

SANY America customers manage high-value assets with advanced telematics solution



- **Business Needs** - A way to help customers keep track of trucks, cranes and other valuable machinery
- **Networking Solution** - Internet of Things technology enables SANY America and its customers to manage heavy equipment and other valuable assets
- **Business Value** - Increased sales, improved business processes
- **Industry Focus** - Heavy equipment manufacturing and sales
- **Size** - 40,000 employees in 150 countries

About SANY America, Inc.

SANY America manufactures, sells and supports construction and material handling equipment, including crawler cranes, rough terrain cranes, truck cranes, hydraulic excavators, motor graders, wheel loaders, backhoes, articulated dump trucks, container reach stackers, empty container handlers, and heavy forklifts. The company's sales area includes the U.S., Canada, Mexico and Central America. SANY America is part of the SANY Group, which began as a small welding factory in China in 1989. Since then, it has grown to include five industrial complexes in China as well as four R&D and manufacturing centers in the United States, Germany, India, and Brazil.

Situation

Heavy equipment theft is on the rise, according to the National Equipment Register and the National Insurance Crime Bureau. The toll to businesses' bottom lines can be significant, as the average loss of a stolen piece of equipment is nearly \$50,000. SANY America needed a way to help its customers protect their valuable heavy equipment.

Solution

AT&T Internet of Things (IoT) technology helps SANY America and its customers manage a wide range of heavy equipment and other valuable assets with GPS telematics. In addition to benefiting customers, the affordable asset tracking solution helps SANY America be more competitive in the U.S. marketplace and increases its value to its customers.

Lowering the Risk of Equipment Loss

SANY is one of the largest equipment manufacturers in the world, said Kevin Grover, Excavator Product Manager for SANY America. “Our goal is to be the Number 1 equipment manufacturer in the U.S. market.” But, that comes at a price, heavy equipment is costly, so the company is always looking for ways to help customers protect their investment. This commitment to increasing value for customers is evident in the fact that SANY has been granted an industry-leading 6,000 patents and invests 5–7% of its annual sales revenue in research and development.

It’s an unfortunate fact of life that the value of heavy equipment makes it a tempting target for thieves. The National Equipment Register and National Insurance Crime Bureau report that this value,

sometimes spotty site security, opportunities to sell stolen equipment in the used equipment market and low risk of detection and arrest contribute to the growth of equipment theft. In its most recent report, the crime bureau documented 11,625 reported thefts of heavy equipment over a 12-month period—an increase of 1.2 percent over the previous year.

Knowing the exact location and condition of its valuable machinery is critical for commercial equipment owners. But resource management solutions can be expensive and not always effective. SANY America wanted to help its customers lower the risk of equipment theft or loss. “We needed to provide a GPS telematics asset tracking solution to be competitive in the U.S. marketplace and to increase value to our customers,” Grover said.

Better Protection for Important Investments

AT&T telematics services are helping SANY America to more effectively monitor and manage its heavy equipment machinery in North America. “AT&T was able to build and design a custom solution to our specs for the U.S. market,” Grover said. AT&T Internet of Things (IoT) technology is at the heart of SANY America’s telematics services, including the AT&T Global SIM and AT&T M2M Application platform.

The services provide commercial equipment manufacturers, fleet owners, rental companies and original equipment manufacturers like SANY an effective turnkey solution that’s easy to use and reasonably priced. Users can capture important data such as location, diagnostics and usage via an easy-to-use app that helps to improve equipment



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management and maintenance. SANY America and its customers can access the easy-to-use monitoring platform from a smartphone, tablet or PC.

“The SANY Live portal and Web interface is very simple and intuitive to use,” Grover said. “It allows the end user to remotely monitor the machines in real time, see engine hours, fuel usage, location history so they can track and see where the machine has been, monitor alerts and manage events.”

This solution gives companies the ability to better protect and manage their heavy equipment assets remotely and thereby gain operational efficiencies. “With these high value machines, event management and proactive maintenance allow our end users to really increase profitability,” Grover said.

Increasing the Value of Company Assets

The AT&T solution has allowed SANY America to provide its customers with a comprehensive machine tracking solution that delivers all the

machine data they need and increases the value of the assets.

Telematics services from AT&T for commercial equipment include:

- Location and history so managers can know where their equipment is at the time they view it and see a history of where it was operating previously.
- Detailed reports on how the equipment is being used, designed to help companies get the most from their assets.
- Geo-fencing capabilities that let managers define a perimeter and then immediately receive alerts when equipment has moved into or out of that area.
- Real-time diagnostic and condition alerts that notify companies of any equipment service needs or the possibility of component failures. This also assists in maintenance planning and tracking.

In the past, commercial equipment manufacturers paid a hefty price for effective resource management solutions. The AT&T IoT solution provides a simple, cost-effective solution that can be implemented quickly and globally – and

manufacturers like SANY America are experiencing the advantages. “Having the AT&T solution has really been a benefit to our sales,” Grover said. “We’ve hit record numbers this year already.”



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Better, More Integrated Customer Experience

SANY America Vice President Andy Clevenger quickly saw the value of the IoT solution. “The close collaboration with AT&T to develop a telematics solution is allowing SANY America to offer our dealers and customers an industry leading tool to remotely track, manage and troubleshoot their equipment fleets,” Clevenger said. “We are truly excited to introduce the telematics services from AT&T solution to provide our customers with a more integrated and closer customer experience with SANY America and its products and services.”

SANY America has introduced the smart telematics service on its heavy machinery, beginning with excavators, and plans to expand to other products soon.

AT&T has demonstrated a commitment to meeting the unique needs of commercial equipment manufacturers and owners. For the past three years, AT&T has been an active corporate sponsor and member of the Association of Equipment Management Professionals (AEMP). AT&T helped create the development of the AEMP telematics standard for the Heavy Equipment sector, which is used in the AT&T telematics solution.