

Case Study

Coach USA

With over 1,000 vehicles across 18 locations in the United States and Canada, Coach USA operates one of North America's largest transportation fleets. The organization is responsible for maintaining a reliable, safe, and cost-effective fleet in a complex and constantly changing landscape. To support this goal, Coach USA has relied on AssetWorks' FleetFocus software since 1999.

At the heart of the operation is Terrianne Bowen, FleetFocus Manager, who has spent more than four decades with Coach USA. Since transitioning from a manual card inventory system to FleetFocus, Bowen has seen both the company and software evolve dramatically. Today, Coach USA uses a robust suite of FleetFocus tools and integrations to manage maintenance, inventory, fueling, reporting, and more. The technology supports not only operational needs but also strategic planning, long-term budgeting, and regulatory compliance.

From Switchboard to Software

Terrianne Bowen's journey at Coach USA began in 1985. Originally hired as a switchboard operator while attending college, she was quickly promoted to inventory clerk, in a career that would span decades and witness major technological transformations in the fleet industry. "When I started, we used a manual card system in a big rolling bin. Today, we have real-time data and integrated apps. The journey has been incredible," said Bowen.

Bowen played a pivotal role in the adoption of [AssetWorks FleetFocus](#) in 1999. Although she wasn't part of the initial purchasing team, her hands-on involvement during implementation and training ensured a smooth transition from manual processes to digital solutions. Since 2007, she has served as the full-time FleetFocus Manager, overseeing the platform's use across Coach USA.

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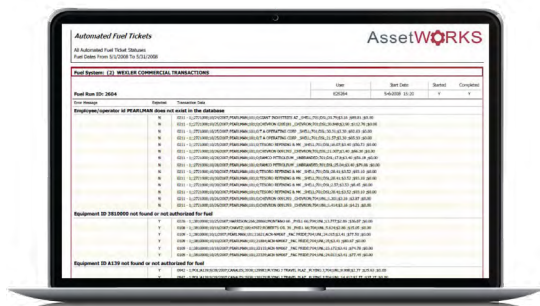
Operational Challenges

Before implementing FleetFocus, Coach USA struggled with inefficiencies common to large, decentralized fleets. Manual data entry, disjointed systems, and limited real-time visibility posed serious challenges. Work orders, fueling logs, and spreadsheets were used to track essential metrics like mileage, which left too much room for error.

Bowen explained, "We had to rely on people manually uploading information into the system. If someone went on leave or forgot to do it, we were stuck waiting. That affected everything—from PM schedules to monthly reports."

FleetFocus helped address these gaps by centralizing vehicle data and improving asset visibility across departments. "Now, I can tell at any time what status a vehicle is in and why. I can pull up detailed notes and see where everything stands. That's a big deal when you're managing over a thousand vehicles."

The company also faced complications around inventory, procurement, and reporting. Without standardization, tracking parts and managing bids lacked consistency. "There can be 25 different manufacturer part numbers, but they're the same part," Bowen noted. "So, we created an internal part number to group them and make bidding and reporting easier." This approach not only reduced confusion but also improved vendor management and helped control costs.



AssetWorks Solutions

FleetFocus provided Coach USA with the centralized, integrated platform needed to standardize operations and improve visibility across all departments. At its core, FleetFocus serves as a comprehensive [Fleet Management Information System \(FMIS\)](#) that consolidates data from across the organization into a single, easy-to-access platform. From vehicle status and service records to procurement workflows and technician schedules, everything lives in one place. This structure eliminates the need for siloed systems and ensures that every team, from maintenance and inventory to leadership, has access to the same, real-time data.

One of the most powerful features for Bowen and her team has been the Ad Hoc reporting tool. “I’m in Ad Hoc all day long,” she said. “I can pull up the data I need within minutes. Just yesterday, our tech expert was struggling with a report, and we figured it out together. That flexibility is a game-changer.” With Ad Hoc, users can build custom reports tailored to specific operational questions, giving Coach USA the agility to respond quickly to changes and spot trends before they become problems.

In addition to FleetFocus, Coach USA utilizes [FuelFocus](#) to manage fueling operations more efficiently. FuelFocus is a fully integrated automated fueling system that captures real-time fuel and mileage data directly from the pump and uploads it into FleetFocus. This removes the need for manual data entry and reduces the risk of errors. “With FuelFocus, data is uploaded instantly. Without it, I’m chasing down spreadsheets and calling people for missing mileage,” Bowen explained. This automation is not just a convenience, it ensures data accuracy for reporting, planning, and preventive maintenance.

By using FleetFocus in tandem with integrated tools like FuelFocus, Coach USA has created a streamlined, data-rich environment that supports smarter decision-making, improves accountability, and increases overall operational efficiency.

Expanding the Ecosystem with Integrations

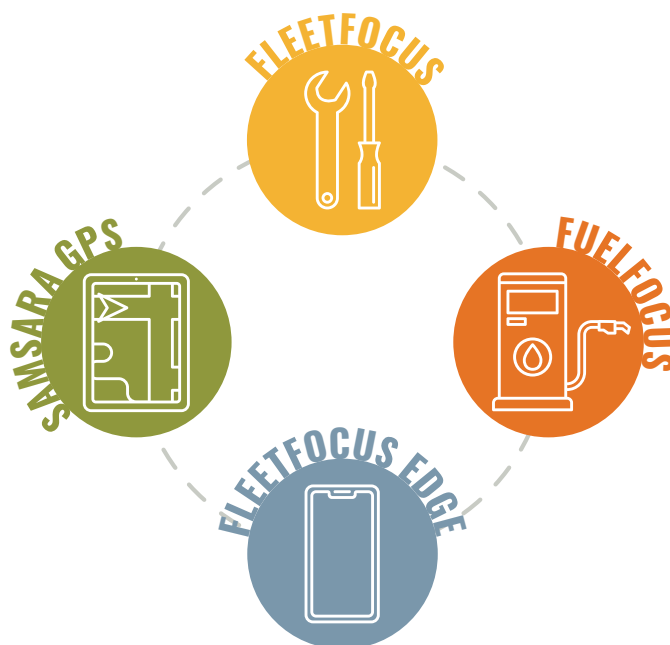
Coach USA has continued to expand the capabilities of its FleetFocus platform through strategic integrations that enhance automation, data sharing, and operational efficiency. One of the most impactful additions has been the [integration with Samsara GPS](#). This integration allows real-time odometer data to be automatically sent into FleetFocus, which plays a crucial role in keeping preventive maintenance schedules accurate and timely.

“We’ve been working on our Samsara integration,” Bowen explained. “Now it’s finally coming together. Getting real-time odometer readings directly into FleetFocus will transform how we manage PMs and inspections.”

Another significant improvement is the rollout of EDGE, [AssetWorks’ suite of mobile applications](#). Designed for use on tablets and mobile devices, EDGE brings FleetFocus directly to technicians and inventory staff working on the shop floor. By providing access to work orders, checklists, and inventory details from anywhere, EDGE reduces downtime, improves productivity, and supports more accurate recordkeeping.

“We’re excited for EDGE to streamline processes and make life easier for our techs,” Bowen said. “It’s a big step forward for our operations, especially in terms of mobility and real-time data access.”

Together, these integrations demonstrate how FleetFocus continues to evolve alongside Coach USA’s needs, providing flexible, forward-thinking tools that improve coordination and decision-making across the entire fleet operation.



Key Impacts

One of the most notable gains since implementing FleetFocus and its integrated tools has been the improvement in preventive maintenance workflows. With more accurate data flowing into the system, Coach USA can better track service intervals and reduce the risk of vehicles falling through the cracks. A key enabler of this is the EDGE mobile application, which brings FleetFocus directly to the shop floor.

“Inventory is one of our pain points,” Bowen admitted. “It’s very manual. We’re excited for EDGE to streamline that process and make life easier for our techs.” By eliminating paper-based inventory checks and providing real-time access to parts and work order data, EDGE helps Coach USA boost technician productivity and reduce errors.

In addition to improving PM processes, Coach USA has seen enhanced data accuracy and fewer administrative delays, especially in fuel and mileage tracking. Bowen recalled a recent issue: “We had one location stop uploading data because the person responsible was out on leave. Our monthly numbers were off because we didn’t have that mileage,” she explained. “With FuelFocus, that wouldn’t have happened.” Because FuelFocus automatically uploads fueling and mileage data into FleetFocus, the system ensures uninterrupted access to critical performance data, regardless of staff availability.

Strong vendor support has also played a major role in Coach USA’s success with the platform. Whether helping to troubleshoot issues or push forward new integrations, the AssetWorks team has proven to be a reliable partner. “We had a system outage recently, and AssetWorks spent the entire day working with us to get it resolved,” said Bowen. “That kind of dedication matters. It impacts safety, operations, everything.”

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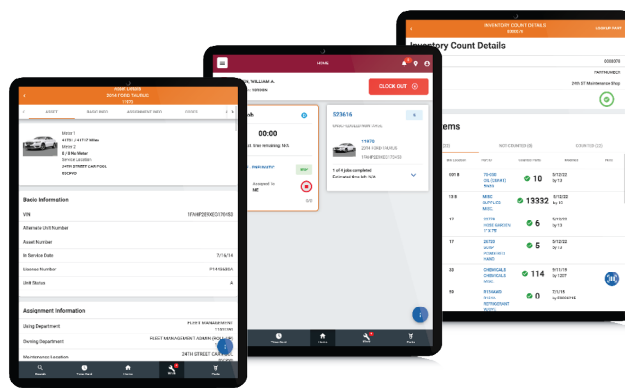
Decision to Stay with AssetWorks

A decade ago, Coach USA took a proactive step to evaluate the market and assess whether another fleet management system could better support their growing

and evolving needs. With advancements in technology and an increasing reliance on real-time data and integrations, the organization wanted to ensure they had the most effective tools in place.

Despite a thorough review of several vendors and platforms, the team ultimately decided that AssetWorks FleetFocus remained the strongest fit for their operations. The system’s range of features, proven reliability, and ability to scale with a fleet of their size stood out.

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Conclusion

FleetFocus has helped Coach USA evolve from a manual, paper-based inventory process to a fully digitized, integrated fleet management ecosystem. Today, the platform powers preventive maintenance, inventory, reporting, and procurement across 18 locations.

“We’ve had a lot of ups and downs over the years, but we’ve grown, and so has AssetWorks,” said Bowen. “That’s what’s kept the partnership going.”

To learn more about the asset management software mentioned in this case study, visit assetworks.com/fleet.