

# Hastings Deering



## Background

The Hastings Deering group of companies sells, services, rents and supports a range of machinery used in the mining, construction and government sectors. With a fleet of over 800 service vehicles they provide mechanical support in some of the world's most remote places. For five years, Custom Fleet, part of GE Capital, has partnered with Hastings Deering to introduce cost efficiencies that have dramatically transformed the way they manage their fleet.

## Challenge

Due to the scale and spread of Hastings Deering's specialist fleet, individual branches were managing their own vehicle maintenance. This meant there was little consistency or visibility of supplier quality, maintenance processes and cost controls across the fleet. Compounding the issue were the thousands of resultant invoices which required constant administration by key personnel. Lastly, a costly purchase plan on the vehicles themselves was absorbing valuable working capital.

## Solution

By taking time to understand the unique complexity of their specialist service vehicles and leveraging the global knowledge of the wider GE business, Custom Fleet introduced an innovative program to drive efficiencies. Speaking about Custom Fleet's approach, General Manager - People of Hastings Deering, Andrew Brooker says, "They're extremely focused on providing a solution for our business, which ultimately means a much more efficient service to our customers."

Central to this solution was the gradual movement of their fleet from a purchase to lease arrangement, which immediately freed up working capital to take advantage of other business opportunities.

□□To improve maintenance efficiency, Custom Fleet implemented a fuel and fleet management product for all vehicles. By streamlining their service and centralising accounts payable to one monthly GE Capital invoice, Hastings Deering reduced accounts payable processing by 90% and reduced maintenance costs by 25%. "The lack of control for Hastings Deering disappeared overnight", says GE Capital Relationship Manager, Jason Hunt.

□□With costs under control and huge efficiency gains, Custom Fleet set about implementing a robust system of strategic reviews and detailed reporting around the entire fleet's operations. Fuel costs were reduced and through Custom Fleet's online web tool, Hastings Deering was able to create more accurate budgets for their branch managers. □

Ultimately, Custom Fleet has provided a solution that has helped Hastings Deering do more with less. It's a partnership best described by Andrew Brooker himself, "Custom Fleet understand our urgency and our need to provide an efficient and cost effective field service unit. By working closely with us it enables us to provide a much more efficient service to our customers. As a business the quality of our vehicle field service is now our most competitive edge."