

7 WAYS TO USE MACHINE DATA



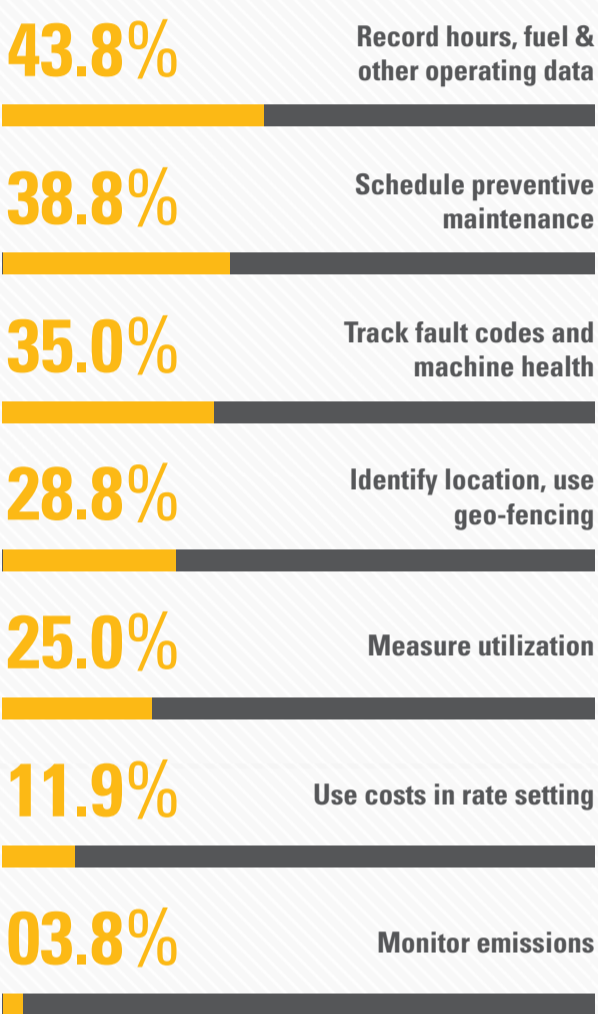
Are you using machine data in your business?

The move to telematics is fairly slow-going in the construction industry. But that doesn't mean heavy equipment owners don't value data. In fact, when Construction Equipment magazine asked a group of contractors if they're using machine data in their business, here's what they said:



SO WHAT'S EVERYONE DOING WITH ALL THAT DATA?

All kinds of things that boost the bottom line.



AND WHAT'S THE PAYOFF?

- "We used to track fuel by fill-ups. Now we know exactly how much every machine uses."
- "It's saved us one engine already... probably \$15,000 to \$18,000 on that one incident."
- "We reduced operator abuse events by about 75%."
- "I recovered a stolen machine, undamaged, very quickly. No real downtime or insurance costs."
- "One of the loaders was only working at 40% capacity so we put it to work on another site."
- "We're tightening our bids and increasing our margin at the same time"
- "Easier compliance reporting saves me time and money."

1 2 3 4 5 TIPS TO GET STARTED

Start small.

Track a few key factors on a couple of machines—then grow as you go.

Set simple, specific goals.

Cut idle time, reduce fuel costs, prevent theft.

Work with a pro.

Talk to someone who has a good track record helping others in your business.

There are lots of good reasons to capture and use machine data. But adjusting to new technology can be overwhelming.

Here's how to start:

Ask about ROI.

Work with your supplier to estimate costs and benefits.

Try before you buy.

Request a complimentary trial or rent a technology-enabled machine.

PUT YOUR DATA TO WORK

Ready to get started? Your Cat dealer is great resource.

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