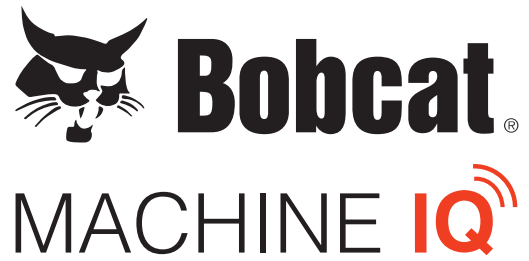


TRUAN EQUIPMENT LEVERAGES BOBCAT® MACHINE IQ TO DRIVE RENTAL EXCELLENCE



CUSTOMER PROFILE: TRUAN EQUIPMENT



- Full-line construction equipment sales and rental business in operation since 2013
- 20 employees managing 22 equipment rental locations in Tennessee, Kentucky, Georgia, Virginia, and North Carolina
- Customers include: DIY homeowners, plumbing companies, site prep contractors, large earthmoving operations and long-term development projects
- 100+ loaders and compact excavators in Machine-IQ powered fleet
- 5 stolen loaders recovered thanks to Machine IQ

Summary

With over 165 five-star Google reviews, Truan Equipment has established itself as a trusted name in equipment rental and sales for the Southeastern United States. A cornerstone of their successful strategy has been the implementation of Machine IQ to monitor fleet performance, safeguard equipment, and deliver proactive service across their rental network.

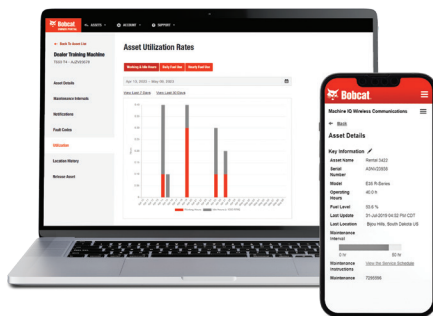
Challenge: Managing a Dynamic Rental Operation Across Multiple Remote Locations

As Truan Equipment's Operations Coordinator Kendall Casebier will tell you, managing a rental fleet across 22 remote locations presents its share of unique operational challenges. His team can't always get eyes on machines when issues arise, and having equipment stationed at partner locations means security is always a concern. "When running a rental company, you're always going to need new equipment over time" Kendall said. "Having Machine IQ integrated in new units has been a real game changer, especially for equipment we don't have immediate access to - like machines at our satellite locations that are on longer-term rental agreements."

Using Machine IQ, Kendall can keep a pulse on the 100+ Bobcat rental units in the field. Near real-time fault code notifications delivered directly to his inbox provides a much clearer assessment of the issue, eliminating the uncertainty of a customer's interpretation. "I can make decisions a lot easier and a lot faster with IQ because I know exactly what's going on, versus trying to rely on what the customer is relaying to me" he said. Equipped with these insights, Kendall can proactively alert his customers to any pending problems, ensuring peak performance for his equipment while maximizing uptime on the job site.

"I see a fault code notification come in, and I call the customer. I say, 'Hey man, you're getting hot...check the radiators, make sure everything's blown out.' I've surprised a couple of people, and usually they're excited about it," he said.

For growing businesses like Truan Equipment, Machine IQ isn't just a machine monitoring software - it's an indispensable tool to enhance day-to-day operations. "It's literally not just saved on my toolbar on my computer, but it's open all day long. I stare at it. I use it for tracking purposes. It's extremely helpful for locating machines when a customer isn't on site. It's utilized more than you could imagine."



LEARN MORE ABOUT MACHINE IQ

Scan the code to discover how Machine IQ offers near real-time insights to your equipment's health, location and security.

