



Headquartered in Grande Prairie, Alberta, Northern Mat & Bridge is the leading provider of safe, cost-effective temporary access matting and bridge solutions for energy industries across Canada.

NORTHERN MAT & BRIDGE ENHANCES RENTAL SERVICE WITH GEOFORCE ASSET TRACKING

With a growing inventory of 350+ temporary-access bridges deployed in remote locations across Canada, Northern Mat & Bridge needed a reliable and effective method to track and locate these costly rental assets to prevent losses and enhance the customer experience.

Challenge

Maintaining equipment visibility in remote areas.

Energy companies operating in remote locations across Canada often require temporary bridges and mats to navigate through mud, snow, and impassable terrain. Northern Mat & Bridge rents the access solutions they need to maintain operations and access job sites.

"With so much inventory and so many remote locations across the country, we were struggling to keep track of our assets," said Justin Nelson, Sales Representative at Northern Mat & Bridge.

This inability to track rental assets was impacting the company's customer relations as well as its bottom line.

"Because our assets are so large, they're kept in an open yard, and we have no way of confirming when they leave or when they're returned by customers," Nelson explained. "As a result, sometimes we would bill them for a bridge they had returned months ago. Other times, we would take the customer's word that they had returned an asset, only to find that the assets were still out in the field and should have been billed."

HOW GEOFORCE HELPS

- **72% increase in rental equipment visibility**
- **Full visibility to more than 100 bridges on rent**

After rapidly expanding their inventory and client list, Northern Mat & Bridge looked to Geoforce to avoid losing track of bridges in remote locations.



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“A bridge can cost up to \$350,000 to replace; we needed a reliable solution for tracking them.”

- Justin Nelson

Sales
Representative

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.



www.geoforce.com
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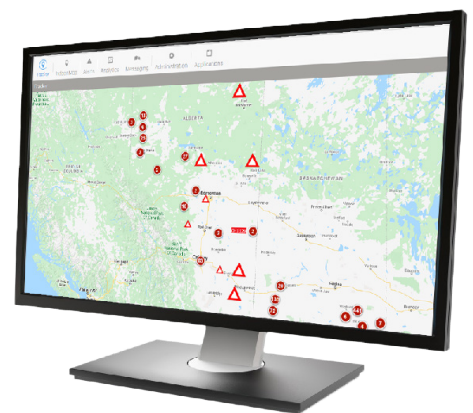
Solution

Tracking assets in remote, difficult terrain, Northern Mat & Bridge began installing Geoforce asset trackers on their bridges. Because they needed to track assets across some of the most difficult terrain, they chose ruggedized and satellite-equipped GT0 trackers.

GT0 trackers are designed for heavy industry and feature a battery life of up to 8 years, which provides reliable data and insights into remote operations. The company set up geofencing so that they know when bridges arrive or leave the yard, along with Geoforce's software to see the location of every rented bridge across Canada at a glance.

Results

Not only did asset tracking eliminate the costly risk of loss, but it streamlined the company's rental processes. There was no longer a need to send a team member on a long drive to a remote area to confirm the location of an asset: he can simply log on to the Geoforce platform to check on inventory in real time. It has also saved countless hours in billing justification. If customers dispute a rental billing easily confirm when and where the asset was returned.



Products Used: GT0

Global satellite equipment location and utilization monitoring with Geoforce's versatile connected software platform.

