



**DORF KETAL** 

**geo**force

## **DORF KETAL BRAZIL USES ASSET TRACKING TO QUALIFY AND OPTIMIZE ASSET MANAGEMENT**

At Dorf Ketal, research is the way. The company, which invests over 20,000 man-hours on an annual basis and 10% of the annual revenues in research and development, delivers innovative chemicals with applications in refining, petrochemicals and polymer production, in addition to exclusive chemical products for fuel treatment, lubricating oil additives, organometallic catalysts and reticulation agents.

The patented technologies successfully generate new solutions and remain unmatched in the industry. A lean company focused on results, guided by measurable economic improvements on a daily basis.

### **Challenge**

Dorf was facing a tough moment in the market, with pressure caused by the inflation in prices for leasing offshore containers. 100% of the company's GPS devices were leased, which represented nearly 10% of the total costs with containers.

The company then decided to purchase its own devices from Geoforce and currently owns approximately 85% of the fleet of devices.

With this move, it was possible to further improve the information generated by the Geoforce system and determine exactly where the equipment is and the availability of each one. Otherwise, the effort would be meaningless and would cause even more financial problems.

## **HOW GEOFORCE HELPS**

- Understand the life cycle of equipment, ensuring more accuracy in fleet sizing
- Provide direct impact on revenue and cost reduction
- Reduce equipment downtime
- Integration of documents and information on a single platform
- Shielded and fireproof equipment
- Allows the management of own or leased equipment, with alerts and information capable of providing operational intelligence, in addition to sharing data with customers
- Business intelligence for companies operating in the industries of oil and gas, equipment leasing, transport and logistics, among others.



[www.geoforce.com](http://www.geoforce.com)  
888.574.3878

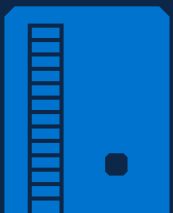
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## A few factors were critical in choosing Geoforce:

- Compliance with all security requirements
- The tracking device is shielded and fireproof
- Strong equipment Remote and very easy access to reports
- Extensive technical knowledge of the team

- **Vinicius Rizzardi**

Operations Manager



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## Solution

### To Find a Partner with Innovative and Reliable Solutions in Geolocation

“The implementation of Geoforce GPS tracking systems was very easy and provided us with the necessary reliability to locate the equipment we were looking for.

Another benefit is that we are able to receive accurate online reports, which lead to a reduction in operating costs, reduction in downtime and reduction in financial losses. We had a 5% decrease in the impact on the general budget, which is a lot.

Around 85% of the fleet currently counts on its own GPS system and up to the end of the year, the devices will be implemented on 100% of the offshore fleet. We are also testing the tracking system on a few onshore assets, even on trucks, for implementation throughout 2021.”

Vinicius Rizzardi

Latin America Operations Manager - Brazil Branch

## About Geoforce

Geoforce was founded in 2007 with the simple belief that the chaos and pain of field operations could be alleviated with technology. Since then, our mission has been to provide our customers and partners with cutting-edge traceability solutions and insights.

Combining a cloud-based software platform with rugged GPS tracking devices and global satellite and cellular networks, Geoforce's solutions include efficient asset location and retrieval, rental invoice auditing, service delivery verification, inspection compliance, equipment maintenance alerts, and a host of others.



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## Results

### The Future Has Already Started

Dorf Ketal has already been presenting a growth of 8% per year and expects to maintain or increase this number, focused on the implementation of new technologies, digitalization and automation of processes.

We want to sustain a partnership for the optimization of asset management with a strategic partner, who will contribute to this growth.



### Products Used: GT1

Flagship rugged and durable satellite tracking devices with Geoforce's software platform.

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