



## Press release

# Crown Insite: Integrated data management for more productivity in the warehouse

**Full details of your forklift fleet at a glance // Integration of proven InfoLink fleet management system with FleetSTATS fleet cost management**

**Munich, June 22, 2016** – Crown, one of the world's largest material handling companies, integrates the popular [InfoLink® fleet management system](#) and the new [FleetSTATS™ fleet cost management system](#) under one roof: the Crown Insite® productivity suite is an integrated data management solution that gives fleet managers a comprehensive, 360-degree overview of their entire forklift fleet. It delivers detailed, relevant updates on fleet performance and operating costs in real time, helping companies continuously improve their operating results.

Ken Dufford, Vice President Europe at Crown, sums up the benefits as follows: "With the integrated data management provided by Crown Insite, we're thinking beyond the forklift truck and putting our customers in a position where they can identify problem areas at an early stage, set realistic targets and make the right cost-related decisions based on detailed, relevant information on their fleets."

### **FleetSTATS – a fleet cost management system for the complete picture**

While the InfoLink fleet management system uses an intuitive user interface to deliver huge amounts of useful information on lift trucks and their operators at a glance, the equally user-friendly FleetSTATS fleet cost management system records and analyses total expenditure on maintenance and rental costs. The system features continuous electronic monitoring of spare parts requisitions and customer service calls, so that processes can be managed more precisely and accurately, multi-site data used to reduce costs. Consistent cost control makes it easier to choose the right customer service package, while also paving the way to higher operational efficiency at the lowest possible total cost of ownership (TCO).

Thanks to 360-degree data collection, combined with clear, at-a-glance presentation of the analysed data, managers can keep track of every aspect of their warehouse operations – from individual forklifts to the fleet as a whole. Data analysis identifies, for example, the causes of repairs and above-average spare parts requisitions or maintenance requests. Managers can quickly spot potential areas for optimisation, take suitable corrective action, reduce repair costs and improve the overall performance of their fleet.

## **InfoLink – a proven solution for integrated fleet management**

Crown's proven InfoLink fleet management system helps customers monitor and manage the efficient use of their forklift fleet and total operations by delivering actionable data through content-rich, interactive dashboards that help fleet managers focus on real opportunities and avoid wasted time deciphering mounds of data. The wireless system provides decision makers fleet-wide visibility into an array of fleet information, such as battery usage, impact history, truck utilisation, safety compliance, service needs and more through a user-friendly interface.

Guillermo Cagigas, Systems Director at the Spanish express logistics provider Palibex, explains the benefits: "InfoLink has helped us to optimise our entire vehicle fleet and streamline our operations by giving us a clear, daily overview of the time each lift truck is in use, the number of metres covered, how long each battery lasts, as well as impacts, so we can ensure that both trucks and merchandise are treated with the utmost respect."

In 2013, InfoLink received the [International Forklift of the Year \(IFOY\) Award](#) in the "Forklift Truck Solutions" category for revolutionising materials handling technology for UK office supplies wholesaler [Spicers](#) by reducing maintenance and repair costs by 90% and the total fleet size by 40%.

### **About Crown Equipment Corporation**

*Crown is one of the world's largest material handling companies with a reputation for award-winning product design, advanced engineering and technology supported by superior after-sale service. Crown's business philosophy utilises vertically integrated processes to design, manufacture and distribute forward-thinking, innovative solutions that improve customers' productivity and operating efficiency. Crown develops, produces and sells a broad range of [forklifts](#) as well as automation and fleet management technologies.*

*The company's global headquarters is located in New Bremen, Ohio, USA, with regional headquarters in Australia, China, Germany and Singapore. Its employees number 13,200 worldwide. Crown operates a service and distribution network that exceeds 500 retail locations in over 80 countries. To learn more about Crown's ideas for helping customers advance the productivity of their operations, visit [crown.com](#).*

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