



Start Italiana

Start Italiana supplies indicators, waggler, flow meters, switches and level meters, engaged in chemical and oil, power supply, water treatment and industrial automation fields. Many different technologies and materials are involved.

The company

Start Italiana manufactures instruments to monitor and control liquid levels and flows. Continuous product innovation, reliability and accuracy are the benefits that the company delivers to customers.

The challenge

Start Italiana wished to increase products value, despite accurate level metering made them already attractive on the market. The final goal was strengthening differentiation and build sustainable advantages.

The solution

Movactive Tank remotes data that is collected by Start Italiana instruments, so that it becomes become available for final users, on dedicated web pages, through a gsm/gprs connection. At distance, final users check the values of any kind of liquid (LPG, diesel fuel, petrol, water, ...). No expensive, manual, on-site measurement operations are now required. Automatic alarm calls are sent if liquids reach predefined alert levels.

IN BREVE

Situation

Start Italiana wished to increase its products value with added technological and effective service.

Movactive Solution

Movactive Tank, the solution for the remote management of tanks.

Results

- More profits
- Company costs reduction
- Increased customer loyalty
- New customised services

Movactive: partner, not supplier

Implementing Movactive Tank has been simple and fast. In fact Movactive has supported Start Italiana in all the steps of the process: from the features definition to scheduling, software and hardware realization, sensors networking, service and more. Only 40 days were required.

Peace-of-mind

Start Italiana can focus all its effort on its business activity. Instead, Movactive guarantees uninterrupted monitoring services and is in charge of the server maintenance, Data Centre management, data collection, processing and storage.

A scalable system solution

New function can be added to the Movactive Tank solution at any time. For instance fuel transporters can integrate logistics solutions from the very same platform, simultaneously.



Reed range

“The cooperation with Movactive makes us stronger: today we can support our products with effective service which is difficult to be imitated”

*Bruno Fumagalli
Commercial manager
Start Italiana*

More profits

Movactive value added service has increased turnover and guaranteed competitive advantage on the market.

Final users benefits: less costs

Final users cut the costs for level fuels manual reading labour on site.

Easy to use

Managing information via web is easy and intuitive. No specific skill is required. Data is synthetically displayed, highlighting crucial information and unaccepted values. Detailed tabs, graphic representations and statistics are available. They are easily configurable according to customers needs and preferences.

Software for the management of warehouse tanks



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