

Penguin: Fleet Control and Delivery Visibility for Nationwide Manufacturing Distribution

Location

Indonesia

Industry

Manufacturing

Fleet Size

69+



“Since implementing Cartrack, driver monitoring has become more structured, resulting in improved discipline and compliance. Throughout our subscription period, we have seen increased operational efficiency in both time and cost, effectively reducing unnecessary expenditures.”

— Jimmy Dharsono, SPV Transport Manager



Business Scope

Penguin manufactures large-format water tanks and chemical storage systems, distributing bulky and high-value cargo nationwide to distributors, agents, and industrial project sites. Due to the size and sensitivity of its products, Penguin requires precise routing, careful driving behaviour, and accurate delivery coordination across long-distance routes.

Challenges

- ❗ **Delivery Delays & Route Deviations Impacting Customer Commitments**

Drivers frequently took alternate routes due to road restrictions or familiarity, making delivery timing unpredictable and resulting in customer complaints, rescheduled unloading teams, and wasted hours at project sites.
- ❗ **Overlapping Delivery Schedules Across Multiple Order Types**

Managing distributor, project, and PO-based deliveries without a centralised system led to manual tracking, limited visibility into driver progress, underutilised vehicles, and late arrivals due to conflicting assignments.
- ❗ **Limited Real-Time Visibility of Fleet Movements**

Supervisors lacked visibility into trip start times, route compliance, restricted road delays, and accurate ETAs, slowing response to disruptions and reducing efficiency at receiving sites.
- ❗ **Slow & Inaccurate Proof-of-Delivery (POD) Validation**

Manual POD collection via WhatsApp and paperwork caused delayed billing, missing evidence, frequent disputes, and extended reconciliation, with invoicing taking up to 2–3 extra days.
- ❗ **Unsafe Driving Affecting Cargo & Company Reputation**

Harsh braking, speeding, and sharp turns damaged tanks and triggered customer complaints, increasing cargo costs and negatively impacting Penguin’s brand with distributors and construction partners.

Solutions Implemented

1.Route Optimisation & Trip Planning

Using Cartrack’s routing and trip planning capabilities, Penguin defined approved routes for large cargo to avoid restricted roads, reduce detours, improve fleet utilisation, and minimise overtime through more predictable trip execution.

2. Job Scheduling & Driver Assignment

Through Cartrack’s delivery and job scheduling module, all deliveries are centrally planned, enabling dispatchers to view driver availability, prevent double-bookings, and sequence jobs efficiently, reducing idle time and operational conflicts.

3. Proof of Delivery (POD) Digitisation

With Cartrack’s digital POD via the Driver App, photos, signatures, and timestamps are captured at delivery, enabling same-day invoicing in many cases, reducing disputes, and improving accountability for damaged cargo claims.

4. Driver Safety & Behaviour Monitoring

Cartrack’s trip scoring and driver behaviour insights highlighted risky driving patterns, allowing Penguin to conduct targeted coaching on braking, cornering, speed control, and load handling to reduce damage and improve delivery experience.

5. Idling & Fuel Cost Management

Cartrack’s idling alerts and trip reports exposed excessive waiting time at warehouses and project sites, helping Penguin reduce fuel waste, improve scheduling accuracy, and enforce driver accountability during loading delays.

6. Fleet Visibility Dashboard

Cartrack’s real-time fleet dashboard enables dispatchers to confirm trip starts, monitor progress, and share accurate ETAs, allowing receiving teams to prepare manpower and equipment in advance and reduce offloading time.

Results

Business Scale

69

vehicles operating nationwide across Indonesia

207

delivery runs daily supporting distributors, industrial customers and project sites

6,210

deliveries monthly involving large-format, high-value water tanks and chemical storage systems

Delivery Reliability

20%

on-time delivery improvement

Dispatcher Efficiency

1-2 hours

reduction in daily planning and coordination of time

Proof of Delivery & Billing

20%

reduction in delivery disputes through digital POD

Cost and Fuel Control

20%

reduction in fuel consumption through idling control and route compliance

Customer Impact

50%

increase in repeated orders from key distributors due to improved delivery predictability

Stronger customer trust and long-term customer retention

Conclusion

Cartrack helped Penguin move from manual, reactive transport operations to data-driven, predictable delivery performance, reducing costs, protecting high-value cargo, and strengthening customer trust across Indonesia.