

SAMSARA FOR FIELD SERVICES

Uniti Fiber

400+

VEHICLES

150

CONSTRUCTION TRAILERS

150

CONSTRUCTION EQUIPMENT

76%

INCREASE IN DISPATCH PRODUCTIVITY
DUE TO ENHANCED VISIBILITY



samsara



Telecommunications utility company Uniti Fiber partners with Samsara to gain visibility across their fleet and network, increase efficiency, and enhance team performance.

Uniti Fiber is a leading provider of infrastructure solutions for fiber optic networks, serving a wide variety of customers from schools and hospitals to telecom carriers as well as the US Military. The company has a presence in 20+ states primarily in the Gulf Coast, Midwest, and North Atlantic regions.

With more than 1.3 million miles of fiber in their network, Uniti Fiber relies on a fleet of light and heavy duty vehicles, construction trailers, and construction equipment to build and

protect their network. For Uniti Fiber, staying online is critical — not only for their business, but also for their customers, who depend on Uniti Fiber for internet connectivity.

When Uniti Fiber expanded its business by acquiring multiple fiber utility companies, it faced the challenge of uniting several disparate fleets. After vetting more than five different telematics solutions, the team decided to invest in a partnership with Samsara.

NEXT PAGE →



Understanding where our fleet is and how it's performing contributes to the efficiency of our business. Working with Samsara's been great not only from a reporting aspect, but also dispatching and overall visibility of where our resources are."



ANDY NEWTON
President, Uniti Fiber

Improving dispatch efficiency with real-time GPS data

Field personnel tend to have a lot of "windshield time" - unproductive time that technicians spend driving to and from sites in order to complete a job. They may drive for two-plus hours to get onsite for 30 minutes' worth of work. Dispatchers aim to optimize jobs to minimize windshield time and provide a better customer experience.

Partnering with Samsara has enabled Uniti Fibers' dispatchers to do just that. Using real-time GPS data, dispatchers are now able to consolidate multiple jobs along a route to add new install jobs and outage check-ins to the field team's schedule to maximize productivity.

"Being able to increase performance is a big deal for us," said Lindsey Hunt, Manager of CAD & GIS. "The improvement we've seen comes from process refinements we've put in place and how smart we're being with the personnel that we have. Samsara is helping us use our personnel resources more wisely."

The team has gained a 76% increase in dispatch productivity due to enhanced visibility and improved efficiency, which directly impacts their bottom line.

Improving fleet performance by sharing data across tools

With a vast network and limited personnel, Uniti Fiber's ability to respond quickly to outages and emergencies is paramount.

"We own the infrastructure that nobody thinks about," said Eric Daniels, SVP of Operations. "If we have a bad day, everyone has a bad day. Businesses can't function, schools and hospitals are disconnected, and 911 call centers go down. Our job is to make sure the network stays up."

Before Samsara, responding to an outage meant the Uniti Fiber team had to manually synthesize information from multiple sources, including Salesforce, Google Earth, and their own network information. Next, the dispatch team used a phone tree to connect with the right technician for the job, a process that could take upwards of 25 minutes.

Leveraging Samsara's open API, Uniti Fiber streamlined this process to address outages and network issues more quickly. The team connected Samsara to Salesforce and Esri, their geographic information system, so they could see their real-time fleet location overlaid on a live view of their fiber network.

The combined view enables dispatchers to quickly identify the right technician for each job in mere minutes, allowing the team to shift from a reactive to a proactive mindset. "Being able to pull Samsara on top of our network so we can just look and see who's closest has been a huge game-changer for us," said Hunt.

Robust reporting for better organization

One of Uniti Fiber's major requirements for a new telematics provider was the ability to consolidate data for

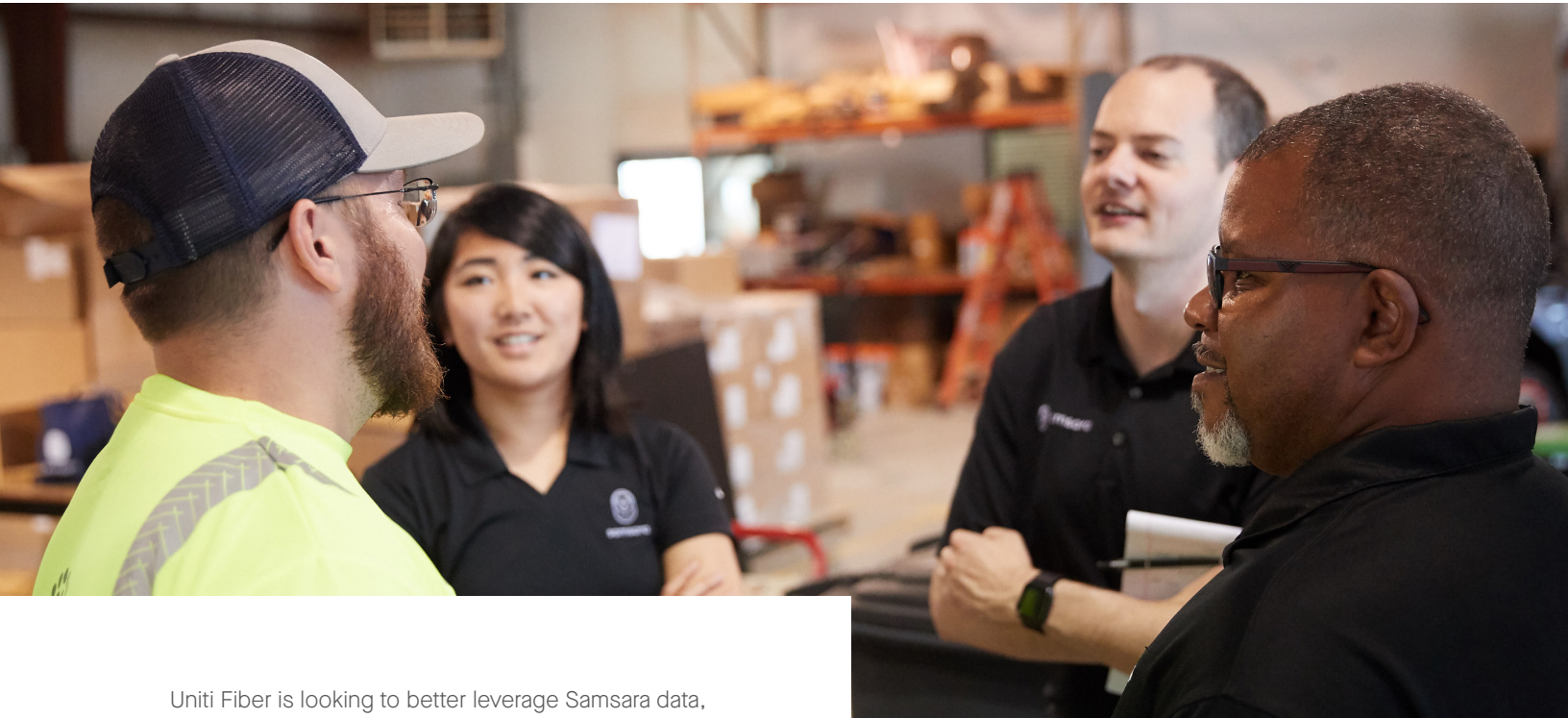
a comprehensive view of their fleet's performance. With more than 700 people in the company across multiple divisions, having the ability to organize this information and create personalized reports was also a must.

Uniti Fiber's fleet manager, John Hixon, uses Samsara to make sense of his fleet's data and enable other managers to gain visibility into their team's activities and performance. Each manager can create reports—using data organization tools like tags and geofences—to track the assets, pieces of equipment, and job sites they care about.

"Samsara allows us to set up automated reports to see a particular group at a set time every day or once a week," said Michael McCarty, VP of Outside Plan Operations. "We know geographic areas where the field team should be working, and we can mark those with a geofence. Then, I can get a report to see every action that's taken place inside that area."

Having organized information also makes it easy to share relevant data with insurance companies, vendors, and even customers. Since partnering with Samsara, Hixon has been able to answer insurance claim questions for the 100+ vehicles dispatched to support Hurricane Michael restoration efforts, saving the company the costs associated with hiring two additional full-time employees.





Uniti Fiber is looking to better leverage Samsara data, reporting, and tags to identify potential problems with their fiber network and proactively take action before issues become critical. Using a Time on Site report, Uniti Fiber can identify customer sites that have received higher-than-expected technician visits and send field personnel out to check for potential equipment breakdown and, where needed, do preventative maintenance on the network. This spares Uniti Fiber, and their customers, larger headaches in the future.

“If I notice that we’ve made eight trips to one location in the last two months, there’s something going on,” said Hunt. “When you’re in the day-to-day, it’s sometimes hard to realize the patterns that are starting to show up. Good organization and reporting help us step back and look at what’s going on from a higher level.”

Creating a more connected future

Since partnering with Samsara, Uniti Fiber has grown their fleet by over 30%. With plans for continued expansion,

Uniti Fiber is exploring other ways they can leverage Samsara to see gains across their business. They’ve invested in additional asset tracking on their equipment and are exploring AI dash cams for increased visibility and safety for those in the field.

Uniti Fiber also plans to enhance their customer experience by using Live Sharing links to share information with customers in real time in a secure way, so customers never have to wonder when to expect a repair technician.

“We want to be the best at what we do, and Samsara allows us to scale and perform at a very high level,” said McCarty. “Some of the solutions we considered could have been a good fit for the moment, but that wasn’t enough for us. We wanted a partnership that could grow with us and help us be more efficient.”

Find out how the Samsara platform can help your business. Email us at sales@samsara.com.