

# BUILD YOUR BUSINESS WITH CAT<sup>®</sup> PRODUCTIVITY TECHNOLOGIES

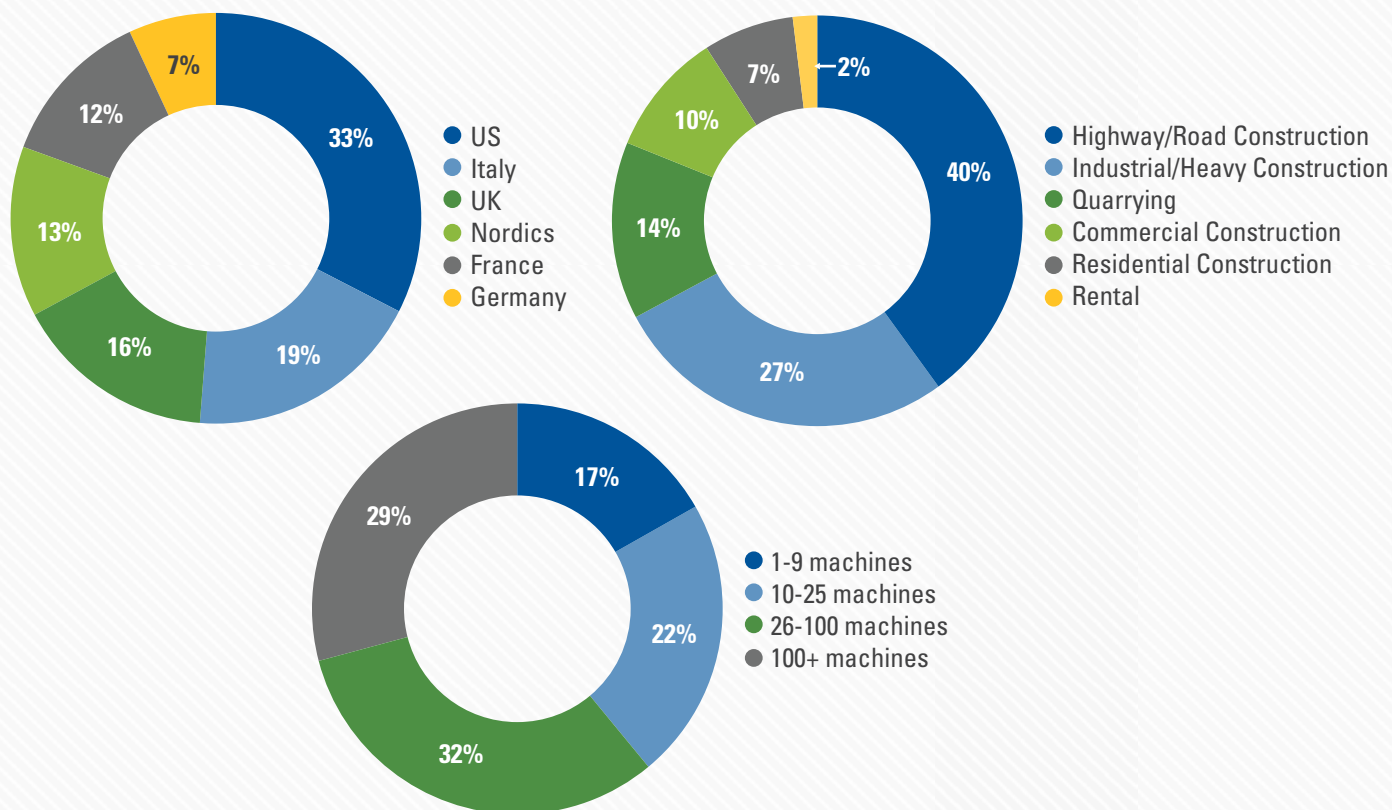
Caterpillar asked an independent research firm to survey equipment owners about FOUR types of PRODUCTIVITY TECHNOLOGY:

- 1 REMOTE MONITORING SYSTEMS
- 2 PAYLOAD TRACKING TOOLS
- 3 GRADE CONTROL SOLUTIONS
- 4 COMPACTION CONTROL SYSTEMS

It was a simple survey, focused primarily on two issues:

1. Who uses this technology?
2. Why do they use it?

Responses were collected across 6 geographies, 6 industries and 4 fleet sizes.



## WHAT DID THE RESEARCH REVEAL?

# 79%

of respondents use at least 1 of the 4 technologies.

### TAKE A CLOSER LOOK

Find out which systems are most widely used and how users describe their value.

DO YOU USE THIS TOOL?		
	YES	TOP 3 BENEFITS
Remote monitoring	51%	1. Reduce fuel consumption 2. Cut costs 3. Save time
Payload tracking	27%	1. Avoid overloading 2. Track volume moved or placed 3. Avoid underloading
Grade control	62%	1. Save time 2. Minimize survey stakes 3. Help new operators
Compaction control	19%	1. Improve consistency 2. Comply with regulations 3. Record results

Source: Kaiser Research & Analysis, 2014

## WHAT DO THE NUMBERS SUGGEST?

Many companies are using productivity technologies to gain competitive advantage. You can either be one of them—or risk getting left behind.

## CONTACT YOUR CAT<sup>®</sup> DEALER TO LEARN MORE

### Our approach:

1. Start small. Begin by tracking two or three critical factors on a few key machines.
2. Set specific goals. Focus on things like cutting idle time, reducing fuel costs or preventing theft.
3. Calculate ROI. Quantify costs and benefits.
4. Try before you buy. Rent a technology-enabled machine from the Cat Rental Store.

## TAKE THE NEXT STEP

Talk to your Cat dealer and start benefiting now. Together we can help you use technology to build your business.