case study

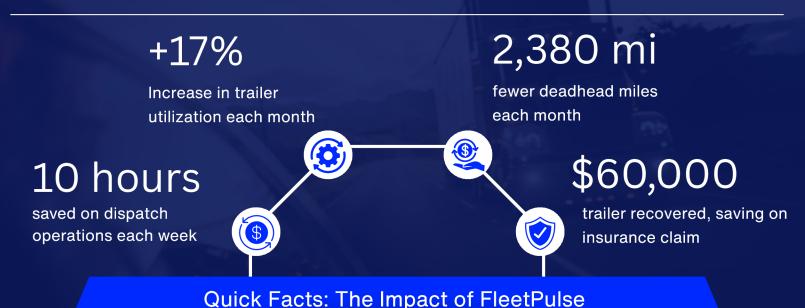**FleetPulse™** X **SIBLEY TRANSPORTATION, INC**

$134,100+ yearly savings

with FleetPulse trailer telematics insights

Achieving 5X Return on Investment

- **$88,700 in additional profit increase in a single year**
- **$30,400 saved by optimizing asset rotation**
- **$15,000 /year in recovered stolen trailers**
- **28,560 empty miles eliminated**

+17%
Increase in trailer
utilization each month

2,380 mi
fewer deadhead miles
each month

10 hours
saved on dispatch
operations each week

$60,000
trailer recovered, saving on
insurance claim

Quick Facts: The Impact of FleetPulse

1.The Trailer Strategy Behind the ROI

With over a century of experience, Sibley Transportation runs a modern operation rooted in time-tested values. But as trailer operations grew, so did the gaps: trailers going dark for days, sitting idle for days at a time, and constant back-and-forth between dispatch, customers, and drivers.

As their fleet grew, and they needed more capacity, Sibley didn't want to keep throwing trailers at the problem—they wanted to do more with what they had. And with FleetPulse, that's exactly what they achieved.

2. Choosing FleetPulse: Faster Visibility, Smarter Operations

When evaluating trailer telematics solutions, the team found others clunky or too complex. FleetPulse offered the right mix: ease of implementation, easy to navigate UI, and a dedicated team to ensure they got the most out of their purchase. Starting with FleetPulseGO retrofits, and scaling with FleetPulsePRO on new trailers, Sibley created a connected fleet in just weeks.

The platform soon became indispensable. Daily dispatch planning, bi-weekly yard checks, and Monday morning dwell reports —all powered by FleetPulse data— transformed how operations ran.

3. Operational Wins with Measurable ROI

Reduced Empty Miles, Reduced Waste

Using live GPS tracking and trailer utilization insights, Sibley proactively repositioned underused trailers, **reducing empty miles by 2,380 miles per month. This led to $30,400 in yearly savings** through lower fuel consumption and reduced driver time spent on unproductive routes.

Accelerated ROI Through Theft Recovery

Within weeks of implementation, **FleetPulse helped Sibley recover a stolen trailer worth $60,000** by tracing GPS data and confirming facility exit times with security footage—leading to immediate savings and avoiding a costly insurance claim.

Improved Trailer Utilization

FleetPulse's dwell time analytics enabled Sibley to **boost trailer utilization by 17%** on a monthly basis. This optimization increased monthly trips per trailer, **driving $88,700+ in additional revenue annually.**

Integrated Into Daily Operations

FleetPulse powers the Sibley workflow—yard checks, dispatch validation, and weekly utilization reviews. **The platform is the single source of truth, delivering live data that guides decisions, resulting in 5–10 additional driving hours per week.**

Conclusion:

Smart Telematics, Real Business Impact

Sibley's results with FleetPulse show how the right telematics platform turns data into action. By using dwell time analytics and real-time trailer insights, they moved more freight with the same equipment—boosting utilization by 17% and increasing revenue per trailer.

With FleetPulse, every trailer becomes a more productive asset—generating more revenue, reducing waste, and helping fleets operate with greater speed and precision.

Thank You, Sibley Team

We extend our sincere gratitude to the entire Sibley Transportation team for their collaboration and trust. Your commitment to operational excellence and forward-thinking mindset set the standard for smarter, more efficient freight operations.

Let's Move Freight Smarter—Together

Explore how your fleet can reduce costs, improve safety, and boost trailer ROI. **FleetPulse** delivers a complete suite of solutions to help you run leaner, safer, and more sustainable operations.

FREE CONSULT

Book Your Free Consultation

We'll help you uncover the savings potential for your fleet.

BOOK NOW ›

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