

Proven Ways to Increase Fleet Safety and Profitability with Analytics



ARE YOU PREPARED FOR A DATA-DRIVEN DECISION-MAKING AGE?

Data is transforming the way fleets of all sizes make decisions that improve efficiency, productivity and, ultimately, profitability. Today's connected vehicles are loaded with sensors that deliver massive volumes of rich data that fleets can leverage to help answer the following types of questions about every aspect of their fleet performance:

- What happened?
- How or why did it happen?
- What's happening now?
- What is likely to happen next?
- How can I avoid what might happen next?

Best-run fleets are using data and analytics from their fleet management software to predict problems, trends and behavior patterns.

The SmartDrive® Transportation Intelligence Platform gives fleets and drivers unprecedented driving performance insight and analysis, helping save fuel, expenses and lives. Its video safety, predictive analytics, telematics, compliance and personalized performance programs help fleets improve driving skills, lower operating costs and deliver significant ROI.

TOP-PERFORMING ORGANIZATIONS USE ANALYTICS 5X MORE¹ THAN BOTTOM-PERFORMING ORGANIZATIONS

SmartDrive SmartIQ® analytics translates key data points about your driver, vehicle and operational performance into actionable insights. Fleet managers can use SmartIQ analytics to identify trends, establish benchmarks, coach behavior and examine changes over time to drive improvements in operational efficiency, risk reduction, profitability and driving behavior.

WHAT IS ANALYTICS?

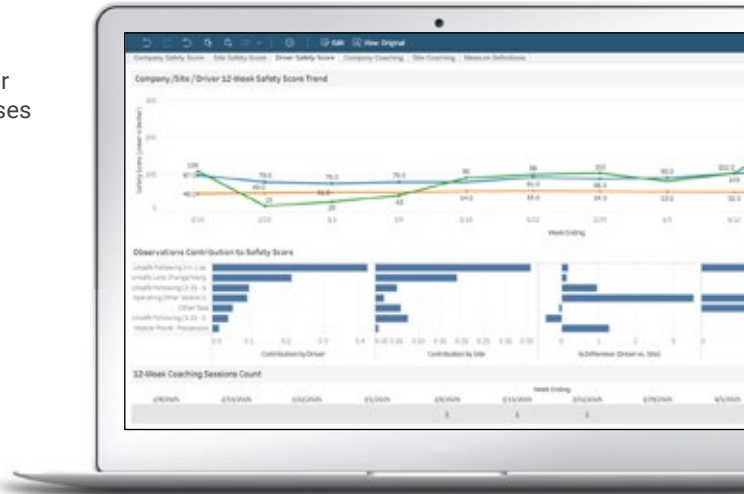
ANALYTICS IS THE USE OF MATHEMATICS, STATISTICS, PREDICTIVE MODELING AND MACHINE LEARNING TECHNIQUES TO FIND MEANINGFUL PATTERNS AND KNOWLEDGE IN RECORDED AND REAL-TIME DATA. THE OUTCOME IS PRESENTED VIA DIFFERENT FORMS OF VISUAL REPORTS, DASHBOARDS AND SCORECARDS.

LEVERAGING SMARTIQ ANALYTICS TO MEET KEY BUSINESS GOALS

Armed with actionable insights from SmartDrive SmartIQ analytics on the way your fleet, drivers and vehicles operate, you can begin setting goals to transform your fleet. How you apply SmartIQ analytics will depend on your critical business needs. These vary from fleet to fleet. But some common concepts for leveraging SmartIQ Analytics include the following:

- Reduce Collisions Through Coaching
- Improve Driver Retention and Reduce Turnover
- Optimize Fuel Economy & Lower Idling Expenses

Let us show you how.



GOAL 1

REDUCE COLLISIONS THROUGH COACHING AND MANAGING RISKY DRIVING BEHAVIORS

FACT

DRIVER-RELATED FACTORS CONTRIBUTE TO 88% OF LARGE TRUCK COLLISIONS AND 95% OF LIGHT PASSENGER VEHICLE COLLISIONS.

GOAL 1: Reduce Collisions through Coaching

CUSTOMER SUCCESS STORY

DECKER TRUCK LINE



Founded in 1931, Decker Truck Line is a family-owned and operated company providing transportation and logistics services nationwide. With Decker, safety has no compromise.

From its beginning with the SmartDrive program, Decker has been committed to coaching its riskiest drivers and behaviors. Decker easily identified the riskiest behaviors that were impacting its safety score. With a focus on improving following distance (a leading indicator of soon-to-be collisions) through coaching, reconfiguring the score associated with following distance, and additional internal training, Decker achieved a 60% reduction in its safety score. This reduction has resulted in fewer collisions and zero third-party liability incidents over \$100k deductible.

Decker drivers now self-coach with the SmartDrive driver app to review their safety scores, improve performance and participate in friendly competitions. The safety score impacts Decker's driver incentive programs and is a part of the hiring process; scores are used to monitor less experienced drivers with the comprehensive coaching program.

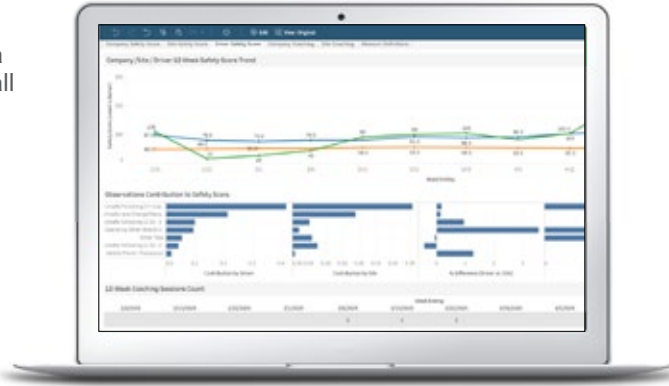
GOAL 1: Reduce Collisions through Coaching

SOLUTION

SmartIQ Interactive Safety KPIs report provides the essential data you need to build a strong safety culture that helps you develop and retain better, safer and more professional drivers. It enables you to identify and eliminate risky driving behavior, coach drivers on specific behaviors, and examine changes over time to drive improvements in risk reduction and profitability.

See a trend analysis of a site vs. company's overall safety performance.

Focus on drivers contributing to Safety Score.



Identify your most frequent observations and determine what is needed to change these.

GOAL 1: Reduce Collisions through Coaching

“The time and cost savings provided by a managed service, combined with the direct improvement we see through coaching provides significant savings. It’s reduced our accident claims from \$3 million to \$760,000 in the last year.”

TIM BURNS
CFO, DECKER TRUCK LINE



GOAL 2

IMPROVE DRIVER RETENTION AND REDUCE TURNOVER

FACT

WITH THE AVERAGE REPLACEMENT COST PER TRUCK DRIVER BEING APPROXIMATELY \$12,000, LOSING CURRENT DRIVERS SIGNIFICANTLY IMPACTS A FLEET'S BOTTOM LINE.

GOAL 2: Improve Driver Retention and Reduce Turnover

CUSTOMER SUCCESS STORY

CYPRESS TRUCK LINE



Cypress Truck Lines is a family-owned and operated flatbed trucking company with approximately 500 drivers. The fleet maintains a strong safety culture and belief in technology. Core to the fleet's corporate culture is a focus on constructive coaching and incentivizing safe drivers.

Prior to the adoption of SmartDrive, Cypress had an annual bonus program based on lagging indicators, such as mileage and no accidents. Realizing it could improve results, Cypress dove into the data provided by SmartDrive SmartIQ. The result was a data-driven quarterly safety performance bonus based on leading indicators. Drivers became immediately invested in the program because they now controlled their bonus. And, as drivers began to take responsibility for their actions, the fleet became safer and drivers started to earn more money, more often.

GOAL 2: Improve Driver Retention and Reduce Turnover

"Using data to create a program that incentivizes our drivers gives me confidence in knowing that we're reinforcing safe driving and protecting the motoring public. As a result, I'm happy to pay out for safety. In fact, I hope 100% of our drivers qualify for our quarterly safety performance bonus!"

MATTHEW PENLAND
VP RISK MANAGEMENT, CYPRESS TRUCK LINES

CYPRESS
TRUCK LINES, INC.

GOAL 3

OPTIMIZE FUEL ECONOMY AND LOWER IDLING EXPENSES

FACT

IDLING REQUIRES APPROXIMATELY ONE GALLON OF FUEL PER HOUR, SO IF YOU IDLE EIGHT HOURS A DAY, THIS WILL COST YOU APPROXIMATELY \$215 A WEEK. ON AVERAGE, IDLING COSTS \$10,125 PER VEHICLE IN ADDED FUEL EXPENSE, ALONE, EACH YEAR.

GOAL 3: Optimize Fuel Economy and Lower Idling Expenses

CUSTOMER SUCCESS STORY

NUSSBAUM TRANSPORTATION



Nussbaum provides truckload services, dedicated contract carriage and third-party logistics throughout the United States.

The team at Nussbaum Transportation was able to take video safety to the next level. By combining data from the ECM, G-Force and video into an award-winning driver performance management tool, Nussbaum not only improved safety within its fleet, but also made an impact on MPG and maintenance costs. Harnessing the power of SmartDrive data and analytics enables Nussbaum to:

- Help drivers focus on throttle usage, space management, smooth driving and speed management
- Remove subjectivity when comparing driver performance
- Improve coaching with predictive metrics
- Run a safe, efficient and productive fleet

GOAL 3: Optimize Fuel Economy and Lower Idling Expenses

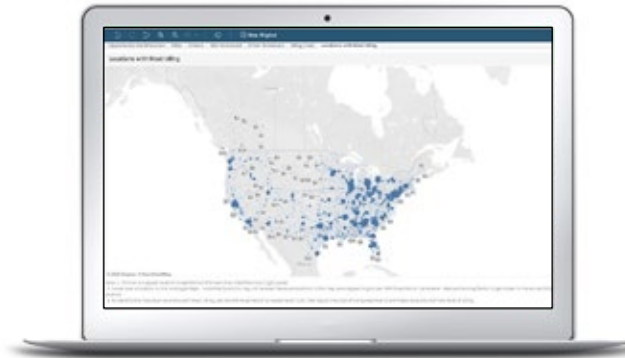
SOLUTION

SmartIQ Idling Analysis report was designed to help you pinpoint:

- Drivers who are incurring the highest idling expense
- The location, time and root cause of their top idling events

With these insights you can understand why one driver is idling more than others and coach them as needed, to create a more operationally efficient fleet.

Operation managers can get a geographic view of the vehicles that have idled the most.



Advanced filters and drill down capabilities enable operation mangers to quickly pin-point top idling events and their locations.



GOAL 3: Optimize Fuel Economy and Lower Idling Expenses

“SmartDrive SmartIQ is the only solution that delivers granular data; incorporates a variety of safety, fuel and operational data; and makes it easy to incorporate resulting insights into our business.”

JEREMY STICKLING

DIRECTOR OF HUMAN RESOURCES AND SAFETY, NUSSBAUM



BUILDING THE REQUIRED IN-HOUSE ANALYTICAL CAPABILITIES

Can Be Time Consuming and Very Expensive

To help fleets save time and resources, SmartDrive provides full analytical software services at a fraction of the cost of developing similar capabilities in-house. SmartIQ analytics offer decision-ready, best practice metrics designed to give you laser-like focus to answer safety and operational questions including:

- Are we reducing our collision frequency and costs?
- What are my site's riskiest driving skills?
- Who are my top performing drivers? And how should we recognize and reward their good performance?
- What are the root causes of excessive idling across my fleet ... and where is it occurring?

Best-run fleets are using data and analytics from their fleet management software to predict problems, trends and behavior patterns.

TRANSFORM YOUR FLEET WITH DATA-DRIVEN DECISION MAKING

It's often said in business that you can't manage what you don't measure. SmartIQ analytics help fleet managers to understand how their fleet is performing and answer key questions—not just about safety performance, but also driving and coaching performance, fuel consumption, idling, vehicle use and much more. Built-in leading performance indicators enable fleet managers to identify trends and coach their drivers to improve behavior—behavior that can significantly impact the bottom line.

To learn more about how SmartDrive SmartIQ analytics can transform your fleet, visit: <https://www.smartdrive.net/smartiq>



Solera Fleet Solutions

With a legacy of innovation dating back to the creation of the trucking industry's first mobile satellite communications system over 40 years ago, Solera has continually redefined fleet management technology for decades.

Today, Solera is once again transforming the global commercial fleet management industry with the delivery of the Solera Fleet Platform—a groundbreaking solution that unifies fleet intelligence, optimizes operational efficiency, and empowers fleets with unparalleled visibility and control.

Find out more at www.omnitracs.com/smartdrive

