

MasterAtlas™ - Virtual Assistant and Communication Platform

For a producer handling 100,000 cubic yards of concrete per year, the cost of resolving customer problems can reach up to \$73,000, while the value of rejected loads may soar to \$157,000. But what if out-of-spec loads could be identified before they are rejected, returned, or placed and become a claim?



Profitability and customer satisfaction improve dramatically.

The Problem: Producing just one load of ready-mixed concrete involves the convergence of numerous factors, including raw material characteristics, batch plant accuracy, weather conditions, mixing effectiveness, and water additions.

- Who has the time to monitor all the data flowing from these systems and identify today's one critical issue?
- Whose job is it to find the needle in the data haystack—day in and day out?

MasterAtlas:

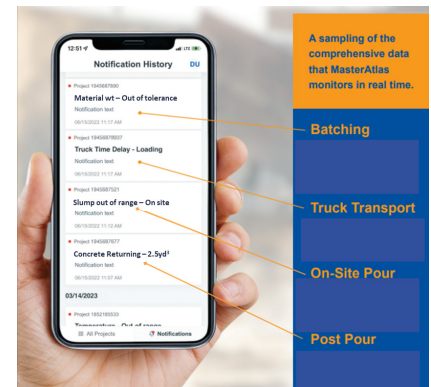
serves as a virtual assistant, automatically monitoring every shared data point. It immediately notifies the right team members about critical details such as truck movements and timing, batching inaccuracies that could affect performance, concrete performance deviations, and potential issues with returned or rejected loads.

Real results from real users using MasterAtlas Virtual Assistant

- MasterAtlas detected a load of concrete with only half the required amount of coarse aggregate before it reached the job site, preventing a rejected load or a claim.

- Consistent out-of-temperature notifications from MasterAtlas alerted the operations team to a malfunctioning chiller during the peak of summer, preventing multiple rejected loads.
- Increased transparency around rejected and returning loads led to a significant rise in the re-use of returned concrete.
- MasterAtlas notifications helped one producer reduce their company-wide average truck departure time after batching by more than 3 minutes, saving thousands of truck hours.

You can experience this too. Contact your local Master Builders Solutions representative for more details.



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