

CASE STUDY



GEOFORCE HAS HELPED TO QUALIFY AND OPTIMIZE THE MANAGEMENT OF ASSETS OF **DORF KETAL BRAZIL**, A GLOBAL LEADER IN THE DEVELOPMENT, TRADING AND APPLICATION OF SPECIALTY CHEMICALS.





SOLVING INSOLUBLE PROBLEMS

At Dorf Ketal, research is the way. The starting points are the goals, strategies and customers' expectations. 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.

R&D is extended across the entire company, with scientists and engineers working together in order to solve the most complicated issues in the market.

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.



“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.”

Vinicius Rizzardi
Latin America Operations Manager - Brazil Branch



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.

SOLUTION

To Find a Partner with Innovative and Reliable Solutions in Geolocation

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We had a 5% decrease in the impact on the general budget, which is a lot.

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

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

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.

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GEOFORCE ASSET TRACKING ENABLES DORF KETAL TO:

- Understanding the life cycle of equipment, ensuring more accuracy in fleet sizing
- Direct impact on revenue and cost reduction
- Reduction in equipment downtime
- Integration of documents and information on a single platform
- Shielded and fireproof equipment
- The company complies with all security requirements in the industry
- Software that 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.



90+
Countries



1,300+
Customers



160,000+
Field Assets



2 Million +
Daily Readings

A Global Footprint



Dallas (Corporate Headquarters)
5830 Granite Pkwy, Suite 1200
Plano, Texas 75024

Houston
14140 Southwest Freeway, Suite 170
Sugar Land, Texas 77478

California
101 Branch Street, #4
Arroyo Grande, California 93420

Denver
3333 South Bannock Street #1020
Englewood, Colorado 80110

Montana (R&D)
707 Bridger Drive, Suite C
Bozeman, Montana 59715

Canada
Suite 810, 940 6th Ave S.W.
Calgary, Alberta, T2P 3T1

Australia
Geoforce PTY LTD
3/52 Alber Road, South Melbourne,
Victoria, Australia 3205
+61 (13) 0087.2250

Brazil
Rua Winston Churchill, 71, sala 502
Cavaleiros, Macaé, RJ 27920-250
+55 22 99781.5513

In addition to our primary offices, Geoforce has employees providing local service and support in West Texas and Louisiana.

972-546-3878 | Geoforce.com