

# How Texas First Rentals Increased Fleet Efficiency and Customer Satisfaction with TFR Insights by Incus5

26,000+ ASSETS

40+ LOCATIONS

MULTI-OEM FLEET

**A real world look at how a leading Texas rental company simplified fleet data, improved customer transparency, and strengthened decision making across dozens of branches.**

Texas First Rentals operates thousands of machines across a large and diverse region of the state. Their teams understand Texas job sites better than anyone, but keeping up with the flow of incoming machine data was becoming difficult.

Information was stored in multiple places, telematics systems spoke different languages, and teams were spending too much time trying to interpret the data instead of using it.



- Over **26,000** pieces of equipment in the fleet
- More than **40 locations** across Texas
- Serves contractors, facility managers, and industrial crews
- Backed by the **HOLT family** of companies
- Known for simple quotes, clear schedules, and reliable delivery
- Deep Texas expertise including soil, codes, weather, and workloads

## THE PROBLEM:

### Too Many Systems and Not Enough Clarity

As their connected fleet grew, Texas First Rentals found themselves using six different telematics feeds along with ERP data. Each dataset was helpful on its own, but none provided a complete picture of what was happening across the fleet.

Branch teams needed accurate hours, machine health information, contract visibility, and rental status in a single location. Leaders wanted a way to understand machine behavior without switching between multiple platforms.

The question became clear: **How do we turn all of this information into something that is both accurate and easy to act on?**

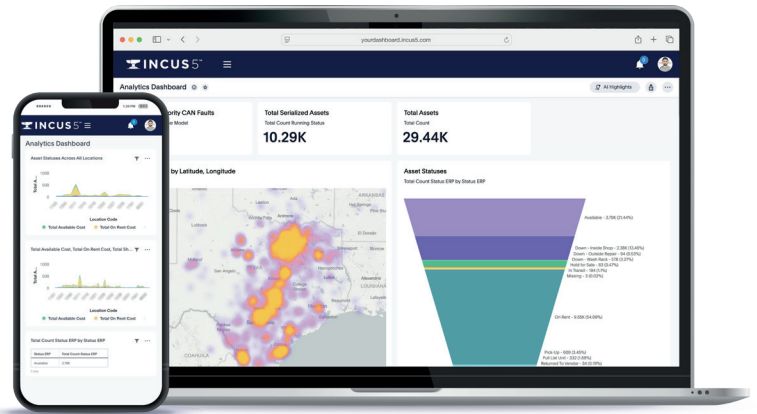
Texas First also wanted a system that reflected how their organization works in real life. Technicians, branch managers, leadership and customers each need different types of information.

**THE SOLUTION:**

**One Consistent Source of Truth for the Entire Fleet**

TFR Insights by Incus5 became the central location for all fleet data at Texas First Rentals. The platform merges telematics feeds, ERP machine information, customer and contract details, and machine health insights into one consistent view.

Teams now see the full fleet story in one place, and each user can access information that matches their responsibilities.



**“TFR Insights is the next generation of fleet management. It is system and hardware agnostic, which allows TFR to contextualize data from all pertinent sources while controlling system usage across different organizational levels.”**

**Casey Littleton**

Connected Assets Manager, Texas First Rentals

**Smarter Operations, Stronger Customer Relationships**

Incus5 helps rental companies like Texas First create a more transparent and responsive customer experience.

By presenting fleet and rental data in a clear, customized format, customers can quickly see the information that matters most to them, including contract details and current rental status.

This visibility reduces back-and-forth communication and builds confidence in every rental interaction.

**TFR INSIGHTS PROVIDES:**

- A unified set of fleet data that is organized and easy to interpret
- Role based visibility so teams only see the information they need
- Action focused alerts that guide technicians and service planners
- Improved theft prevention, recovery and expense tracking
- Machine health information that stays aligned between TFR Insights and the ERP

**“We are excited about our partnership with Incus5 and look forward to growing this platform into an even more indispensable part of our organization.”**

**Casey Littleton**

Connected Assets Manager, Texas First Rentals

**THE IMPACT:**

A Fleet Operation That Runs with More Confidence



**Clearer Decision Making**

TFR Insights gives branch teams and leadership the ability to work from one accurate set of information. Everyone sees the same machine health details, hours, alerts, and utilization patterns. Decisions that once required multiple systems now take only moments.

**A Better Customer Experience**

Texas First Rentals connects customers and contracts within TFR Insights, which allows teams to confirm rental status, machine location, and performance in real time. This level of transparency supports their promise to make work easier for their customers.

**More Proactive Maintenance**

TFR Insights supports preventive maintenance with time-based alerts and a closed loop integration with the ERP. Service planners know exactly which machines require attention, and technicians can work from a clear list of priorities. This approach helps prevent unnecessary downtime and protects machine life.

**Stronger Alignment Across the Business**

TFR Insights now supplies reliable data to service, dispatch, lien management, and other internal programs. With all departments using the same trusted information, processes are smoother and communication barriers are reduced.

**WHAT THIS MEANS FOR TODAY'S FLEET LEADERS**

Many rental companies face the same challenge that Texas First Rentals experienced. They collect a large amount of machine data, but the information is spread across multiple systems and difficult to interpret.

Teams want clarity. Customers want transparency. Leaders want confidence in their decisions.

Texas First Rentals shows that the solution is not more data or more software but a clear and unified view of the fleet.



Want a clearer view of your fleet data?  
 Schedule a demo to see how it works in real-time at [incus5.com](https://incus5.com)