

GPS Vehicle-Tracking System from RAM Tracking Helped **GTA Equipment Rentals** Recover \$100,000 in Stolen Equipment



GTA Equipment Rentals Profile

Founded in 2011 by brothers Wess and Achille Ettore, **GTA Equipment Rentals** is a family-owned and -operated company located in Oakville, Ontario. It specializes in providing construction and landscaping rental equipment for commercial and residential use. The business has grown from a single Bobcat to a fleet of more than 50 pieces of small-to-large construction vehicles and equipment that are available for rent.

“ *After extensive online research and learning about its reliability, effectiveness and customer service excellence, GTA Equipment Rentals chose RAM Tracking.* ”

Equipment Rental Challenges

With so many different items of equipment to manage, GTA Equipment Rentals must ensure every item is well maintained, safe and reliable and its customers use the equipment correctly. It's also important all equipment is being tracked, so they are returned on time to be cleaned and inspected and any preventative maintenance completed to reduce turnover time to the next customers and to maximize business revenues.

Keeping track of the location of the increasing number of vehicles and specialized equipment as well as monitoring their usage and maintenance needs was becoming an increasing challenge for GTA Equipment.



Why RAM Tracking Solutions?

GTA Equipment Rentals recognized the value of maintenance alerts with the RAM Tracking system, and used it to great effect. Previously, monitoring equipment usage in the field was challenging. The company couldn't always be sure all maintenance and servicing was being performed according to recommended schedules to avoid breakdowns.

With the RAM Tracking on its team, GTA has a better understanding of how its customers are using the equipment. Preventative-maintenance checks occur at the appropriate milestones and customers are provided with safer, more dependable equipment to complete time-sensitive projects.

GTA is also able to create alerts, so equipment isn't used when it shouldn't be or moved outside a pre-set geo-fence.

“ The RAM Tracking system ensures our assets are regularly checked and serviced not only to extend the lifetime of the equipment, but also to maintain the highest level of safe usage. ”



Benefits

Theft Protection – RAM Tracking’s 24/7 vehicle-tracking system benefited GTA Equipment Rentals almost immediately, following the theft of a Track SkidSteer and a 5-ton excavator, valued at \$100,000. They were located and retrieved quickly without further disruption to business operations.

“ *Knowing where our equipment is located 24/7 minimizes theft and inappropriate usage, which, in turn, reduces insurance claims and large increases in our insurance premiums.* ”

– Mr. Wess Etorre ”

Happy Customers – GTA customers can rely on all of its equipment being at peak operational efficiency, which significantly reduces the likelihood of customers’ workers being injured. Customer projects are more likely to be finished on time and their clients more satisfied with the work and costs, thus elevating brand awareness for GTA and its reputation.

Training – Like all RAM Tracking customers, the GTA Equipment Rental team received complete training to help everyone quickly become familiar and proficient with the vehicle tracking software. This comprehensive training ensured everyone was comfortable accessing the user interface and knew how to create automated reports and alerts. RAM Tracking training session also explained how the smartphone app can be used to track equipment from anywhere in the world at any time.



Interested in being our next success story?

Contact us...

**RAM Global Solutions Ltd
2360 Bristol Circle, Suite 202
Oakville
Ontario
L6H 0M5
Canada**

**T: 1 866 998 9335
E: info@ramtracking.ca
www.ramtracking.com**

