



CASE STUDY

TASMAN LOGISTICS & WHG

ON THE ROAD TOGETHER:

TASMAN LOGISTICS' TECHNOLOGY POWER-UP WITH WHG

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WHG.

CASE STUDY: TASMAN LOGISTICS.

Frustrated with juggling disconnected systems, Tasman Logistics partnered with WHG Technologies to deliver a robust, future-ready, fully customised on-road technology strategy, a tailored solution that continues to transform and enhance their fleet operations.

Founded by Executive Director Craig Morris in 2003, Tasman Logistics provides a wide range of transport and warehousing services, with sites across Victoria, New South Wales, Queensland, Tasmania, and South Australia. The sizeable fleet includes around 300 company-owned vehicles, from rigids through to B-triples, along with about 500 sub-contractors pulling their trailers.

"Tasman Logistics moves all kinds of freight. Primarily, it's a lot of port logistics, but we also do refrigerated and linehaul work, as well as contract logistics," explained Chief Technology Officer David Simmonds.

"We generally run DAF and Kenworth prime movers plus Iveco and Fuso rigids. They travel all over, from Queensland to Tasmania, up and down the east coast, and into regional territories."

David says WHG has proven to be the ideal technology partner.

"The relationship was established in 2024 based on their capabilities. There were certain things I was looking for that didn't previously exist, so we wanted the ability to customise the software and integrate it with other business systems."

David Simmonds, Tasman Logistics



Twelve trailers were recently fitted with a wireless, Bluetooth-enabled, Intelligent TrailerDISPLAY screen.

Tasman Logistics has already implemented WHG's FleetMAX telematics with CANBUS ECU diagnostic tools, FleetWEIGH Smart OBM, and FleetCAM AI video telematics to support safety and combat fatigue. The plan is to expand the WHG tech stack into more areas of the business.

"We've also been exploring WHG's smart wearable technology FleetPREDICT, using a Garmin device worn by the driver to enable predictive and preventative fatigue intervention. We're also looking to fit IoT technology into our warehouses in the future, particularly in cold chain," added David.

As part of its safety and compliance focus, Tasman Logistics has already reached a key milestone, FleetCAM is now fitted in around 30 per cent of the company's trucks. In parallel, WHG's technology is rolling out across the entire fleet, even in vehicles equipped with other telematics systems, as part of a program to consolidate and upgrade.

All new fleet acquisitions are fitted with WHG solutions from day one, and when vehicles are sold, the equipment is removed and reinstalled into other trucks. This approach streamlines technology across the fleet and delivers exceptional return on investment, with equipment seeing a valuable second – and even third – life in service.

One of the biggest challenges for Tasman Logistics was how to overcome managing assets through multiple disconnected systems rather than a single, consolidated platform.

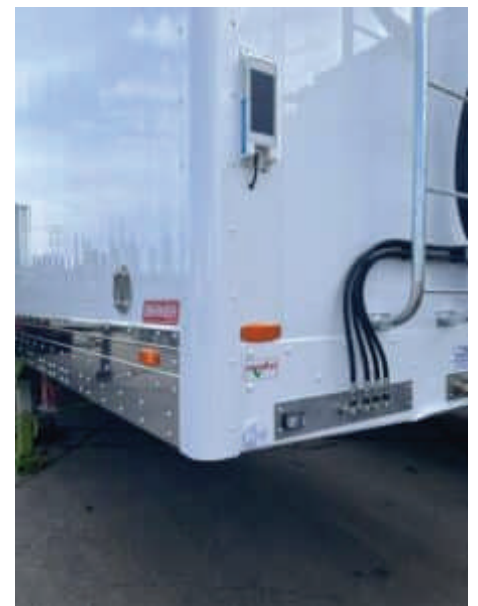
"That's difficult because we have different contracts with different companies," said David.

"We've grown to where we are today through acquisitions, so we've inherited trucks already fitted with various telematics solutions – and that brings a lot of complexities and challenges."

By working with WHG, Tasman Logistics is consolidating these systems, replacing them or integrating them into one platform, giving the business a single source of truth for fleet visibility, compliance, and performance.

Tasman Logistics also benefits from its strong relationship with truck and trailer rental company TR Group, which uses WHG products, enabling seamless integration.

"WHG provides live visibility of our own assets and those we're using through TR Group," said David.



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Since implementing FleetCAM, David has been impressed. "The WHG iLink software is incredible. I haven't seen anything on the same level in terms of what it can do and what it reports, and the fact that it can live stream and self manage."

“ WHG tackles development very aggressively and they tailor to the customer. WHG is a very versatile, agile company – there's not much they'll say no to. ”

David Simmonds, Tasman Logistics



WHG's customisation process has also integrated our various existing mass management products.

"If part of our fleet already had other weigh systems, we didn't want to pull them out, so WHG's ability to quickly integrate into those systems was key. Their ability to innovate also stands out – for example, when using FleetWEIGH Smart OBM axle sensors, you used to have to be in the cab and look at the iPad app or your phone to see weight readings. If you were outside the truck, you had no visibility.

Within a couple of months of explaining how beneficial external visibility would be, WHG delivered a wireless, Bluetooth-enabled, Intelligent TrailerDISPLAY screen mounted to the trailer. We've already fitted 12 trailers with these, and because it's wireless and digital, it's a definite step forward compared to competitors."

WHG and FleetWEIGH are dual certified with Transport Certification Australia (TCA) under Telematics Monitoring Application (TMA) and Smart On-Board Mass.

“ That's been a big thing for us. Lots of companies can do GPS and tracking, but WHG is one of the only ones that bring together TCA accreditation, mass management capabilities, GPS, & fatigue solutions all in one. ”

David Simmonds, Tasman Logistics

"Top of the list for us is compliance, and with WHG you have the assurance that you're getting the right data to the right places. The data is always accurate in terms of weight and GPS because WHG doesn't cut corners. The tech is high quality, and their installation service is excellent. They can get things done quickly – they even had someone fly up to Brisbane from Melbourne just before Christmas to do 40 installs, working right up until Christmas Eve."

“ WHG is willing, able, and very keen to work with us to build our company strategy, which is rare. ”

David Simmonds, Tasman Logistics

"Both companies are equally proud of where Tasman Logistics is heading with our technology strategy, and WHG has delivered on everything we've asked for. We have big ambitions, and to support our growth, we need to partner with the best."



About Tasman Logistics

Tasman Logistics specializes in providing transport and warehouse solutions, tailored to meet supply chain requirements. Transport services cover container cartage, wharf services, local shuttles and interstate road freight, rail solutions and contract logistics. The dedicated team ensures timely, reliable, and secure transport of goods, employing cutting-edge GPS tracking technology, guaranteeing peace of mind.

Tasman Logistics offers overflow and short-term warehousing storage, container loading/unloading and cross docking, as well as dedicated and multi-user contracted services including pick & pack operations and value-added services.

Tasman Logistics Services prioritizes the safety of their people and their customers; ensuring customers are happy by making sure every interaction is marked by professionalism and proactivity.

To learn more about Tasman Logistics, visit taslog.com.au



About WHG

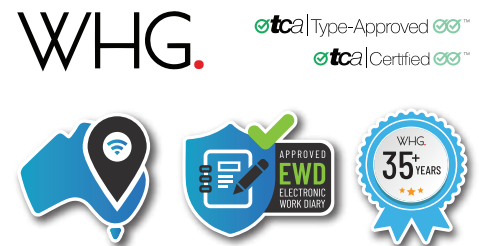
WHG Technologies is a leading technology provider specialising in connected mobility, IoT, and safety innovation. With more than 35 years' experience, WHG delivers end-to-end enterprise solutions covering hardware design, firmware, software development, manufacturing, and implementation. The company connects over 45,000 devices monthly across transport, logistics, and enterprise sectors.

Certified by Transport Certification Australia (TCA), WHG provides trusted telematics and compliance solutions while also advancing new frontiers in AI-powered wearables, predictive analytics, and integrated safety platforms.

WHG's vision is to make the adoption of technology easier and more cost-effective across all markets, supporting fleets, OEMs, and industry partners worldwide.

Partner with WHG to explore how our technology can support your business.

Visit the WHG website to learn more: whg-telematics.com.au



Contact WHG today to find the right solution for your business.

Call 1800 474 387 or email sales@whgsolutions.team



CONTACT US

To explore how we can help your business, talk to the team today.
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