Extending Asset Visibility Beyond High-Value Equipment

Black Diamond and Geoforce in Partnership

Black Diamond Equipment Rental operates across construction, oil and gas, and heavy highway projects where equipment is constantly moving between job sites. While high-value assets were already tracked, high-rotation equipment remained difficult to manage efficiently.

Through the GT1c pilot, Black Diamond expanded visibility into these assets, improving how their team locates, retrieves, and manages equipment in real-world field conditions.

Challenge

Tracking Equipment That Moves Constantly

Black Diamond had strong visibility across high-value rental inventory using Geoforce tracking, but high-rotation equipment such as scissor lifts, storage containers, trench rollers, and other frequently moved assets remained difficult to track efficiently.

Three different tracking technologies were tested prior to the GT1c pilot, but none were able to consistently perform across this category of equipment. Devices struggled with battery drain, limited connectivity, and durability issues in high-vibration environments.

As equipment frequently moved between job sites and was often staged in inaccurate contract locations, teams lacked reliable, real-time visibility into where assets actually were. This created inefficiencies in retrieval, increased operational friction, and impacted team productivity.

BLACK DIAMOND EQUIPMENT RENTAL

End to End Operational Visibility

- Over 25% higher visibility
- 10+ hours/week saved
- Fewer trips & fuel
- Higher driver satisfaction

“The biggest difference is knowing where our equipment actually is. We’re saving at least 10 hours a week just by not having to search for assets, and our drivers aren’t being sent to the wrong locations anymore. It makes a huge difference for our team.”

- Oliver Herndon
Chief Analytics Officer

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“We tested multiple technologies before this, and none of them held up for what we needed. The GT1c is more rugged, it handles vibration, and it simply works. That reliability is what gives us confidence to expand tracking across more of our inventory.”

- Oliver Herndon

Chief Analytics Officer

Solution

Built for High Rotation in the Fleld

Through the GT1c pilot program, Black Diamond deployed devices across a range of high-rotation equipment including scissor lifts, storage containers, trench rollers, heaters, and trailers operating in active construction and oil and gas environments.

The GT1c enabled:

- Reliable tracking of high-rotation and non-powered equipment without draining equipment batteries
- Durable performance in high-vibration environments where other technologies failed
- Seamless integration into Black Diamond’s ERP system, connecting telematics data directly to equipment records, contracts, and job sites
- Accurate, real-time location data independent of manual inputs or contract addresses
- A simple, scalable deployment model for expanding tracking across more of their inventory

By integrating GT1c data directly into their ERP system, Black Diamond created a unified operational view where teams can see asset location, status, and customer information in a single workflow, eliminating the need to switch between systems.

Results

Measurable Gains in Visibility and Efficiency

Through the GT1c pilot, Black Diamond expanded tracked inventory by over 25%, significantly increasing visibility across high-rotation equipment that was previously difficult to monitor.

The impact extended beyond visibility:

- 10+ hours saved per week in time spent locating and retrieving equipment
- Improved accuracy in asset pickup and delivery, reducing wasted trips and fuel costs
- Increased confidence in asset location data, eliminating reliance on inaccurate contract addresses
- Reduced operational friction for drivers and field teams, improving overall efficiency and job satisfaction
- Proven durability and reliability in demanding environments where other technologies failed

For Black Diamond, the value of the GT1c pilot was not just in tracking more assets, but in improving how their teams operate day-to-day.

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888.574.3878