

HEAVY-CIVIL CONSTRUCTION | CONNECTICUT

Equipment Rental Tracking Case Study: Eliminating Guesswork with GPS Telematics

A Connecticut-based infrastructure contractor with 30+ years of experience used Pedigree Technologies to transform equipment tracking, maintenance, and driver safety — all in one platform.

For equipment rental companies, visibility isn't just helpful, it's operationally critical. Without real-time insight into where assets are, whether they're in use, and when they're available, teams are left making decisions based on assumptions instead of data.

This customer success story highlights how a rental operation transformed its workflow using equipment rental tracking software, eliminating guesswork and improving utilization across its fleet.

30+

Years in heavy-civil construction

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Unanswered support requests from Pedigree

100%

Fleet visibility, every asset, every day

THE CHALLENGE

Limited Visibility Across Rental Equipment

For a company whose projects span bridges, dams, utilities, and marine infrastructure, equipment is everything. But for years, knowing where that equipment was came down to one question: "Hey, have you seen the excavator?"

Foremen were fielding calls to track down machines across multiple active job sites. Maintenance was entirely reactive — operators flagged issues when they noticed them, meaning service intervals were inconsistently followed and problems occasionally slipped through. The company had outgrown a system that depended entirely on human memory and word of mouth.

“We had no way of knowing exactly where our equipment was. After losing track of a few machines and having to ask our foremen if they ‘had this machine’ or ‘where is the last spot you saw this,’ we decided it was time to start tracking them.”

— Operations, Heavy Highway Contractor, Avon, CT

The same problem extended to maintenance. With no automated tracking, the team relied on operators to self-report when service was due — not a reliable system for a fleet that runs hard across public infrastructure projects.

CHOOSING PEDIGREE TECHNOLOGIES

A GPS Equipment Tracking Partner That Could Adapt

When the team evaluated solutions, they weren’t just looking for software — they needed a vendor willing to adapt. In a specialized industry with unique workflows, off-the-shelf rarely fits perfectly. Pedigree Technologies stood out for exactly that reason.

“The reason Pedigree stood out was their willingness to tailor everything to exactly the way we wanted it — no matter how ridiculous the request was. The speedy help, easy installation, and fair pricing were also positives worth mentioning.”

— Operations, Heavy Highway Contractor, Avon, CT

Pricing, flexibility, and installation speed made the decision straightforward. Ongoing account support — including a responsive, dedicated account manager — sealed it.

THE SOLUTION

GPS Equipment Tracking + Geofencing Automation

Today, the contractor runs a complete Pedigree Technologies deployment across its fleet, with multiple tracker types suited to different asset categories. Solar-powered trackers handle trailers. In-cab cameras with driver-facing views protect employees on the road. A live map view overlays asset locations with open maintenance jobs, giving the office and field a shared operating picture for the first time.

Key capabilities include:

Real-time asset tracking across jobsites and locations	Geofencing alerts to automatically identify when equipment leaves a jobsite	Utilization tracking to understand runtime vs. idle time	Centralized dashboard for complete operational visibility
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The live map means every employee — from office staff to project managers — can see the location of every owned asset alongside any outstanding maintenance work, all in one view.

OUTCOMES

Reduced Time Spent Locating Equipment Across Jobsites

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Real-time equipment locations mean crews stop wasting time searching for machines and trailers across job sites.

Proactive maintenance

Service intervals are tracked automatically. Historical logs surface recurring issues and flag warranty candidates before they become costly repairs.

Safer drivers

Driver-facing in-cab cameras keep employees accountable and provide documentation when incidents arise — protecting both driver and company.

Fuel accountability ahead

Fuel usage charts are already deployed — ready to identify excessive idling and high-mileage patterns as the team rolls out fuel tracking next.

“It is nothing short of amazing what Pedigree can do. No request we have sent in has been denied without an attempt at accomplishing it. Support is awesome — and our account manager is willing to work with us on any issues or questions.”

— Operations, Heavy Highway Contractor, Avon, CT

With fuel tracking next on the roadmap, the team is positioned to close the final gap — using Pedigree’s idling and mileage analytics to drive further cost savings and operational accountability across the fleet.



Fleet tracking & management solutions for the industries that build infrastructure