

Penske keeps trucks on the roads and deliveries on time.

Case study

Penske helps increase fleet uptime by enabling nearly 90% of its in-shop mechanic functions to be accomplished on the road.

Most of the nation's freight—roughly 72% by weight—is carried by trucks.¹ And with one of the largest truck fleets in the country, many of those vehicles are owned and maintained by Penske, no matter what logo is on the side.

As a linchpin of America's supply chain, Penske partnered with Verizon to transform its industry-leading preventive maintenance service, delivering maintenance to where vehicles are located, rather than requiring drivers to take the trucks to a garage mechanic. This decreases downtime, helping keep America's supply chains up and running. We call this Enterprise Intelligence.



400 K+ vehicles in its fleet



50+ years of industry innovation

Uptime is everything for Penske customers.

Penske leases and rents vehicles to fleets of every size and provides the regular preventive maintenance that fleets need to keep vehicles in top working order.

"Drivers' time is precious," said Sherry Sanger, Executive Vice President of Marketing, Penske Transportation Solutions. "Our role is to keep those trucks up and running."

Penske has hundreds of maintenance shops around the country, but bringing a truck in for service at a physical shop may not work for every operation. Penske offers a growing fleet of mobile repair units, but the company wanted to support mobile preventive maintenance on par with what is available in its shops.

Today's repair shops have become high-tech facilities equipped with sophisticated computer diagnostics and data analytics tools, so delivering the same experience on the road wasn't a simple matter.

The mobile repair units need reliable, high-speed connectivity to Penske's in-house resources to guide mechanics to work efficiently and accurately, so they can deliver the same level of service on the road as they do at a Penske facility.

"It's not just wrenches and screwdrivers and sockets anymore. Right now, it's ones and zeros. It's connection. And for us, Verizon's the partner that helps us get that done right."

—Matt Krasney, VP, New Product Development & Strategy,
Penske Transportation Solutions






Connecting technicians to Penske expertise

Penske implemented a solution, powered by Verizon technology, that turns mobile repair units into high-tech maintenance shops on wheels.

The mobile repair units are equipped with routers that have an internal LTE modem and are powered by batteries recharged via solar panels attached to the roof of the vehicle, wireless access points and cellular antennae. Designed specifically for Penske, the Verizon solution leverages a unified wireless connectivity platform that is integrated directly into Penske's private wireless area network, enabling a secure, simple and always-on connection between mission-critical resources in Penske's data center and its mobile repair vehicles.



When they're on the road, technicians can access Penske apps that:

-  Capture all repair activities.
-  Guide them to a repair with the highest probability of success.
-  Indicate the optimal preventive maintenance service for each vehicle.
-  Use the technician's voice to acknowledge and record each step of the service, freeing the technician's hands.
-  Show repair history and customer service requests for the vehicle.

Headsets stream instructions that guide technicians through maintenance procedures, and if they need additional help, they can engage in live video consultation with in-house experts.

Sharing this level of knowledge with every field technician helps ensure that they're equipped with the most updated information to keep the fleet running, including artificial intelligence-powered data that gives them the highest probability of success. This is Enterprise Intelligence.

"We can provide the same best-in-class processes through our mobile repair units that we do in our brick-and-mortar shops."

—Michael Krut, Senior Vice President of Information Technology, Penske Transportation Solutions

Delivering services—and goods—on time

Now Penske often brings the shop to the truck, rather than the other way around. This has been a boon for both Penske and its customers.

Customers save time and money by not having to drive leased trucks to a service facility and wait for work to be completed. And Penske has been able to grow its maintenance capabilities without having to build additional repair shops.

"We're known as providing an industry-leading maintenance program to our customers in shop," said Logan Gerould, Director of Mobile Maintenance for Penske Transportation Solutions. "And now we're taking that industry-leading maintenance solution right to the customer's doorstep."



Nearly 90% of Penske's in-shop mechanic functions can be accomplished on the road.

The Verizon difference

Verizon network solutions empower Penske to reduce downtime and keep trucks moving, delivering goods that we all use.

"It was Verizon's leadership and partnership that helped us work through the different components to provide an end-to-end solution for our mobile repair units," Krut said.

By keeping Penske's fleet of mobile repair units and its technicians reliably connected, Verizon's network technology helps Penske mobile technicians get near real-time access to fleet maintenance apps, service data, analysis, insights and proprietary best practices so they can provide high-quality service. This is Enterprise Intelligence.

Learn more:

verizon.com/enterpriseintelligence