



# SUPERIOR BOWEN ASPHALT

## LEADING MANUFACTURER DELIVERS BEST-IN-CLASS CUSTOMER SERVICE WITH ZONAR

**Customer:**  
Superior Bowen Asphalt

**Industry:**  
Construction

**Location:**  
Kansas City, MO

**Organization Size:**  
201-500 employees

**Business Impact:**  
Zonar helped Adam Riddell and Superior Bowen Asphalt achieve:

- Improved visibility and tracking for fleet maintenance
- Improved operator care standards
- Increased uptimes for vehicles and drivers

**Zonar Solutions Involved:**

- Zonar 2020® tablet, including EVIR® installed on their entire on-road fleet, from milling machines to pick-up trucks to shuttle buggies
- ZTrak® asset tracker installed on their off-road fleet

*“What gets measured, gets done is our motto. Zonar helps us to do this.”*  
– Trey Bowen, President

*“It seems like we’ve barely scratched the surface of how we can leverage these technologies. It feels like the opportunities are endless with their products. I’m looking forward to expanding our collaboration with Zonar as Superior Bowen Asphalt continues to move toward its world-class operator levels goals.”*

– Adam Riddell, General Manager of Operations

### BUSINESS CHALLENGE

The largest asphalt manufacturer in the Kansas City region, Superior Bowen Asphalt brings infrastructure improvements for the commercial, residential, highway, municipal, and aviation markets. As materials and compliance regulations have evolved in its industry, Superior Bowen Asphalt is committed to meeting these changing needs while maintaining its strong level of customer service. As the family company has grown, so have challenges around traceability, accountability, and overall operator care standards.

Previously, Superior Bowen Asphalt lacked company-wide technology-based tracking and reporting system to manage driver and equipment operations and proactive maintenance scheduling. The company had an on-the-fly approach to these operations which made it a challenge for the company to monitor, track and maintain equipment and deliver customer service efficiently.

To ensure on-road and off-road machine’s safety issues were being addressed quickly and efficiently, Superior Bowen Asphalt developed a long-term business plan that identified goals of having a world-class response time and maintenance levels. In an effort to meet these goals, the team knew they needed a strong yet flexible tracking and reporting infrastructure in place that would integrate seamlessly with their Viewpoint system to help them attain operational visibility in real time.

In 2012, Superior Bowen Asphalt set up a pilot program with Zonar, beginning with the deployment of Zonar telematics on their on-road vehicles. In Fall 2014, the company expanded its program, deploying the Zonar 2020 tablet in all the assets across their fleet. As part of the implementation, Superior Bowen Asphalt integrated Zonar into its Viewpoint system while maintaining the configurations of their operator care standards. The new solution provided real-time updates for their planner and team that allowed them to make sure the notifications and paperwork reached the right people and were completed in a timely fashion. The ability to report directly from their own devices by working with the Zonar 2020 tablet enabled employees to better manage their equipment care and service while maintaining the supervision and tracking required for overall operational efficiency.

### SOLUTION AND RESULTS

Superior Bowen Asphalt was able to integrate their Viewpoint system with Zonar’s technologies including the Zonar 2020 tablet with Electronic Vehicle Inspection Reports (EVIR), ZLogs®, additional commercial navigation tools, and the ZTrak asset tracker, achieving the following:

- **Strengthened best-in-class service:** Superior Bowen Asphalt reduced the number of emergency breakdowns from 30% to 10% this past year—achieving a best-in-class percentage. The company is currently working toward world-class levels at 3%.
- **Maintained strong driver service records:** In 2015, the company had 0% drivers out of service, and sustained their vehicle out-of-service rates at a low 12.5%.
- **Improved traceability:** Deploying the Zonar 2020 across the fleet enabled Superior Bowen Asphalt to significantly improve report tracking responsiveness and accuracy.
- **Greater efficiency for asset management:** The team deployed Zonar tracker technologies and RFID tags to gain better visibility into their equipment inventory and enable their self-contained crews to manage their assets remotely.
- **Increased predictive maintenance capabilities:** Using the Zonar tools, the new Superior Bowen Asphalt planner was able to maintain his load at above 90%; before working with Zonar, the company did not have a planner.
- **Improved vehicle audit scores:** Part of the company’s continuous improvement efforts to create a safer environment, these monthly crew audits are key in meeting their service level requirements. Since the Zonar solutions have been in place, more than 90% of vehicles have passed, a significant jump compared with approximately the 75-80% of vehicles passed prior to working with Zonar.

### WHAT’S NEXT FOR SUPERIOR BOWEN ASPHALT

- Fuel efficiency tracking
- Anti-theft asset tracking
- Logistics management with third-party trucking

For more information about Zonar solutions, visit: [zonarsystems.com](http://zonarsystems.com)

For more information about Superior Bowen Asphalt, visit: <http://superiorbowen.com/>

CALL ZONAR TOLL-FREE: 877-843-3847