



Superior Bowen Asphalt

Leading manufacturer delivers best-in-class customer service with Zonar

**Organization**

Superior Bowen Asphalt

Industry

Construction

Location

Kansas City, MO

Employees

201-500

Website

www.superiorbowen.com

Solution

- Zonar 2020® tablet, including EVIR® installed on their entire on-road fleet, from milling machines to pick-up trucks to shuttle buggies
- ZTrak® asset tracker installed on their off-road fleet

Benefits

- Zonar solutions helped Superior Bowen achieve:
- Improved visibility and tracking for fleet maintenance
- Improved operator care standards
- Increased uptimes for vehicles and drivers

The largest asphalt manufacturer in the Kansas City region, Superior Bowen Asphalt brings infrastructure improvements for the commercial, residential, highway, municipal, and aviation markets. As materials and compliance regulations have evolved in its industry, Superior Bowen Asphalt is committed to meeting these changing needs while maintaining its strong level of customer service. As the family company has grown, so have challenges around traceability, accountability, and overall operator care standards.

Previously, Superior Bowen Asphalt lacked company-wide technology-based tracking and reporting system to manage driver and equipment operations and proactive maintenance scheduling. The company had an on-the-fly approach to these operations which made it a challenge for the company to monitor, track and maintain equipment and deliver customer service efficiently.

To ensure on-road and off-road machine's safety issues were being addressed quickly and efficiently, Superior Bowen Asphalt developed a long-term business plan that identified goals of having a world-class response time and maintenance levels. In an effort to meet these goals, the team knew they needed a strong yet flexible tracking and reporting infrastructure in place that would integrate seamlessly with their Viewpoint system to help them attain operational visibility in real time.

In 2012, Superior Bowen Asphalt set up a pilot program with Zonar, beginning with the deployment of Zonar telematics on their on-road vehicles. In Fall 2014, the company expanded its program, deploying the Zonar 2020 tablet in all the assets across their fleet. As part of the implementation, Superior Bowen Asphalt integrated Zonar into its Viewpoint system while maintaining the configurations of their operator care standards. The new solution provided real-time updates for their planner and team that allowed them to make sure the notifications and paperwork reached the right people and were completed in a timely fashion. The ability to report directly from their own devices by working with the Zonar 2020 tablet enabled employees to better manage their equipment care and service while maintaining the supervision and tracking required for overall operational efficiency.

About Zonar

Zonar exists because you deserve better. Student transportation fleets trust us to protect our nation's children every day. Now, we're the trusted leader and clear choice for small to mid-sized businesses, enterprise fleets, and public sector organizations across the Americas. To some, you're one of a million. To us, you're the one in a million. Our proven fleet management solutions help you run better, safer and more efficiently. We help you save more of everything. We work late, push harder and deliver what's needed, faster—for you.

You might not get fired for choosing someone bigger or shinier. But when there's a surprise, you'll want the one who picks up and shows up to help. You call? We answer, 24/7. Whatever size, mix or industry your fleet is, we move at your speed to help solve real-world problems.

Zonar HQ: Seattle, WA. Other locations: Cincinnati, OH, West Chicago, IL & Lakeland, FL. Top priority: You.

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