

CASE STUDY

Bob Rental

When a Chilean construction rental company wanted to turbo-charge their management software, they turned to FleetUp.

Two brothers, Vecente and Pedro Bascuñan, founded Bob Rental with the goal of revolutionizing their industry. Not only would they start a construction equipment rental business - they would let their customers rent gasoline and skilled operators. Not only would they supply the most powerful machines - they would create their own cutting-edge management software.

For a decade, the business grew explosively and their software tracked everything they couldn't track themselves. But success made their fleet increasingly large and increasingly unmanageable. Eventually, they realized they needed to add features that they didn't have the programming experience to build themselves.

That's when they learned about FleetUp's real-time tracking features and open API integration capabilities.

Working with FleetUp's engineers, Bob Rental added a number of powerful solutions to their management system. Before, their fleet's data had been scattered across the country, in hundreds of vehicles, on a wide variety of construction sites. Now, all that data was instantly accessible on a single operating platform. With FleetUp's technology, Bob Rental could track:



Automated HOS

Centralizes record-keeping and shows how long vehicles have been in use.



Fuel Waste Analysis

Tracks individual vehicles' fuel consumption and identifies issues causing fuel waste.



Real-Time Engine Diagnostics

Monitors engine temperature, battery level, and notifies fleet managers about potential mechanical issues.



Maintenance E-Scheduling

Automates maintenance log management, prepares regular engine health reports, and streamlines communication between mechanics.