



#### Company profile:

- Joy Global ([www.joyglobal.com](http://www.joyglobal.com)), headquartered in Milwaukee, WI
- Joy Global is a worldwide mining machinery and services company that manufactures underground and surface mining equipment and offers aftermarket-related services.
- \$20 million in assets and 630 vehicles managed

#### Business Needs:

- Quality customer service
- Information-based decision making
- Efficient fleet management

#### Solution:

- PHH InterActive® Dashboard, an innovative reporting tool that enables managers to measure, monitor, and manage their fleets.

#### Business Benefits:

- Significantly reduced time required to generate reports
- Rapid information access
- Effective and efficient trend analysis and presentation and performance indicators

## PHH InterActive® Dashboard

*“PHH InterActive Dashboard is one of the strongest tools I’ve seen. With other dashboards, you can get bogged down in details and minutia. What’s nice about PHH InterActive Dashboard is its focus on the key elements of managing the fleet.”*

*Mike Butsch, Strategic Fleet Alliance Manager for Joy Global*

### Challenge

Employing more than 7,000 individuals around the world, Joy Global manufactures underground and surface mining equipment and offers aftermarket-related services. The company operates through its market leading divisions – P&H Mining Equipment and Joy Mining Machinery, both recognized leaders in the design, manufacture, distribution, service, and enhancement of mining machinery and equipment. Joy Global’s products and services are used extensively for the mining of coal, copper, iron, gold, and other mineral resources.

Both Joy Mining Machinery and P&H Mining Equipment have fleets of their own. The Joy Mining fleet serves both service and delivery functions and is made up of sedans and light- to medium-duty trucks. The P&H fleet primarily serves the above-ground mining industry and is 100%trucks, half 4x4 trucks and the other half made up of larger service bodies or flat bed trucks.

While each division has different needs, both fleets must be managed consistently to achieve the efficiency Joy Global customers expect. Easy access to information about the status of the fleet is crucial, along with an ability to understand the data and identify any significant patterns, trends, or challenges the data may show.

### The Solution

Mike Butsch is the Strategic Fleet Alliance Manager for both the Joy Mining and P&H Mining divisions. He is charged with managing two separate fleets, each supporting its division’s different vehicle needs, cultures, and drivers. Butsch says his ultimate goal is to get the right vehicle into the right situation and get the maximum useful life out of it without having to spend too much time or money maintaining it before it’s replaced and the cycle begins again.

One of Butsch’s biggest challenges is providing senior management with fleet-related data that is both meaningful and easy to digest. Particularly challenging is assembling information for semi-annual business reviews. It’s difficult and time-consuming for Butsch to create effective management reports that tie trends he sees in the field to actual data, or to recommend or make changes based on patterns in the data.

When PHH Arval, Joy Global's fleet management partner, introduced PHH InterActive® Dashboard, it gave Butsch an easier way to get the information he needs, act on it faster, and provide analysis to others in his organization. Dashboard provides summary graphs and charts that roll up data from PHH InterActive's massive information resources, enabling Butsch to quickly and easily track to key performance indicators and monitor trends in his fleet.

In developing PHH InterActive Dashboard, PHH consultants and developers listened to feedback and ideas from clients. As a member of PHH's technology advisory board and the Dashboard beta test team, Butsch provided insights and suggestions that helped PHH create a summary reporting tool with the capabilities that clients really need.

---

### The Success

PHH InterActive Dashboard has had a significant impact on how Mike manages Joy Global's fleet information. Dashboard enables Butsch to conduct monthly instead of semi-annual reviews of key data, a significant increase in productivity. Not only has the frequency of analysis been increased, but Dashboard uses fleet data to populate charts and graphs that reflect key components of fleet management. It also provides a steady flow of immediate information so Butsch can identify problems faster and easily demonstrate trends to senior management.

"Dashboard allows me to demonstrate the well-managed fleet that we have in a format that is easy to understand," says Butsch. "I can educate stakeholders about where the costs are surfacing and explain how to control or eliminate those costs. I can get buy-in at the local level more easily because I can show trends and pictures that make sense. It is also much easier for the fleet manager to focus on other fleet processes and issues instead of on writing reports."

Butsch appreciates Dashboard's flexibility, focus, and ease of use, particularly the ability to review a variety of past historical data, comparing months, years, quarters, or a rolling flow of time segments. "Dashboard is one of the strongest tools I've seen," he says. "With other dashboards, you can get bogged down in details and minutia. What's nice about PHH InterActive Dashboard is its focus on the key elements of managing the fleet. The easy-to-understand visual aspects make it much easier to digest and eliminate obstacles for distribution and use of our fleet data."

The technology provided through PHH InterActive Dashboard has given Joy Global an extremely valuable tool to improve the management of its fleet information. But it's the combination of the technology and the PHH people that have truly helped them achieve success. Butsch notes, "PHH people are genuinely caring and want to provide the customer with the best product and ease of use to get their job done. I can't say enough. I alone manage 630 vehicles and \$20 million worth of assets. Without the quality PHH team that supports me, it would be very hard for me as an individual to successfully manage a fleet of this size and diversity."