MACHINEMAX

# MachineMax helps Murphy reduce emissions by 10% on HS2 Euston


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J Murphy & Sons Limited (Murphy) partnered with MachineMax to consolidate the construction and engineering company's entire fleet's data into a single platform, providing them with visibility and the tools to use machine data to drive sustainability, efficiency, and productivity.

The MachineMax platform has allowed Murphy to combine its rental data (from Point of Rental's Syrinx software, the company's rental management platform) with fleet telematics from OEM and third party telematics providers, giving Murphy greater visibility of equipment locations and insight into how its machines are being utilised.

This move is in line with One Murphy, the company's self-delivery approach for delivering a safer, more reliable and cost-effective service. Demonstrating to their clients that they can deliver a safer, more reliable and cost-effective service. It also demonstrates Murphy's commitment to protecting the environment, working with it's customers to provide the relevant data to minimise on-site emissions.

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> "Choosing MachineMax was part of Murphy's digital transformation journey. We found that equipment manufacturers all have their own telematics portals and we needed to combine them. MachineMax collaborates the data from different portals into one simple platform which we can use across all our projects."

**Brendan Sugrue – Operations Director, Murphy Plant**

The benefits will include improved maintenance schedules, better fleet purchasing decisions, additional customer services such as machine reporting and a better understanding of the fleet's environmental impact, helping Muprhy move towards Net Zero by 2030.

Providing real-time actionable insights, the artificial intelligence of MachineMax compares idle time to burning emissions, allowing clients to make informed decisions. This has proved to be a great first step for many clients and something that Murphy has been proactive in promoting for the benefit of their sites.




> We are using MachineMax to monitor the idling time and fuel consumption of our machinery because, as a company, Murphy is committed to reduce its carbon emissions. On HS2 Euston we were able to reduce our carbon emissions by 10% through MachineMax, which is great in utilities because it is really hard to turn that engine off.

**Sumbul Aman - Environmental and Sustainability Advisor, Murphy**

Murphy was able to do this by identifying idling hotspots on site. This meant they were able to streamline inefficiencies in site layout, remove any excess machinery and deliver toolbox talks on-site regarding correct machine management. Furthermore, through the emissions calculator on the MachineMax platform, Murphy was able to pinpoint which machines were contributing most to carbon emissions and replace those machines with an electric or hybrid equivalent.

This is supported by Sumbul, adding:

> Without the data we would not be able to bring in alternative fuel and plant, and we would still be using diesel.

This is an indication of how MachineMax has made a real impact to one company working on some of the biggest infrastructure projects in Europe, reducing its carbon emissions by 10%.

Sumbul summarised:

> We believe MachineMax will be a differentiator to Murphy in the long term as the data collection and simple, scalable platform enables us to hit our targets on the HS2 project.

# About MachineMax

MachineMax is an award winning equipment management platform and universal telematics sensors for off-highway fleet, that work with customers to measure key metrics. The metrics providing the biggest initial impact include: utilisation, idling time, fuel consumption, emissions, location, and operating hours. This ensures that sites maximize their productivity, efficiency and profitability.

Our customers, across all industries, have used these metrics to identify patterns in operational inefficiencies including: too many equipment onsite resulting in under-utilisation, incorrect equipment used for the job resulting in lower productivity, ineffective site layout resulting in idling and excessive travelling, suboptimal operator behaviour resulting in dangerous, and inefficient utilisation.

The MachineMax approach ensures data collected by heavy equipment can be communicated in real-time to technical teams and management. Focused on learning-based outcomes; we specialise in building secure and cutting-edge products that solve daily challenges and improve industry practice.

Find out how MachineMax can help you at **MachineMax.com**

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