

Superior Ready Mix Gains Efficiencies With BCMI, Digital Fleet

REDMOND, WASHINGTON, January 24, 2024— Superior Ready Mix, based in Southern California, is no stranger to technological innovation. The producer of concrete, asphalt and aggregates knows using the latest technology allows it to serve its customers better, keep a closer eye on operations, and give drivers and plant operators the best tools to do their jobs. One way Superior does this is by partnering with leading technology providers, Digital Fleet and BCMI Corp.

Superior Ready Mix is a family-owned concrete and material supplier since 1958 with more than 19 locations across San Diego, Riverside and Imperial counties.

Superior has been a longtime customer of Digital Fleet, whose goal is to help companies eliminate waste, using its tablets in their concrete, aggregate and powder trucks to track orders, communicate with drivers and do mixer driver scheduling. Superior also relies on BCMI's cloud-based Material Pro platform for sales and quoting and is starting to roll out the Material Now app to give its customers shared visibility into jobsite activity, order statuses and performance tracking.

"By partnering with BCMI, we can pull in our data from Digital Fleet, Integra (our dispatch system) and Jonel (our concrete plant controls) into Material Pro to show us a 360-degree view of what is happening in our concrete operations," Superior Ready Mix Director of Technology and Automation Jeff Cooper said. The BCMI platform gives them better visibility into ready-mix operations company-wide. "With the integration of BCMI and Digital Fleet, we have the critical real-time information we need about production and delivery — and we can share it with our customers," he added.

Superior is in the initial stages of testing Digital Fleet+ to get even more data from its trucks, which will allow the producer to better monitor product quality and driver performance and give customers better information.

In addition to capturing as much real-time data as possible, Superior benefits from working with two technologies that complement each other extremely well. "Digital Fleet has been a great technology for us to track trucks, communicate with drivers, and schedule our drivers," Cooper said. "BCMI has been able to give us a better 360-degree view of how our concrete operations are performing. Everything from loading times, to unloading times, to sales prices per yard are easily visible within one application."

This "synergy" of systems is by design. "Leveraging extensive fleet and delivery data collected by Digital Fleet, BCMI is able to create a comprehensive picture of orders and provide real-time updates on the status of each ticket," BCMI Co-founder and President Craig Yeack said. "This information is instantly available on mobile devices for field personnel and contractors — dramatically improving communication, collaboration, and the ability to address issues promptly when it is most crucial."

The tech providers can relieve some of the anxiety about switching to new systems because they work and communicate directly with each other. “You get the benefit of these teams that are already working together,” Digital Fleet President and CEO Tim Oakes said. “You don’t have to be a pioneer, both companies have already done the heavy lifting for you. You can rest easy, knowing that BCMI and Digital Fleet have their back.”

BCMI and Digital Fleet share a common vision for the industry, arising from the recognition that traditional processes and tools were inadequate for modern business operations. “Our commitment lies in propelling digitization throughout the industry, empowering decision-makers with cutting-edge tools, especially in the realm of mobility,” Yeack said. “Furthermore, we both advocate for customer ownership of data and advocate for seamless sharing among the various technological alternatives.”

Individually, each solution is geared toward helping producers automate their processes, eliminate waste and run more efficiently, which ultimately saves money. But the combined, integrated solution goes beyond that.

“We’re a modern solution, and we continue to evolve,” Oakes said. “It’s extremely powerful to say not only can we save you money, not only is the product evolving, not only do we have a great vision for the future, but you’re going to be happier and you’re going to be supported in your day to day versus the alternative.”

About BCMI

BCMI Corp.’s mobile software empowers bulk construction material producers to improve business processes. BCMI’s performance analytics, interactive communication tools and AI-assisted dispatch keep materials producers and contractors aligned with real-time business solutions. For more on BCMI Dispatch, Material Pro and Material Now apps, visit www.bcmicorp.com.

About Digital Fleet

Digital Fleet’s reliable GPS truck tracking software and technology integrates seamlessly with existing software to increase visibility, communication and workflow management for the ready-mix concrete and construction materials industry. With advanced features such as tracking, truck dashboards, messaging, scheduling, DVIR, ELD, Hours of Service (HOS), truck sensors (DF+) and so much more, you can see your entire operation to ensure you are running at peak efficiency. For more information, visit <https://digitalfleet.co>.

Photo Captions:

Superior_Digital-Fleet_BCMI.jpg: Superior is beginning to roll out BCMI's Material Now app to give its customers shared visibility into jobsite activity, order statuses and performance tracking. (Photo Credit: Superior Ready Mix)

Superior_Digital-Fleet.jpg: Superior's incorporation of Digital Fleet allows it to track trucks, communicate with drivers and schedule drivers. (Photo Credit: Superior Ready Mix)

Media Contact

Jennifer Jensen, BCMI editor: jenn.r.jensen@gmail.com