a demo:

[www.gemone.com/demo](http://www.gemone.com/demo)



Lets get connected:

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