



## Small Hire Company cuts losses with Asset Tracking

West Hire were looking for a solution for their fleet to cut back on the number of trailers they were losing each year to theft.

### Challenge

As a sole trader Rohan Davies-Moore was losing up to 10% of his fleet each year due to stolen trailers at service station sites throughout Perth. With the cost of insuring his entire fleet being far too expensive for a small business owner, West Hire along with most trailer hire companies around Australia had to absorb the cost of stolen trailers.

### Solution

He turned to Fleet Complete after a recommendation from another Fleet Complete client who had

successfully implemented tracking throughout their own fleet. Rohan was further prompted by a contract proposal for a highly profitable site that came with a reputation for stolen products.

“Unfortunately, it’s the sites that close at 7-8 at night that are at a much higher risk, so it’s my trailers at these sites that I look to track.”

Fleet Complete’s Asset Tracking device, the AT4 was the answer. Rohan needed a unit that was self-contained that he could disguise

**“As a small business we simply cannot afford to have our assets stolen. The AT tracking system has allowed us to have peace of mind and increased security throughout our fleet of trailers.”**

- Rohan Davies-Moore, Proprietor - West Hire

[westhire.com.au](http://westhire.com.au)

### PROFILE:

- Small sole trader trailer hire company
- Located in Perth
- Has a fleet of 30 trailers
- Is a service business to the service station industry, ‘they do the hiring, we provide the trailer’
- Variety of trailers ranging from car transporters to furniture trailers

### CHALLENGE:

- Theft prevention
- Asset recovery

### SOLUTION:

- AT4 Asset Trackers

### RESULTS:

- Increased customer service
- Improved driver safety

on his trailers. “The four year battery life and low cost of the product were the key motives for choosing Fleet Complete.”

West Hire installed AT tracking devices to four ‘high risk’ trailers across their fleet.

### The Rollout

The simple to install device meant Rohan was able to complete the installation himself with the support of Fleet Complete’s support team. “The back of house team has been fantastic! While I was learning how to do things they were incredibly helpful. When they upgraded me to their new web based software they stepped me through the changes, now I track my trailers on my smartphone.”

### The Results

Within one month of installation, a trailer fitted with a device was stolen and recovered within 24 hours and the person was subsequently charged by police. Another 3 months later a second trailer was stolen. “Thanks to the AT tracking device, we were able to locate and recover the trailer within 6 hours. The trailer already had new number plates and been resprayed.” Valued at close to \$7,500 each trailer, the AT tracking system continually saves West Hire the cost of replacing new trailers. “If it wasn’t for the trackers I couldn’t have trailers on the site, the risk is far too high” The trackers are continuously leading to the recovery of stolen trailers, “the police love the fact that we have the ability to send them straight to the location of the stolen trailers, making their jobs easier and often resulting in the retrieval of other stolen goods.”

### Added Benefits

Rohan is also able to monitor the location of his assets daily, gaining a better understanding of how and when this trailers are being used, and the whereabouts of them. “I receive



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two locations daily which I can check from either my Smartphone or computer and make sure my assets are safe.”

West Hire will look to increase the safety of their fleet by adding more tracking devices to its fleet in the future ‘Definitely with the high risk trailers, if the site we are storing our trailers at is renowned to be at high risk of theft, I would 100% install them.’

“We installed AT tracking devices to four high risk trailers across our fleet, and we’ve since recovered three of these after being stolen. Within 6 hours of theft, one of our trailers already had new number plates and had been re-sprayed, so retrieving this trailer without Fleet Complete probably would have been impossible.”