

PRODUCT LINK™ GIVES CUSTOMERS A COMPETITIVE EDGE

Toby Sims, owner of Ka-Jen Logging LLC in Elkton, Fla., says that sometimes when he asks other loggers what kind of fuel economy they're getting with their wheel feller buncher, they'll give a total weekly average for all their machines. "Really? How do they know if they are making any money?" Sims asks. "I can look right on my phone and tell you how much my buncher burns since the day I bought it."

Sims has Cat® Product Link™ on his Cat 563C wheel feller buncher and his Cat 535C wheel skidder, both purchased in 2012. Product Link is an advanced—but user-friendly—remote monitoring technology for equipment. With Product Link, Sims knows where his equipment is, what it's doing and how it's performing.

Armed with this information he can maximize his efficiency and lower his operating costs.

MONITOR DAILY FUEL USAGE —For most loggers, measuring exact fuel consumption per machine is the most valuable aspect of Product Link. Sims checks his fuel consumption several times a day.

CONDITION MONITORING/ALERTS —Sims gets email alerts when a condition warrants attention or service is due. Nine times out of 10 his dealer's service department has called him before he even has a chance to check his email.

EASY TO USE —Sims views VisionLink®, the user interface for Product Link, on both his iPhone and iPad. The system is user friendly. Even loggers who don't consider themselves computer savvy, can pick it up easily.

TRACK WORKING VS. IDLE TIME —Idle time burns fuel, eats up warranty coverage and accelerates preventive maintenance schedules. Sims has been watching his numbers, but this has not been an issue for him. "I'm amazed at how productive my guys are. There's no idle time. These tractors are running hard!"

Other features of the system include the ability to set up machine boundaries and access other services, like Cat S•O•SSM fluid analysis and the Cat PartStore™.



"This market is so tight, it's very important for me to figure out where every dollar I make is going. That way I can try to figure out how to keep more of it."

—Toby Sims, owner of Ka-Jen Logging LLC



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