



Eminent Star Readymix Pte. Ltd.:

Achieving Full Operational Transparency with AI-powered Driver Safety and Optimised Delivery Timelines

Location

Singapore

Industry

Manufacturing

Fleet Size

50+

www.cartrack.com



“Running a ready-mix business in Singapore is tough as timing is everything, and safety is non-negotiable. Working with Cartrack is a game-changer, as it gives us the actionable insights we need to stay safe, efficient, and profitable in a competitive market.”

- Anthony Neo, General Manager of Eminent Star Readymix Pte. Ltd.



EMINENT STAR READY MIX

Business Scope

Eminent Star Readymix is a ready-mix concrete manufacturer, operating from three strategic plants - Sungei Kadut, Jurong Port, and Punggol - with a diverse fleet of mixers, tankers, tippers, trucks and utilities. With operations divided across multiple departments and locations, Eminent Star Readymix faces the complex challenge of coordinating time-sensitive concrete deliveries while maintaining stringent quality standards.

Challenges

❗ Zero Driver Accountability

Without a system to link drivers to specific vehicles, Eminent Star Readymix management struggled to track individual driver behaviours and assign clear accountability.

❗ Unpredictable Arrival and Delivery Timelines

Significant distances between the three plants and limited real-time visibility led to a struggle to sync vehicle arrivals with plant schedules. Without precise arrival data, teams could not prep cement loads in advance, resulting in operational downtime and disrupting the delivery windows essential for maintaining cement mix integrity.

❗ Unsafe Driving Amongst Drivers

Cement mixer trucks operate in taxing conditions: heavy loads, tight delivery schedules, urban traffic, and driver fatigue. Harsh braking caused concrete sloshing, while sharp cornering led to uneven concrete mixing, impacting product quality.

❗ Driver Distraction When Driving

Before adopting Cartrack, managers frequently called drivers to verify trip and job status, unintentionally contributing to driver distraction and adding mental strain to an already demanding role.

❗ Significant Fuel Consumption

Operating in a tight-margin industry, Eminent Star Readymix identified fuel as a major cost driver which they had limited visibility over, and sought ways to better optimise fuel consumption.

Solutions Implementation

Cartrack deployed a comprehensive fleet management solution tailored to Eminent Star Readymix's multi-site concrete operations.

- ✓ AI Cameras were installed in all vehicles to track and monitor driver safety
- ✓ All drivers were tagged with driver ID systems to ensure operational accountability
- ✓ All vehicles were also integrated with fuel sensors for consumption tracking
- ✓ MiFleet was utilised to calculate cost analysis and prevent fuel fraud
- ✓ GPS trackers were installed across all vehicles for asset visibility monitoring

1. Intelligent Driver Monitoring with Live In-cabin Alerts

Cartrack's AI Vision detects fatigue, distracted driving, smoking, and seatbelt violations, triggering real-time audio and seat vibration alerts that prompt immediate correction, ensuring continuous safety compliance and preventing high-risk behaviour before incidents occur.

2. Enhanced Driver Safety Through Targeted Coaching

Driver scorecards provided full visibility into high-risk behaviours across the fleet, enabling targeted coaching with AI-powered footage to correct unsafe habits early and prevent repeated risk exposure.

3. Full Driver Accountability Through Driver ID

Unique Driver ID tags were issued to every driver to start and operate vehicles, creating a direct link between driver and vehicle which eliminated anonymous incidents, removed denial culture, and ensured all events were accurately attributed.

4. Precision Fuel Intelligence and Cost Control

Real-time fuel sensors tracked consumption per kilometre and flagged excessive idling, allowing managers to address waste immediately. Integrated into MiFleet, this delivered full visibility across fuel, tolls, and maintenance, transforming fuel from an uncontrollable expense into a tightly managed cost centre.

5. Geo-fencing for Just-in-time Loading

Digital geo-fences were established around key job sites to trigger automated arrival alerts, giving managers advance notice to prepare cement loads, reducing idle time and ensuring vehicles were loaded precisely when needed.

6. Real-time Fleet Visibility for Operational Efficiency

A real-time fleet dashboard enabled managers to confirm trip starts, monitor progress, and provide accurate ETAs. This improved dispatch planning, optimised manpower and materials, and reduced offloading delays.

Results

100% Driver Accountability

all vehicles are now linked to specific drivers

25% On-time Delivery Improvement

through enhanced visibility of vehicle arrival and optimised cement batching timelines

23% Increase In Fuel Efficiency

by reducing idle time across the fleet

43% Reduction In Speeding

across the Utility fleet through coaching

31% Drop In Harsh Events

across the Sungei Kadut fleet through coaching

AI Vision Deployment Impact



65% ↓
reduction in phone usage



33% ↓
reduction in driver fatigue



31% ↓
reduction in smoking

Conclusion

By implementing smart fleet solutions, the company achieved what had previously seemed impossible: visibility and control over complex multi-site delivery operations. The results are clear: fuel costs reduced, driver accountability established, safety incidents reduced, and an increase in operational efficiency - all while ensuring reliable, on-time customer service.