



Moran Logistics

Elevating Transport Operations with Microlise

Case Study





The Microlise system is business-critical to us. They continue to innovate with new products and services, and I would highly recommend them to any logistics company, globally."

James Osborne, Transport Systems Manager

Established in 2006 by founder Harry Moran, Moran Logistics has grown to become a trusted, privately owned logistics partner specialising in multi-temperature warehousing, transportation and co-packing services.

With more than ten operational sites across the UK, and a combined fleet of over 500 tractors and trailers, Moran supports some of the most demanding supply chain operations across the UK.

The Challenge

As Moran scaled its operations, the business encountered growing inefficiencies tied to its reliance on manual processes. Without telematics systems installed in its vehicles, they lacked real-time visibility across their fleet.

Tracking truck locations involved manually calling drivers, a time-consuming process that hindered their ability to provide live updates to customers.

Driver compliance and safety data was also difficult to access and manage, requiring manual tachograph downloads which limited proactive operational oversight.



The Approach

To solve these challenges, Moran sought a comprehensive and scalable telematics solution – and turned to Microlise.

“We decided to go to Microlise because they were the most well-known in the market and what we would describe as best in class. They offer an end-to-end solution; all managed within one portal.”

From the outset, Moran saw value in Microlise’s integrated approach, which offered a centralised platform to manage compliance, driver performance, safety and provide real-time fleet visibility.

The Results

With Microlise in place, Moran has achieved significant operational improvements across compliance, safety, visibility, customer service and sustainability.

One of the most immediate benefits has been the ability to remotely download all tachograph (work diary and fatigue compliance) data. This has reduced manual administration, allowing the team to maintain full compliance with driver hours regulations, while reallocating valuable time to more strategic tasks.

The installation of ClearVision cameras has also enhanced safety across Moran’s fleet. Incident investigations are now faster and far more reliable. Instead of relying on second-hand accounts, the team can simply log into the platform, review clear video footage and take informed, timely action.

Real-time vehicle tracking has transformed Moran’s approach to fleet management. The operations team now has full visibility of vehicle locations, enabling them to respond quickly to any issues and ensure deliveries stay on schedule. This transparency also benefits customers. By passing accurate location data directly to them – and even their end customers, Moran can provide consistent, live updates that improve service and strengthen relationships.



Continued Results

Sustainability is another area where the Microlise and Moran partnership is making a clear impact. As part of Moran's sustainability plan, the platform provides insight into driver behaviour, tracking metrics such as the use of cruise control use, heavy braking instances and harsh acceleration patterns. This data has enabled the business to identify areas for improvement and reduce fuel consumption.

And thanks to regular coaching sessions driven by these insights, driver performance has steadily improved, contributing to both environmental goals and operational efficiency.

Ongoing Innovation Partnership

Moran takes full advantage of its relationship with Microlise by frequently testing new features and products.

The team provides real-world feedback, often collected from their customers, too, which Microlise uses to iterate and refine solutions before full market launch.

“We have a great working relationship with Microlise. We work with our Account Manager, the support teams by the service desk, and we also work with technical teams.

“Microlise aims to get the most out of the system for us, doing regular checks to see if we’re using features that can help in specific areas of our operation.”

Microlise’s End-to-end Solution

Fleet solutions to drive efficiency. This is how we help Moran to elevate their fleet operation, utilising our wide range of fleet technology, including:



Fleet
Telematics



Fleet
Compliance



Journey
Management





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