

# Using Data to Drive Decisions: Sunbelt Rentals Reduces Costs While Improving PM Compliance



## Using Data to Drive Decisions:

# Maintenance and repair expenses are the highest fleet costs after depreciation.

Despite headwinds, fleet maintenance operations continue to offset increases. As parts and labor cost data indicate that significant cost challenges continue to impact fleets through 2023, Sunbelt Rentals is using data to bring these costs down.

Eric Jahnsen, CTP, Director/Supply Chain Procurement - Transportation at Sunbelt Rentals was on a mission to increase savings while also drilling down into the total cost of ownership by vehicle make, model, engine type, and fuel type. Eric realized that he lacked reliable internal data to make any decisions.

“I found that we needed a third-party partner to help us manage and report the costs, provide analytics, handle the day-to-day management, and work through maintenance and repair administration with the third-party shops.”

### Sunbelt Partners with FleetNet America

Sunbelt partnered with FleetNet for an initial pilot program to access the viability of real-world savings. This was critical for Jahnsen as he spent years evaluating vendors and engaging in pilot projects before finding a successful model with FleetNet.

FleetNet took a hands-on approach with Sunbelt to create a customized program to meet the company's needs.

“In the maintenance world, you may not see savings for years. With this, we saw a benefit after eight months on the pilot. We saw success a lot sooner and greater than I ever expected.”

After eight months, Jahnsen had enough information to present the program to Sunbelt's executive team and recommend a full roll-out of the program.

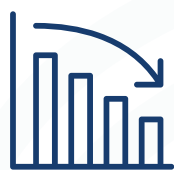


## Using Data to Drive Decisions:

# Decrease Downtime, Reduce Costs

Sunbelt fully engaged FleetNet America in early 2020 as a third-party partner to help manage and report maintenance costs, provide analytics, handle the day-to-day management, and work through maintenance and repair administration with the third-party shops.

Today, the rental company tracks cost down to major components and monitors the average cost per unit, per day. Sunbelt Rental has rolled out FleetNet America's services to the majority of its fleet and continues to grow the program.



### Reduced Maintenance Cost

**\$15 TO \$11**  
PER UNIT/ PER DAY

Sunbelt saw its average maintenance cost per on-road unit drop to about \$11 from about \$15 a day.

**“I don't always expect to see that type of improvement over the entire fleet, but if we just saw a \$2 improvement per asset per day, that would be a *\$9.3 million average reduction in maintenance expenses.*”**

Jahnsen said.

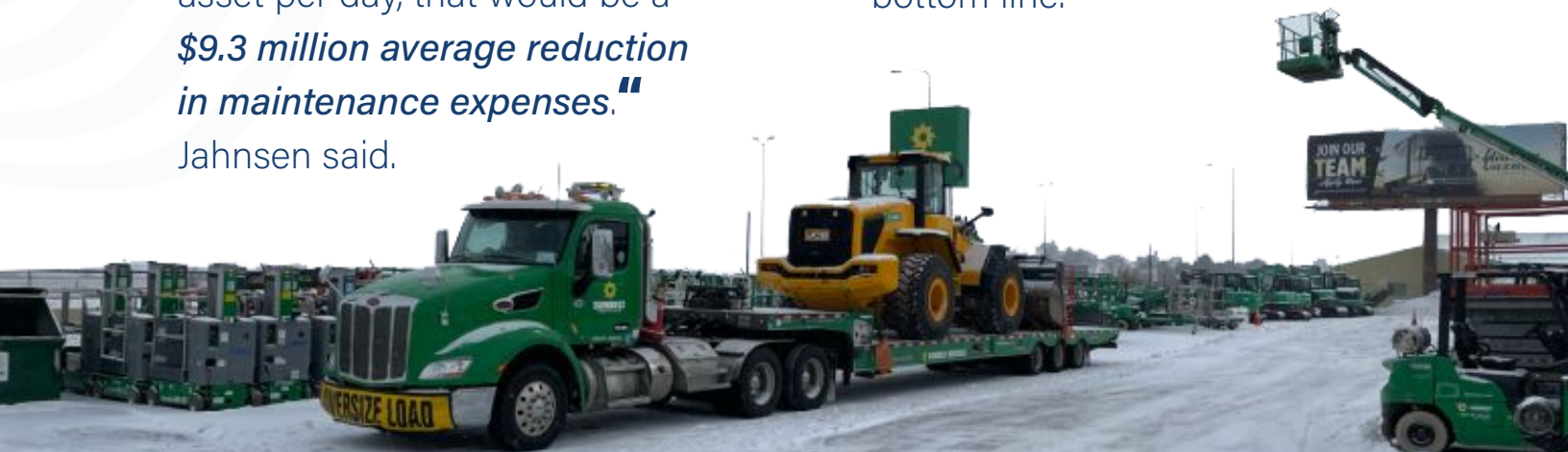


### Decreased Downtime

**+4 DAYS TO 3 DAYS**

Sunbelt saw average downtime per month decrease to three days per vehicle from more than four days per vehicle.

**“A one-day improvement per month for every asset in the fleet would equal a \$60 million annual reduction in expenses to the company's operating bottom line.”**



## Using Data to Drive Decisions: Informed Decisions

Sunbelt Rentals has paid particular attention to data regarding cost and downtime trends of three competitive brands. They are now using the information to compare vehicle makes and models and the cost per unit per day to maintain those vehicles.

Data indicates that costs change significantly based on the type of transmission, brakes, and even fuel type. Having this type of information will help Sunbelt make better purchasing decisions and agreements based on the total cost of ownership rather than the original purchase price.

“The data shows that of the three brands of heavy tractors we buy, there is a significant cost difference between one and the other two to maintain.”

### Improved Process Through Data

Data can be used to compare local vendors to ensure the fleet receives the best pricing. As part of its processes, FleetNet reviews every repair estimate, focusing on items or labor time that seem to be priced higher than the market.



“One of the most essential costs related to downtime is customer satisfaction. Most of these vehicles are delivering our products to our customers. If we have unscheduled repairs, we might not make those deliveries on time. I can't put a dollar amount on how important it is to keep our customers happy.”

Ready to see how FleetNet America can help you improve your fleet operations?

**Contact us at 877-559-9640 or email [sales@fleetnetamerica.com](mailto:sales@fleetnetamerica.com)**