

# How an Equipment Dealer Reduced Overall Costs While Increasing Service Fleet Safety & Performance

A CASE STUDY BY





## The Equipment Dealer: Ring Power Cat

Founded in 1962, Ring Power is a Construction & Heavy Equipment Caterpillar dealership that provides sales, parts, and service to major industries, including construction, mining, forestry, marine, utilities, material handling, entertainment, and over-the-road trucks. Their product offering includes earthmoving, paving, forestry, and waste handling equipment. They also sell power systems, cranes, boom trucks, forklifts, and other equipment from over 50 industry-leading equipment manufacturers. Ring Power employs 2,400 people in 24 locations throughout Florida, Georgia, South Carolina, and North Carolina.



## What was Ring Power's Challenge?

- **2000 pieces of equipment sold per year**
- **61,000 service and preventative maintenance combined calls per year, many on mining and construction sites.**

Ring Power currently sells over 2,000 pieces of equipment and makes a combined average of 61,000 service and preventative maintenance calls per year. Many of these calls are on construction and mining sites, putting technicians and company assets at risk. The sometimes harsh environment and nature of work require a premium quality service truck for durability, safety features to prevent injuries, and compliance with ANSI/DOT/MSHA/OSHA regulations. Ring Power was searching for a supplier of service trucks that would provide a solution that met these requirements and would increase their technician performance to meet customer demands more efficiently and with safety in high priority.



## How Did Ring Power Determine the Best Solution?

Ring Power has developed an internal evaluation process to help improve the performance of service operations. The method includes a side-by-side comparison and grading of their service truck suppliers. This grading system awards points based on the details in the product features, quality, outfitting, and compliance with DOT/ANSI/MSHA/OSHA regulatory requirements. They consider the best practices of previous and future trucks, quality delivered, end-user satisfaction, after-sales support, pricing, and total cost of ownership.



## What was the Outcome?

Ring Power designated Summit as a preferred service and lube truck vendor. The determining factors include Summit's drive to build and maintain the relationship by openly communicating with end-users on every level, from the technician, supervisory, management, and fleet management and their continuous effort improving products and services. Summit has worked closely with Ring Power to understand and find a solution to their needs. For example, there was a need to have a man bucket with a jib winch to meet safety requirements. Summit incorporated input from Ring Power into the engineering and design of a personnel bucket to meet the needs. Over the years, Summit has proven to Ring Power their ability to consistently manufacture premier quality service and lube trucks upfitted to increase productivity and adhere to safety regulations. The delivery of high-quality work-ready products has resulted in higher product satisfaction. Summit has also provided superior after-the-sale support, including technical service and parts 24/7.

With an estimated ROI of 62%, Ring Power saw a higher resale value when selling Summit products at their disposal point, which varies by chassis; for 19,500 GVWR trucks 3-4 years or 100,000 miles and 33,000 GVWR trucks 5-7 years or 200,000 miles.



## How has Ring Power Moved Forward?

As Summit strives to assist Ring Power in meeting their customers' growing demands, their relationship has strengthened, increasing service and lube trucks purchased each year. Ring Power has 200 Summit service and lube truck bodies in its service fleet. In the future, when Ring Power needs to replace a service or lube truck, they will look to Summit to ensure high-quality custom solutions for their needs.



## How has Summit Provided a Solution for Ring Power?

- Communication/Relationship Building
  - Open lines of communication throughout the buying process
  - Actively listening and responding to their needs
- Custom Design/Engineering
  - Taking their needs and incorporating them into their service and lube truck designs
  - Continuously improving product quality and effectiveness
- Overall Product Value
  - Consistently delivering a high-quality custom product and superior after-the-sale service.
  - Lower total cost of ownership

**“Summit is a premier supplier with strength in communication and is always receptive to input from all levels of end-users and managers. They continuously work to improve their products based on our needs.”**



Todd M. Colegrove  
Asst. General Service Manager  
Ring Power Corporation



- **Reduction in injuries**
- **Decrease in OSHA/MSHA fines**
- **Improved technician performance**
- **Increased resale value at Ring Power's disposal point.**

## **What Benefits has Ring Power Experienced?**

All divisions of Ring Power Cat continue to increase market share each year, positioned as the best source for equipment that operates with lower ownership and operating costs and keeps uptime and performance to its highest level. Summit plays a role in this. Utilizing Summit products, Ring Power has evaluated positive, measurable results. They report a reduction in injuries and MSHA/OSHA fines based on regulatory compliance with the use of specific safety features. Summit's truck designs have improved their technicians' performance and ability to meet their customer demands effectively. They've also seen an increase in their service trucks' resale value at the Ring Power disposal point. Together, these factors have helped Ring Power offer its customers a lower cost of operations. Using a zero-cost strategy, Ring Power budgets to balance truck ownership cost and the cost they pass to their customers. In conclusion, while experiencing steady growth, Ring Power has reduced overall costs with improved safety, performance, and customer satisfaction by working with Summit Truck Equipment to provide customized service and lube truck solutions.

Thank You  
Ring Power

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