



# Trailer tracking key for Murphy Transport after a decade with Cubo

## OVERVIEW:

Murphy Transport provides an extensive full load service across Ireland, specialising in the transportation of various bulk liquids utilising Road Tankers and ISO Tanks.

Facing the need for accurate and reliable vehicle tracking, Murphy Transport engaged with Cubo after researching the market for a modern and user-friendly telematics provider. Over a decade later, they have added the full suite of products demonstrating their trust and reliability in Cubo. Trailer tracking has proved invaluable to enable their fleet of 120 trailers to operate at full capacity.



"The addition of the Trailer Smart product for our trailer tracking has been a game-changer. We can maintain precise trailer location data which now means we lose zero trailer hire days. Additionally, this system enhances our logistical planning, particularly for on-site trailer drops. We can now generate journey reports as proof for our hire customers and locate trailers at the click of a button when they require CVRT."

Jonathan Baker,  
Transport Manager



## THE CHALLENGE:

Murphy Transport required live GPS vehicle tracking to get accurate and reliable location data of their fleet of trailers and vehicles. They required a modernisation of their tachograph processes to facilitate driver planning using live data as well as a camera solution that would protect themselves and their drivers against fraudulent insurance claims.



## THE SOLUTION:



Cubo's technology has transformed operations for Murphy Transport over the past decade who now use:

- Track Smart – real-time GPS tracking where data is updated every 60 seconds, 30° turn or 500 metres.
- Fuel Smart – unobtrusive CANBus connection reporting Fuel Burnt, MPG, Odometer, Axle Weight etc.
- Tacho Smart – Remote Tacho Graph Download and Driver Decision Support on Drivers Hours.
- Trailer Smart – Tracking begins when movement over 2mph (90cm/sec) is detected or pre-defined intervals when stationary for complete visibility of your assets.
- Camera Smart – Click straight into 4-channel cameras to access live footage or download incident footage in HD.
- Integrations with Transaura compliance software.

## THE IMPACT:



### Safety

HD camera footage to protect drivers and the company from fraudulent insurance claims.



### Sustainability

Fuel consumption monitoring to calculate tanker weight and manage fuel usage.



### Compliance

Remotely download tachograph data with Live Driver Decision Support.



### Efficiency

Accurate and reliable tracking to ensure the fleet operates at full capacity with zero lost trailer hire days.