



CASE STUDY

Feld Entertainment®: Maintaining a One-of-a-Kind Fleet, and Keeping Audiences Cheering, with AMCS Fleet Maintenance



Megalodon. El Toro Loco. ThunderROARus. The infamous Grave Digger. And so many more. Every truck in Feld Entertainment's Monster Jam® fleet has its own unique personality, and its own monster-sized group of dedicated fans.

Feld Entertainment is renowned for thrilling audiences with dazzling live entertainment of all types. From Disney on Ice® to Ringling Brothers and Barnum & Bailey® to Marvel Universe Live® and beyond, their epic productions are uplifting, unifying, and always unforgettable.

With 12,000-pound trucks battling it out in Racing, Freestyle, 2-Wheel Skills, and other events, the adrenaline-charged Monster Jam is certainly no exception.

To keep every truck in the Monster Jam fleet running and ready to thrill audiences around the world, Feld depends on AMCS Fleet Maintenance, formerly known as Dossier.

We sat down with Feld's Brett Laws, Assistant Director of Parts for Monster Jam, to learn how they're utilizing AMCS to ensure their one-of-a-kind fleet never slows down.

Not your average fleet.

Monster Jam definitely presents a unique kind of maintenance challenge. Rather than an over-the-road fleet of working vehicles, Monster Jam trucks are competition vehicles. Every

week, they take the stage (which, in this case, is typically a stadium or an arena) to give thousands of fans the thrill of a lifetime. They tumble, they leap, they even fly. And they never, ever disappoint. Ensuring they're always ready to hit the ground running requires a meticulous maintenance program that can keep pace with multiple tours.

A long-term relationship.

Feld Entertainment's Monster Jam team have been using AMCS Fleet Maintenance since the platform's earliest days, starting out with a handshake agreement between Feld's Mike Wales, and Dossier's Charles Arsenault, the platform's original developer. Brett was introduced to the platform when he joined the team in 2005. "I quickly got a good grasp of what the system could do after a live training session," Brett explains. "After that, I knew what was possible, and our usage really started to grow." By 2011, Monster Jam had left all PC-based tracking and other systems behind, and moved everything to the AMCS cloud.

Tracking and reporting on a moving target.

The Monster Jam tour is actually five tours, all headed to different destinations – at the same time.

About Feld Entertainment

Feld Entertainment is the worldwide leader in producing and presenting live touring family entertainment experiences that bring people together and uplift the human spirit. The company operates:

20+
tours simultaneously,
worldwide

35K+
shows per year

75
countries

6
continents





Each tour features multiple trucks, which are moved in trailers. They're accompanied by additional trailers specifically dedicated to parts. Clearly, keeping the parts trailers well-stocked is essential to ensuring the event always goes on. "When the guys are out on the road," Brett says, "they're constantly grabbing parts out of the trailer and putting them on the trucks. I used to get emails after each event with lists of the parts they've used. It would take me close to two hours to log everything for all five tours. Now, we just hit a few buttons, and we get a usage report, with a detailed list of all the needed parts. So, we know exactly what we need to replace to make sure we'll be good for the next event."

That abundance of detail provides invaluable financial reporting insight, as well. As Brett details, "With the level of specificity we have with AMCS Fleet Maintenance, I'm able to tell the company exactly what each event costs, each night, down to the individual truck level. And, I can see if anything is out of the ordinary, right away."

With that functionality in place, Brett and his team can find time to focus on other tasks. "I no longer have to do the data entry work. Those extra steps are gone. The technicians in the field are logging parts as they pull them off the truck. That's a big time saver, and also helps keep things really accurate."

"They say you can't buy time," Brett adds. "But with AMCS Fleet Maintenance, I think I absolutely have."

Reducing costs: a big difference in differentials.

When asked about a specific financial benefit the Monster Jam fleet is seeing as a direct result of AMCS Fleet Maintenance, one specific part springs to Brett's mind: the differential, which allows the wheels at each end of a drive axle to rotate at different speeds while cornering. Clearly,

differentials are crucial to every truck in the Monster Jam fleet. (Of course, they're pretty important to that class 8 tractor outside, too.)

Brett explains how they previously managed damaged differentials: "When I first started, we'd write off the cost of a differential every time one was damaged. That was about \$2,500 each."

Brett knew there was a better way. And that AMCS Fleet Maintenance could help him find it. "I started looking at the number of differentials we could repair and put back in use, and the parts needed to fix them, and AMCS Fleet Maintenance helped me come up with an average cost. Now, we've been able to prove a differential can be rebuilt and go back into service for less than \$1,000 each. That's a huge cost savings – especially when you consider we go through about 100 of them every year. Those are savings I can attribute directly to AMCS Fleet Maintenance."

The pit crew of tech support teams.

Brett's experience with the AMCS team has been nothing but positive. "Any time I've called in, any issue I've had was addressed quickly and efficiently. I really have nothing but great things to say about the company," he says.

Of course, Brett always has his eye out for anything that might help improve his ability to keep his fleet in show-ready shape. "When it was time to start looking at the next step in the evolution of Monster Jam, we did briefly consider moving to another platform," Brett reveals. "But, after looking at several options, and comparing them to what we have now – the service we've received and the obviously better product – it was really a no-brainer to stay right where we are."

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Brett Laws
Assistant Director of Parts
Monster Jam

Turbocharged reporting.

When asked which of AMCS Fleet Maintenance's features he turns to most often, Brett quickly cites the reporting capabilities. "I can forecast my parts usage for the entire year ahead," he explains. "That enables me to place orders with my vendors, which is helpful for them. They can plan procurement, and space deliveries out. And, since they can buy everything in advance, they can potentially get a lower price, which increases their profit margin and can also save us some money down the line."

Along with reducing costs, the ability to plan ahead helps shrink the possibility of any interruption in parts supply that could lead to a truck missing a event, and disappointing thousands of fans. "That's just not something we ever want to do," Brett says. "Our audiences spend their hard-earned money to see the trucks and drivers they love, and we never want to let them down."

Revving up mobile capabilities.

AMCS Fleet Maintenance's mobile capabilities have also been transformative for the Monster Jam team. "Other platforms would require us to actually buy a computer, and put one in every trailer," Brett explains. "AMCS is very mobile-friendly, and lets us use devices we already have. That's another big savings right there."

Mobile capability also eases the training process. As Brett says, "Most of our technicians are already very familiar with their phones and tablets. They know how it all works already. That keeps the training curve pretty flat. It also makes it pretty tough for them to say, 'I can't learn this,' because they actually already have."

So, what would Brett say to anyone shopping for the best fleet maintenance platform? "AMCS Fleet Maintenance really delivers it all. It has the features we need; the customer service and support are truly second to none. And, as far as cost, it's right in line if not cheaper than most of the other solutions that are out there. Don't be on the fence – go for it."

For Feld Entertainment, keeping this very unique fleet in pristine shape is more than a matter of sticking to a schedule or meeting delivery deadlines. It's about giving thousands of passionate fans the thrilling, thunderous experience they've been eagerly looking forward to.

Thanks to the powerful combination of AMCS Fleet Maintenance and the talented Feld Entertainment team, the show always goes on.

Learn how AMCS Fleet Maintenance can help.

Read more 



With 30 years of expertise, AMCS is the leader in Fleet Maintenance software. Our innovative, scalable solutions enable customers to work smarter and adapt swiftly to new market opportunities and challenges. AMCS has 1,000+ employees, more than 4,000 customers and over 700,000 trucks under management. Contact us to find out how AMCS Fleet Maintenance can help your business thrive.

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