



2014 NATIONAL PUBLIC SECTOR FLEET MANAGERS' CONFERENCE

ASHLEY MORRIS, GM COMMERCIAL



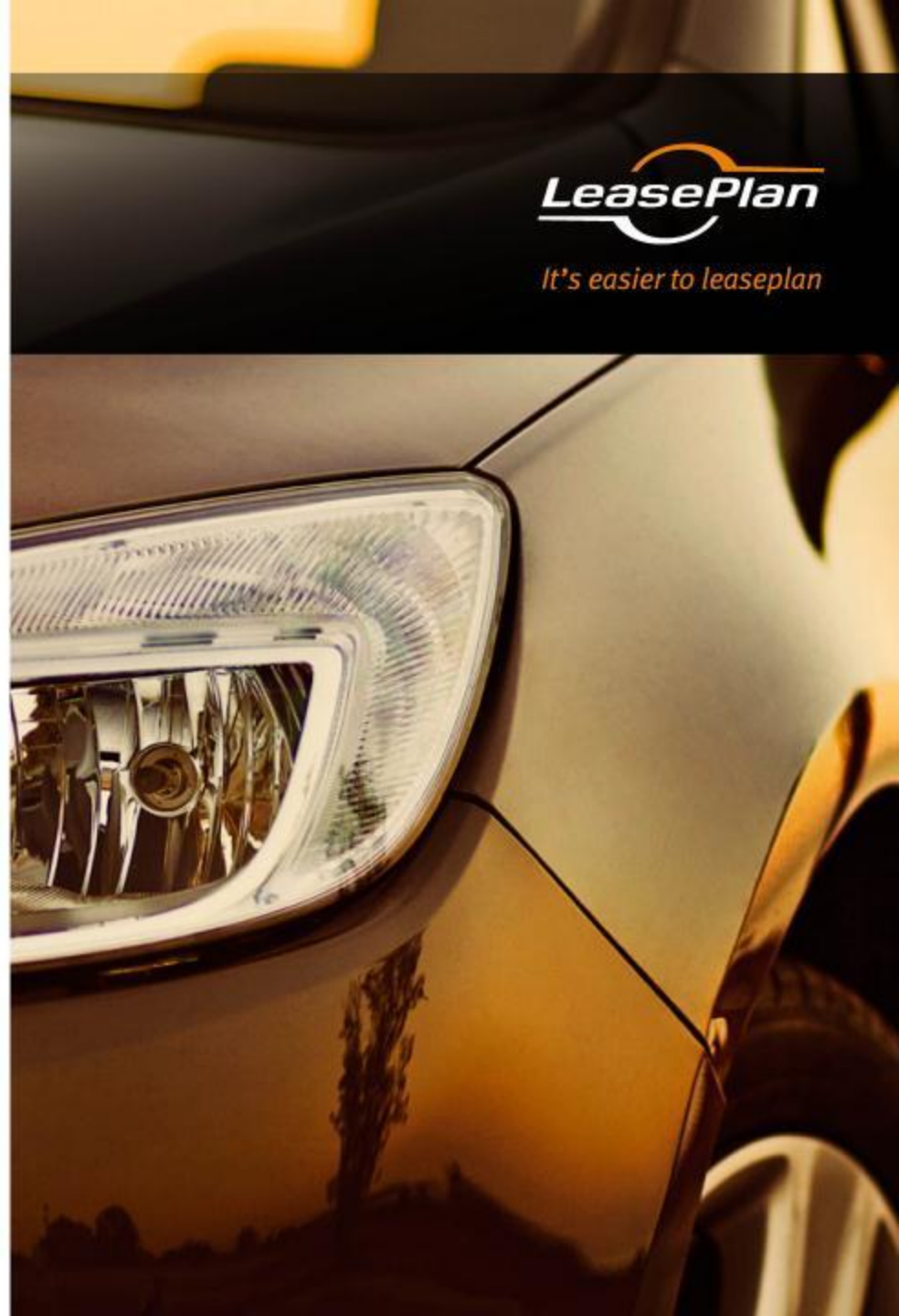
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AGENDA

- Introducing LeasePlan
- Outsourcing fleet management
- Benefits
- Lessons to be learned
- Next steps
- Questions



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INTRODUCING LEASEPLAN

- Established in The Netherlands in 1963
- Fleet management is our core business, proven global leader
- 26 years in Australia (est. 1988)
- LeasePlan is your best choice fully outsourced partner
 - Unrivalled system strength
 - Experience and expertise
 - Leading product and service capabilities
- Recent outsourced contracts
 - Telstra
 - Queensland Rail
 - Queensland Urban Utilities
 - South Australia Government



Key Considerations

- Company culture? Core or non-core? Best use of capital?
 - Investment? (+50% loss over three years)
- What are your true fleet costs?
- What are your overheads and how are they charged out?
- How effective are your current fleet practices?
- Do you have requisite fleet expertise?
- Do your system meet your fleet users' requirements?
 - Integrated or many bolted together?
 - Capacity for expansion?
 - Legal and compliance?



BENEFITS OF OUTSOURCING

- Eliminate the unnecessarily complex and time consuming functions
- Direct benefits of economies of scale and genuine industry expertise
- Reduce fleet administration tasks – sourcing, managing, selling
- More productive drivers
- Better service, higher satisfaction
- Best fleet systems / technology

- **LeasePlan Online** – single, core fleet management system
 - Integrated driver app
 - Integrated pool car management service
 - Integrated telematics

MORE BENEFITS OF OUTSOURCING

- Dedicated account management
- Support for fleet managers and drivers
- Better fleet maintenance
 - Cost savings for servicing and spare parts
 - No supplier management requirements
 - More efficient, better cost controls, less effort, more productive
- Easy access to comprehensive reporting
- Leading fleet management software
- WHS Obligations – must fulfil responsibility to protect the drivers, ensure well maintained fleet at all times - extends to the grey fleets as well

OUTSOURCING AND LESSONS TO BE LEARNED

- Embrace the change model - will be different to current practices
- Ownership and responsibilities retained
- Established governance, strong policies
- Gather strong and thorough industry insight – RFI
 - Look to the future requirements

- Be clear on outsourcing objectives
 - Cost reductions
 - Additional services
 - Better reporting
 - Residual risk coverage
 - Overcome system obsolescence



OUTSOURCING AND LESSONS TO BE LEARNED

- Create a business partnership, not just supplier/client
- Take your time
- Establish ability to track cost savings
- Set KPIs and key deliverables
- Measure results
- Stakeholder Engagement Plan
- Communication is the key to a successful implementation
 - Communicate in conjunction with your fleet partner
 - Follow a clear Change Management Plan



- Review your fleet needs
- Review your fleet costs and revenue
- Review your systems
- Review the quality of your fleet data
- Review your employee capital
- Review residual risk/exposure
- What are the other areas of risk that your business faces?
- What are your capital requirements
- Ask WHY?
- Ask LeasePlan

PUBLIC SECTOR PARTICULARS

- Budget accountability
- Resource limitations
- Efficiency requirements
- Changing landscapes
- Staff satisfaction and benefits

SUMMARY

- Outsourcing is not an easy choice
- Many considerations
- Seek peer experiences
- Responsibility – make the right choice for your business
- Benefits
 - Reduced costs
 - Increased efficiency
 - Better service, happier staff
 - Compliance
 - Proven expertise and leading systems for less
- Recognise potential downsides and pitfalls,
- Maintaining your share of responsibility
- Partnership to benefit your business

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