



Next level telematics

O₂ Smart Vehicle is helping Bidfresh modernise its telematics and vehicle tracking systems to drive efficiencies across its delivery fleet.



O2 Smart Vehicle

A modern approach to fleet management

Food logistics specialist Bidfresh needed to update their existing vehicle tracking system to improve mobility and strategic business decisions, and wanted to take advantage of new developments in advanced telematics.



O₂ Smart Vehicles provides powerful information and real-time insight on both vehicle state and driver behaviour for diverse fleets (including plant machinery, Electric & Hybrid). Enabling organisations to identify areas where savings can be realised or where driver guidance may be required to support your brand.



Robert Stirling,
Head of Digital Solution Sales, O₂ Business

Partnering with experts

O₂ worked closely with Bidfresh to establish their needs and provide a solution through O₂ Smart Vehicle; a range of services which gave them plenty of scope for future development. O₂ Smart Vehicle, powered by Geotab, is driven by five pillars: safety, productivity, fleet optimisation, compliance and expandability.

Detailed fleet and fuel insight

O₂ Smart Vehicle provides a real-time, online dashboard with detailed tracking information for Bidfresh's fleet of delivery vehicles. On-board diagnostics (OBD) devices in each vehicle provides a wealth of invaluable data, including fuel consumption, engine performance and driver behavioural analytics which can be used to drive performance efficiencies and prevent accidents.





Smart vehicles, smart insights

O₂ Smart Vehicle transforms fleet safety and efficiency with a range of services for fleet managers.

At its heart are the plug-and-play on-board diagnostics (OBD) devices which were installed in a number of Bidfresh fleet. In tandem with an online dashboard, the system provides a range of real-time information on fleet tracking, as well as diagnostics on fuel use, vehicle maintenance, driver behaviour and more.

“O₂ already provided our mobile phones and a basic vehicle tracking solution,” says Paul Arman, IT Director, Bidfresh. “But we wanted something more advanced that would provide vehicle diagnostics across all our diverse range of vehicles, from lorries to vans to cars.”

O₂ initially installed the devices in 200 vehicles across 17 different sites in the UK, liaising with 17 different depot managers and working around their requirements. The installation has since been expanded to 450 vehicles and is expected to double that over the next year.

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Installation and set-up were very straightforward and our regular O₂ account manager has been with us throughout the operation. It's reassuring to know that if we have any issues or questions we can call them and they'll have the answers.

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Paul Arman, IT Director, Bidfresh

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Working together for a better future

Following an intensive bidding process, Bidfresh's demanding requirements were eventually met by O₂ Smart Vehicle. "O₂ worked closely with us to understand our needs and help provide all the oversight and management of the solution, then found a suitable partner to bring in the expertise and hardware that we required," says Paul Arman, IT Director, Bidfresh.

The online dashboard offers a deeper level of granular detail than had previously been available. It also makes it easy to produce reports which can be passed to senior board managers to drive actions and improvements.

O₂ Smart Vehicle is an open-ended solution with plenty of scope for future development, such as an app for mobile devices which allows drivers to tag in and out. There's also the potential for driver-facing and road-facing cameras, as well as the option of fuel-card integration for more efficient fuel buying.

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O₂ Smart Vehicle gives us a treasure trove of data, everything from GPS tracking to fuel use monitoring, even whether a driver's using their seat belt or not. It gives us lots of insight that we can use to improve our fleet strategy in future.

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Paul Arman, IT Director, Bidfresh

Benefits for Bidfresh:

- **On-board diagnostics (OBD) devices** – the telematics devices fitted in each vehicle track position but also provide detail on fuel levels, vehicle safety and driver efficiency.
- **Easy fit solution** – the OBDs work equally well in all types of vehicle, including trucks, vans and cars and can be self-fitted for further cost savings.
- **Online dashboard** – the cloud-based interface can be accessed virtually anywhere by authorised personnel and provides real-time tracking information on the fleet.
- **Safety and efficiency reports** – the dashboard also makes it easy to identify potential safety issues and produce detailed reports to help drive efficiencies.
- **Supply chain consolidation** – with 17 companies under the Bidfresh banner, O₂ offers a one-stop shop to simplify supply for a range of communications technology services, including mobile, landline telematics, broadband and more.
- **Reduced fuel costs** – O₂ Smart Vehicle typically produces a 15% reduction in fuel expenditure by optimising routes and improving driver behaviour.
- **Reduced maintenance and repair costs** – O₂'s advanced telematics typically lead to a 14% reduction in annual cost.

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About Bidfresh

Bidfresh supplies chefs in Michelin star restaurants, bars, hotels, sports stadiums, colleges, and schools, with quality fresh produce, fish, meat and dairy products. Deliveries happen every day from specialist suppliers around the UK. It includes 20 individual, specialist brands including Direct Seafoods, Oliver Kay Produce and Campbell Brothers.

The group is currently expanding, acquiring further brands and partners, which retain their individual branding and product range, supported by unified back-office functions including billing and delivery telematics.

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The solution was implemented quickly and efficiently, working collaboratively with the regional fleet managers. As vehicles were enabled Bidfresh were immediately able to identify opportunities to reduce fuel consumption, route their vehicles more efficiently and gain a wholistic view of their entire fleet. Bidfresh are now exploring integrating additional products & services into the O₂ Smart Vehicle open platform.

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Robert Stirling,
Head of Digital Solution Sales, O₂ Business

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