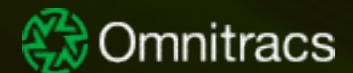




eBook

Turning Up the Heat on ROI for Food & Beverage Fleets:

Experience More Protection, Insight
and Savings with Video Safety





The food and beverage industry faces unique challenges when it comes to safety.

Due to the limited lifespan of the products being transported, it's important that drivers deliver their products on time, while preserving the freshness and quality of the contents of their truck. With drivers leaving their truck unattended while making deliveries, the contents are vulnerable to theft and, although a name brand is what people look for in the store, it's also a target for false claims.

Rather than focus on problems food and beverage companies face, this eBook focuses on solutions! Learn how video-based safety has helped fleets, like yours, and how it can impact your bottom line today – while also positioning you for a safer tomorrow.



More Than Just Safety

From reduction in collisions to driver exonerations, fleets that use a video-based safety program see results far beyond just safety:

Capture Hard-to-Get Sideswipes, Backing and Low-impact Collisions

If you've had trouble exonerating a driver for a sideswipe, backing or a low-impact event, then you know how unfairly and regularly the 'big truck' gets the blame. A complete video program, like Omnitrac's SmartDrive® 360, gives you a full 360-degree view through the use of up to eight cameras in and around your vehicle.

Your driver may observe the posted speed limit but is that always the correct speed limit? For instance, 60MPH on a sunny day is different from 60MPH on a snowy day. Is he still driving safely at the same speed?

Reduce Workers Comp Claims

Video helps to know when drivers are following standard operating procedures – getting in and out of vehicles properly, balancing loads, loading/unloading products properly, etc. – and when they're not. These opportunities for coaching reduce risky behavior and help verify claim legitimacy.

Avoid Skyrocketing Insurance Premiums

Video safety helps ensure a safer fleet, resulting in fewer collisions, claims and injuries. As a result, many fleets are maintaining or lowering their insurance premiums by showcasing technology investments that lead to improved safety to their insurance provider.

Improve Employee Relations

Video safety provides an opportunity to engage employees through constructive coaching sessions. As Smithfield Foods states, “We have 40 branches across the country—both union and non-union facilities We engaged our drivers in a conversation, so they understood the program and how it works. Once it was clear to them that video is only recorded if a risky maneuver or external G-force is detected, many drivers made a personal commitment to avoid causing a trigger by driving safely each and every time they hit the road.”

Improve Customer Satisfaction

Companies continually receive calls from customers stating that the job was not delivered on time or there was property damage. Video provides proof of what your employees did (or did not do) so you can maintain your profit margin on each completed delivery. In addition, a safer fleet helps you maintain your CSA scores – improving your ability to attract new customers and maintain the ones you have. With less maintenance issues and investigations, fleets are able to do what they are hired to do: deliver.

Secure Brand Protection

The name on your truck is the best form of advertisement. The last thing you want is for the public to see your vehicle being driven in an erratic manner. Video safety provides the tools you need to help ensure your employees are driving safely and reduce collisions.

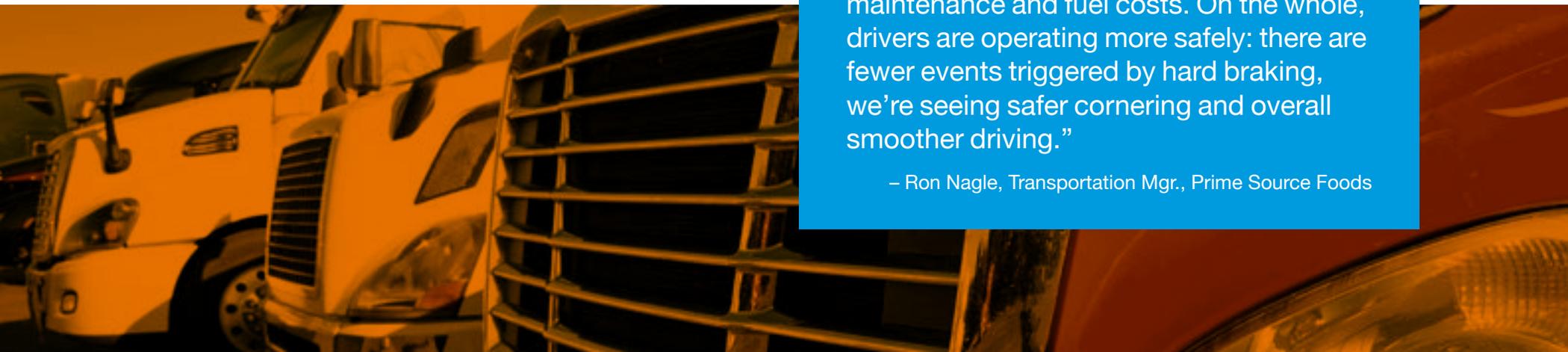
Increase Fuel Economy and Reduce Vehicle Maintenance

Fuel and maintenance costs are the second most costly aspect of running a fleet, with number one being driver salaries. A video safety program provides insight into driving behaviors, such as speeding, which reduces fuel economy and increases opportunities for hard braking. Driving at a safe speed means more dollars to your bottom line.

“

SmartDrive has done an amazing job helping make our fleet safer; the numbers speak for themselves. But what’s more, SmartDrive has helped reduce our maintenance and fuel costs. On the whole, drivers are operating more safely: there are fewer events triggered by hard braking, we’re seeing safer cornering and overall smoother driving.”

– Ron Nagle, Transportation Mgr., Prime Source Foods



More Protection

⚠️ PROBLEM

Although you have a well-ingrained safety culture, regular safety meetings and provide on-going training, it's likely you're still dealing with backing accidents, mystery damage and workers' comp claims. Why?

From when your drivers leave your dock early in the day – until they return many hours later – a lot can happen. Is it due to drivers being careless and not following your safety policies or were they driving safely and someone else caused the incident?

✅ SOLUTION

With Omnitrac's, your partner in safety, you can prevent incidents from occurring and know exactly what happened when they do.





Leading food and beverage companies rely on the Omnitrac's video safety program because it delivers results with:

- **PATENTED MANAGED SERVICE PROGRAM.** Unlike a dashcam – or computer vision-only service – that can create chaos in your fleet by delivering thousands of unfiltered videos each month, Omnitrac's SmartDrive combines computer vision with human review. This patented process provides consistent, unbiased and professional reviewing, scoring and prioritizing of thousands of videos so you don't have to. False positives removed. Accuracy improved. Hours saved.
- **INSIGHTFUL 360° VIEWS.** Multiple cameras enable a 360-degree view of the vehicle and insight to the riskiest related driving performance – including U-turns, backing, unsafe lane changes, unsafe merging and close following.
- **CONTINUOUS EXTENDED RECORDING.** Never miss an incident and gain added significant savings through additional exonerations, resolved mystery-related damages, better-supported claims investigations and improved adherence to non-driving operations.
- **ENHANCED COACHING WORKFLOW.** See fleet-wide trends; specific skills that need improvement; and how each site compares to other sites, your total fleet and other fleets in your industry. Integrated contextual performance metrics put KPIs front and center for improved driver coaching sessions.

- **FLEXIBLE SMARTCHOICE OPTIONS.** From simple on-demand video to leveraging APIs and data feeds for a more comprehensive risk analysis, Omnitrac's allows you to select the program that's right for your fleet. Whether you want to focus on exonerations or prevention, the platform allows for easy upgrades without an expensive hardware rip and replace. As you consider video-based safety, it's important to understand how all of this benefits your fleet.
- **UNCOVER HIDDEN RISKS.** Without video-based evidence, it's difficult to be aware of the risks happening in your fleet. Omnitrac's provides insight into risks fleets are unaware of, such as distracted driving, speeding, U-turns and seatbelt usage.
- **DISTRACTED DRIVING.** On a typical day, more than 700 people are injured in distracted driving crashes. Driver distractions are the leading cause of most vehicle collisions and near collisions. It's more important than ever to keep distracted driving front of mind.
- **SPEEDING.** Speeding drivers tend to take more risks than those who don't. For instance, they are 3x more likely to practice unsafe following distances, are 54% more likely to cross the median or center line of the roadway and are 3.7x more likely to drive with two hands off the wheel.



1. UNSAFE FOLLOWING

Speeders are nearly 3x more likely to practice unsafe following distances



2. NEAR COLLISIONS

Speeders are 45% more likely to be involved in a near collision



3. LANE CONTROL

Speeders are 54% more likely to cross the median or center line of the roadway



4. DISTRACTED DRIVING

Speeders are more than 2.5x more likely to be distracted while driving



5. HANDS OFF THE WHEEL

Speeders are 3.7x more likely to drive with two hands off the wheel



6. FUEL WASTE

Speeders are more likely to waste fuel. Highway MPG for speeding drivers is 2.7% lower than all other drivers



7. COMPLIANCE

Speeders are consistently more likely to fail to comply with stop signs and red lights



8. UNSAFE MANEUVERS

Speeders are more likely to engage in unsafe lane changing, merging, passing, braking and turning



9. ROLL-OVERS

Speeding is the most common driver error that causes rollover events

MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

More Insights

The following graphic illustrates the power of coaching and engagement of drivers with the fleet's Safety Score. Fleets that don't engage with their drivers begin to see their Safety Score increase and never return to the low level originally achieved. For fleets that are highly engaged and coach their drivers, the Safety Score drops and stays low.

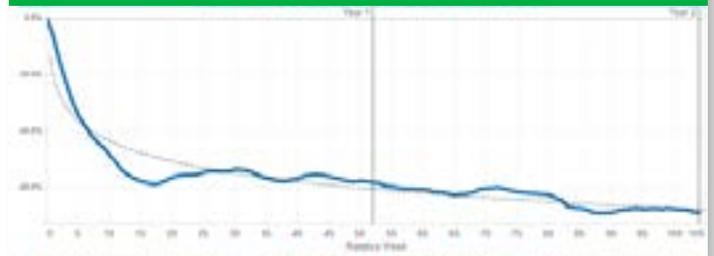
⚠️ PROBLEM

When researching video-based safety, it's difficult to determine what solution is best for your fleet. Do you settle for a simple dashcam that only provides video, but doesn't improve driver performance? Do you consider computer vision (CV) and machine learning because they're the latest technology, but don't deliver results without a managed service program? Or, do you find a solution that combines CV-enhanced video with a managed service and a proven coaching workflow that changes driver behavior, reduces incidents and makes a solid impact to your bottom line?

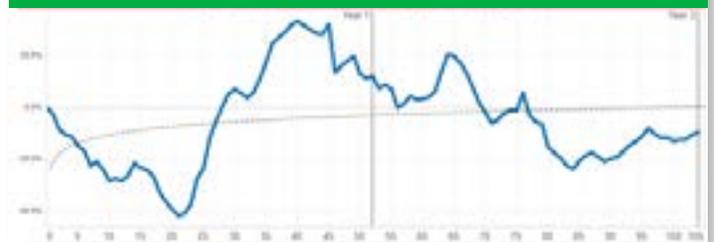
✅ SOLUTION

Unlike a dashcam that only provides videos, the Omnitrac's video-based safety program includes a fully managed service and three-step coaching workflow that scores and prioritizes drivers for coaching and allows you to coach consistently – both in-person and remotely. Our complete program ensures you are prioritizing your coaching efforts to reduce the riskiest behaviors first, resulting in an average 60% decrease in a company's safety score year over year.

Change in Safety Score for High Engagement Companies



Change in Safety Score for Low Engagement Companies



More Savings

⚠️ PROBLEM

Are you on the cutting edge of technology – always striving to make your fleet safer – and hoping for measurable results? Or, do you feel that new technology brings new headaches, so you stay with what you have – unsure of driver reaction, untested results and fleet disruption? Whichever you are, new technology can be daunting. Will it work and will it deliver results? Most importantly, which technology will deliver the biggest impact to your fleet?

✅ SOLUTION

The Omnitrac's video-based safety program helps food and beverage fleets identify unsafe driving behaviors so fleet managers can coach drivers to improve—reducing risk and collisions. But, don't take our word for it.



59%

reduction in distracted driving



74%

reduction in drowsy driving



69%

reduction in speeding



75%

reduction in close following

MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

Oakley Transportation

VEHICLE FLEET: 500 VEHICLES



62%

reduction in collisions



2.1%

increase in fuel efficiency



62%

savings per vehicle, per month

Premier leader in the liquid, food grade transportation sector.
First liquid food grade transportation company in the world to acquire
International Standards Organization (ISO) certifications 9001:2015
and 22000:2005.



“

Unlike previous solutions we tried in the past, which provided video clips without any context or priority, the fully managed SmartDrive program prioritizes video for us and delivers actionable insights, ensuring our management team can direct resources quickly and appropriately to address risk. When you look at our accident reduction rate and fuel savings, the numbers speak for themselves. This investment has helped us significantly reduce risk and strengthen our culture of safety.”

– Thomas Oakley,
CEO of Oakley Transport

MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

Smithfield Foods

VEHICLE FLEET: 600 VEHICLES

A \$15 billion global food company and the world's largest pork processor and hog producer. Leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, John Morrell®, Cook's®, Kretschmar®, Gwaltney®, Curly's®, Margherita®, Carando®, Healthy Ones®, Krakus®, Morliny® and Berlinki®.

Smithfield

“

Soon after deploying the SmartDrive program, we went from 20 preventable accidents on the roadway where we lost two trucks to accidents, to only eight preventable accidents and no truck losses during the same time period the following year. In addition, the online dashboard, coaching workflow and client support convinced us that the SmartDrive program would be the most beneficial solution for our fleet.”

– James Michael, Senior Operations Manager,
Smithfield Foods



MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

Virginia Eagle Distributors

VEHICLE FLEET: 95 VEHICLES



71%

reduction in mobile phone usage



97%

improvement in SmartDrive Safety Score



35%

reduction in claims severity

One of the largest Anheuser-Busch beverage distributors in the country and a member of the BevCap Captive Group. Service area includes 22,000 square miles and more than 60 counties, independent cities and towns throughout Virginia.



“

After looking at a variety of competitive solutions, we selected the SmartDrive video analytics platform because it offers a fully managed service. It made our work simple and efficient, was easy for our service managers to incorporate into their existing management and operational environment, and SmartDrive delivered on its promise of seamless customer support.”

– Todd Hargest, Director of Safety & Transportation, Virginia Eagle Distributors



Conclusion

No matter the type of vehicle – or the number of miles driven – transporting food and beverages to distribution centers and beyond can be dangerous and costly. Rather than viewed as an expense, companies now view safety as a cost-saving (and lifesaving) measure that not only protects their drivers, but also protects their bottom line.

Now, more than ever, fleets are focused on programs that measurably improve safety performance, while cost effectively managing their exposure to risk. With a video-based safety program, fleets are better able to protect drivers, lower risk and improve their bottom line – delivering an important and sustainable competitive advantage.

Learn how video-based safety can help your fleet:

“

You’re playing Russian roulette if you don’t have cameras in your truck. Selecting SmartDrive as our video-based safety partner was an easy decision. For any claims that do occur, we’re now able to quickly know what happened and speed time to resolution, eliminating time wasted on frivolous claims.”

– William Dowden, Safety Manager,
Merchants Foodservice



Proudly named to Food Logistics’ FL100 for seven years in a row.

SmartDrive Systems, now a part of Omnitrac, 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 program help fleets improve driving skills, lower operating costs, and deliver significant ROI. With an easy-to-use managed service, fleets and drivers can access and self-manage driving performance, anytime, anywhere. With more than 15,000 customers who collectively travel 250 million miles per week, Omnitrac has compiled the world's largest storehouse of more than 330 million analyzed risky-driving events. Headquartered in Dallas, Texas, Omnitrac serves customers in over 50 countries and employs more than 2,000 people worldwide.



Delivering driving performance solutions and transportation intelligence that transform fleet safety and operational efficiency through video analysis, predictive analytics and a personalized performance program improves driving skills, lowers costs and provides immediate ROI.

© 2021 Omnitrac, LLC. All rights reserved. Omnitrac, the Omnitrac logo, and Measured Safety Program are registered trademarks of Omnitrac, LLC. Omnitrac SmartIQ is a trademark of Omnitrac, LLC.

All other marks are the property of their respective owners. SD20-040-03312021