

ISIS Power Customer Case Study

Herr Display Vans: ISIS in Tool Trucks

Customer Profile

Herr Display Vans build a broad range of vehicles including rapid response trucks, command vehicles and tool trucks. Tim Herr and his team started working with the ISIS Power team in the summer of 2011.

What's Important to the Customer?

Tim Herr is a busy guy. He has a solid team behind him, but in these hard economic times, he has to be as efficient as possible. This means that in any given day, he's courting new customers, interfacing with suppliers and working in the shop. Tim is usually the guy who's out there wiring his trucks. Any reduction in the time it takes to wire a truck means that Tim has more time to focus on the more important parts of his business.

He is also sensitive to quality and reliability. His customers come from all across the country. Their livelihoods ride on these trucks and when they roll out of Tim's shop, they have to work.

Lastly, he is trying to set himself apart from his competition. Basic functionality of a tool truck hasn't involved in a long time. Anything that he can do to make his trucks stand out helps him sell more.

The Basics

The Herr team installs one MASTERCELL, two POWERCELLs, inLINK and the ISIS inTOUCH MAX touch screen in all of their trucks. They purchase their system with harnesses manufactured to specific lengths for their trucks.

The inTOUCH MAX touch screen is the heart of the vehicle. The owner and operator of the truck

uses this to control everything from the interior lighting, display lighting, scene lights, overhead fans, the hot water heater, and door locks. The screen also displays the voltage on the batteries so the customer knows when he needs to start the truck's engine to charge them up again. The screens are also customized with the Herr logo to help promote their brand.

The inTOUCH MAX screen eliminates almost all of the switches in the truck that Herr has to add. This dramatically reduces the time that it takes to wire the truck plus it saves a significant amount of space.

Depending on the truck body that the customer specifies, they mount the front and rear POWERCELL in locations that reduce the length of wire running to the functions.

By adding the inLINK wireless module to their system, Herr gets all of the security, immobilizer and alarm functions that they were getting from their old supplier. The big difference is that all of this is integrated into ISIS and this requires no additional wiring. When the customer locks the truck from the ISIS inLINK keyfob, the front POWERCELL engages a solenoid that disables the start circuit on the truck. At the same time, the MASTERCELL monitors inputs tied to switches on the doors and hood plus a motion sensor. If any of these inputs are tripped while security is activated on the ISIS system, an output on the front POWERCELL energizes the siren to alert the owner that someone may be trying to break into the truck. Considering the value of the tools in the back of these trucks, these features help to protect their customers' investments in inventory.



The ISIS inLINK upgrade also gives Herr's customers the ability to lock and unlock the doors plus control the lighting remotely from the key fob. This is a feature that they couldn't implement before with their existing alarm system.

Expandability

There is a lot of customization in the tool truck business. This is a guy's rolling store and office. They are making a significant investment and they want it personalized to suit their needs. Tim Herr specified his ISIS system to give him the flexibility to respond to a customer's changing requirements on their trucks. Each of his POWERCELLs has a few unused outputs available that can be used for those extra functions that a customer may demand.

For example, Tim recently had a customer drop in a requirement for heated mirrors at the last minute. The truck was finished ready for delivery and he didn't have time to take the truck apart to run additional wire throughout the truck. He was able to source the new mirrors quickly and get them installed. To power them, he simply used one of the unused outputs on his front POWERCELL. This is controlled by one of the auxiliary buttons on the inTOUCH MAX screen and an open input on the MASTERCELL. He was able to react to his customers' request quickly with minimal additional labor.

What they save in each truck:

- Individually wired switch panels
- Remote fuse and relay panels
- Aftermarket security & immobilizer systems
- External voltage displays
- Reduction in wiring time

What they gain with ISIS in their trucks:

- A universal wiring system that works on any of the truck bodies that a customer may order.
- A unique touch screen interface that sets their trucks apart from their competition
- More robust security, immobilizer and alarm functions
- Wireless control of truck functions
- Diagnostic capabilities for troubleshooting
- The flexibility to add other functions easily and quickly

Learn More

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