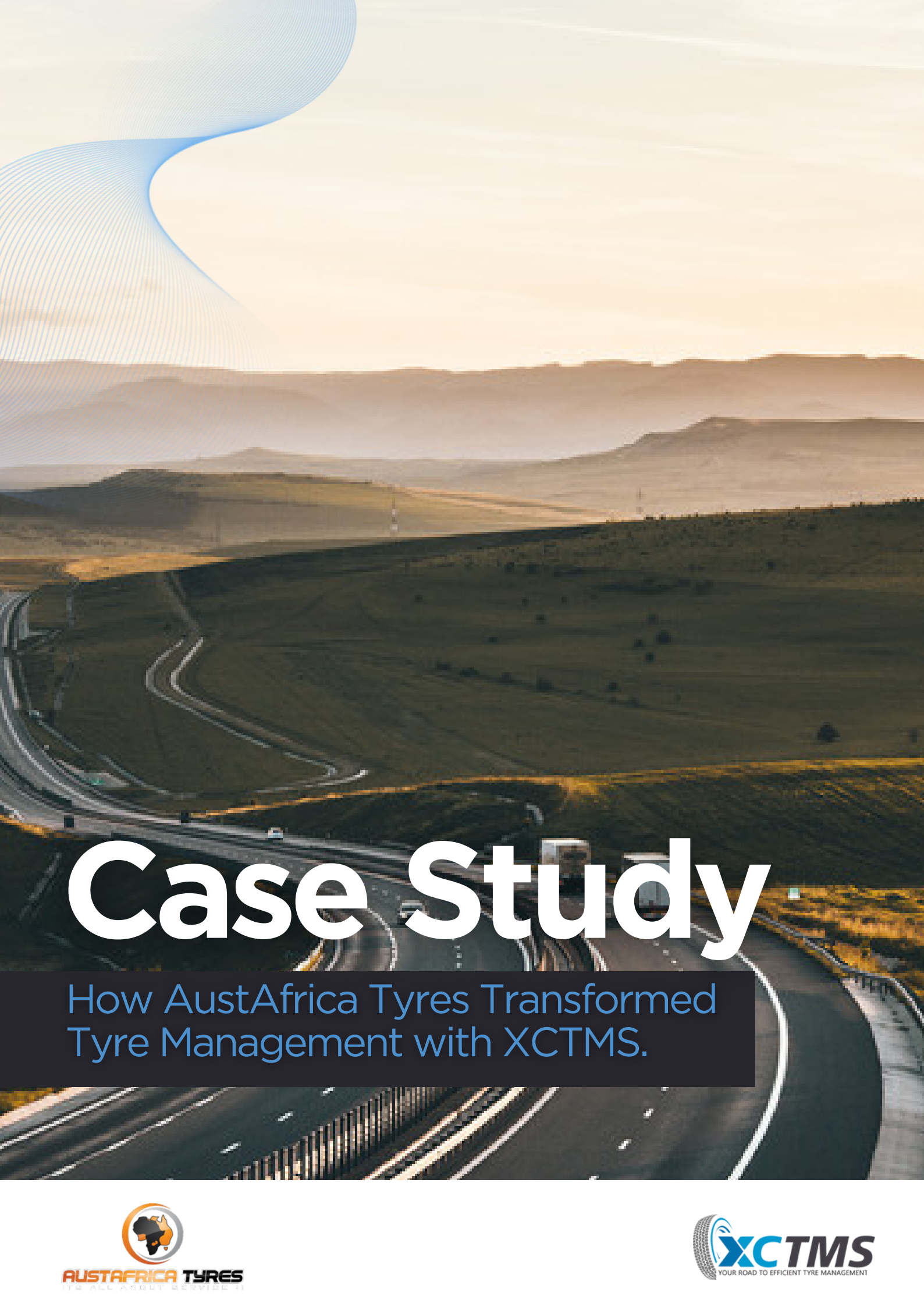




Case Study

How AustAfrica Tyres Transformed
Tyre Management with XCTMS.

Driving Tyre Management Excellence in Zambia

About AustAfrica Tyres

AustAfrica Tyres has built its reputation in Zambia by evolving from its origins in the mining tyre supply industry to delivering full cradle-to-grave tyre management. Their expertise spans mining, truck fleets, and agricultural operations, including managing tyres for major sugar estates such as Hulett's. Retreading services form a key part of their offering, ensuring tyres are maintained and used to their fullest potential.

Key operations of AustAfrica Tyres

- ✓ Supplying tyres for mining operations.
- ✓ Managing truck fleets and their tyres.
- ✓ Providing professional retreading services.
- ✓ Offering cradle-to-grave tyre management.



Relationship with XCTMS

- ✓ The partnership officially began on 1 August 2020
- ✓ Access to XCTMS demo sites allowed them to test and evaluate the system before committing.
- ✓ XCTMS demonstrated a strong client focus, adapting to AustAfrica Tyres' needs.
- ✓ XCTMS assisted in migrating extensive historical data

The Challenge

Before implementing XCTMS, AustAfrica Tyres managed its operations using Excel, Google Sheets, and paper-based processes. Day-to-day tasks such as pressure checks and tyre inspections were handled manually. This method often caused delays in accessing up-to-date information. This created an opportunity for improvement as the company scaled.

Key Challenges included:



Human error

as the single largest issue, from duplicated entries to missing tyre data.



Loss of data

due to paperwork delays, misplaced forms, or incomplete digital records.



No real-time visibility

data updates often happened days after inspections, if at all.



Limited reporting capabilities

performance or cost reports could not be produced reliably.



High risk of theft and losses

tyres went missing because manual and paper-based systems couldn't track them accurately.

The risk of not addressing these problems were severe

- ✓ Potential loss of clients or termination of fleet management contracts.
- ✓ Inability to meet increasingly strict client reporting requirements.
- ✓ Damaged credibility from providing incorrect or irrelevant data.

The Solution

In early 2020, AustAfrica Tyres began evaluating tyre management platforms. Their goal was to retain as much historical tyre data as possible, upload it into a new platform, and introduce features that would make tracking, reporting, and accountability part of daily operations.

AustAfrica Tyres chose XCTMS for its transparency, flexibility, and ability to adapt to their specific requirements. Unlike other vendors, XCTMS provided full access to the platform before purchase.

Key deciding factors

- ✓ Full tyre lifecycle tracking (real-time visibility)
- ✓ User-level access controls for improved data security and reduced theft risk
- ✓ Customisation capabilities, including a dashboard report
- ✓ Responsive, localised support

Migration to XCTMS

A major priority was cleaning and verifying their existing data to prevent historical errors from being carried over. This required:

- ✓ Cross-checking against historical records
- ✓ Hands-on support from the XCTMS team

Training & Implementation

- ✓ Phased rollout
- ✓ Hands-on training
- ✓ Overcoming resistance
- ✓ Comprehensive support

“Our biggest hurdle was preparing our data for migration. XCTMS were more than patient and added helpful features to assist us in the process.”

Today, AustAfrica Tyres runs all current fleets on XCTMS, with historical data kept only for archival purposes.

The result was a smooth adoption process. Staff quickly appreciated that the system reduced their workload and improved accuracy, while AustAfrica Tyres gained full control of their data and the ability to run operations independently. The close collaboration with XCTMS ensured the platform was not only implemented successfully but tailored precisely to their needs.



Why XCTMS Was a Good Fit for AustAfrica Tyres



Flexibility

XCTMS offered flexibility to add features specific to Austafrica's requirements.



Streamline processes

The program could be tailored to meet their unique operational needs.



Tailored approach

Austafrica Tyres was seeking a solution to streamline their processes, making XCTMS the right choice.

The Results & Business Impact

FROM
2020
GOING STRONG

MORE THAN
9845
TYRES ON XCTMS

FOR
6+
MAJOR CLIENTS

"We are able to get far more useful information out of our data than before. The workflow system has become a key tool for holding staff accountable."

Key outcomes

- ✓ Greater efficiency
- ✓ Simplified record keeping
- ✓ Performance measurement
- ✓ Client cost savings
- ✓ Competitive advantage
- ✓ Advanced reporting
- ✓ Stock visibility and control

The shift to XCTMS has not only made AustAfrica Tyres' operations more effective, it has also enhanced their client relationships by delivering transparency, measurable results, and consistent cost savings.

Cradle to Grave Tyre Management

One of the standout benefits AustAfrica Tyres gained through XCTMS is complete cradle-to-grave visibility of every tyre in their operation.

"We no longer lose visibility of a tyre after a rotation or retread. XCTMS gives us full lifecycle management that helps us track performance and plan ahead, from first fitment to final scrap."

This holistic approach allows them to:

- ✓ Assign unique identifiers to each tyre.
- ✓ Track usage history, performance, and condition across all fitments.
- ✓ Monitor retread cycles and vulcanising interventions in-house.
- ✓ Log inspections, faults, rotations, and removals.
- ✓ Make informed end-of-life decisions based on accurate performance data.

Prevent tyre loss
and reduces waste



Extends tyre lifespan



Improves ROI per unit



Supports sustainability
efforts



Looking ahead

As an authorised XCTMS reseller, AustAfrica Tyres is in a unique position to bring the platform to other fleet operators across Zambia.

This opened up a new revenue stream, offering clients the choice to either purchase and implement XCTMS themselves or have AustAfrica Tyres manage it for them for an additional fee.

ONGOING:



Expanding Power BI integrations

for broader business and operational reporting.



Collaborating with XCTMS

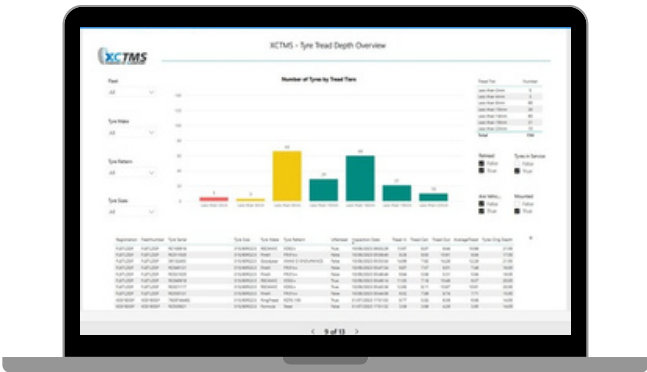
to refine features based on local industry needs.



Delivering unmatched tyre management services

giving them a clear competitive edge.

“We can’t imagine going back to our old system before XCTMS. We look forward to continuing our business relationship with XCTMS, who have been incredibly supportive in our new venture.”



Final thoughts

AustAfrica Tyres has had a highly positive experience working with the XCTMS team. They highlight that the team is always accessible, responsive, and supportive, whether for questions, suggestions, or small clarifications.

The platform itself is easy to work with, making adoption and day-to-day operations smooth and efficient.



Ready to transform your business?

Start with smarter tyre management. Every kilometre counts. Every tyre matters. Don't leave it to chance — manage it with XCTMS.



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Gold Application Development
Gold Intelligent Systems
Gold Cloud Platform

Silver Cloud Productivity
Silver Content & Collaboration
Silver Data Analytic

