

Thumb Cellular uses MobileAsset to Reduce Lost Equipment & Parts

Agri-Valley Communications is the corporate parent of Thumb Cellular, Pigeon Telephone Company, and Agri Valley Services. Thumb Cellular has been providing cellular service to the thumb area of Michigan since 1991. It now has an office in Bad Axe, Caro, Pigeon, and Sandusky with over 40 full time employees and 31 cell sites. Thumb Cellular is in the process of installing its own switch, thus providing end to end service for its customers.

The success of Thumb Cellular is largely due to its emphasis on customer service. An increasing customer base requires more equipment and employees to provide the same level of customer service. However, Thumb Cellular found that their system of tracking their fixed assets could not keep up with the growth. Valuable assets began "walking off".

In the fall of 2003, Thumb Cellular began to look for a solution to their asset tracking problem. They started with Wasp's MobileInventory software and then hired David Eichler as their Asset Manager sometime later. David discovered that MobileInventory is designed to track inventory that is consumed or sold, not fixed assets. He looked into getting custom programming to change MobileInventory to meet their requirements, but quickly realized that it would cost as much or more than buying a new asset-tracking software package. David likes the software from Wasp, so he made the decision to purchase Wasp's MobileAsset in the fall of 2004.

David is pleased with how straightforward MobileAsset is. "The learning curve is pretty easy." The only complexity was planning out in what order to add their numerous asset groups into the software. Not long after implementing MobileAsset, Thumb Cellular noticed a definite drop in disappearing assets, saving them thousands of dollars per year. David says MobileAsset "met our needs for what we're doing at this point and it is expandable as our needs grow."



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