PROVEN WAYS TO INCREASE FLEET SAFETY AND PROFITABILITY WITH ANALYTICS

Omnitracs

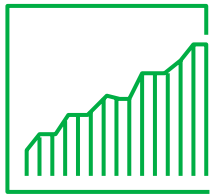# ARE YOU PREPARED FOR A DATA-DRIVEN DECISION-MAKING AGE?

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 more[1] 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.

[1] MIT Sloan Management Review

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.

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.[2]

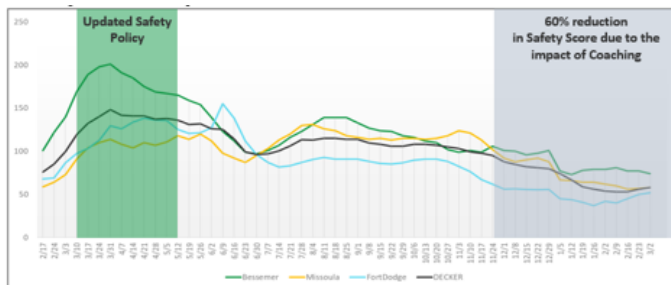[2] SmartDrive Video Based-Safety: Facts, Stats and Impact

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.

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

INTERACTIVE SAFETY KPIS

ACME Trucking \ Chicago \ James Thomas 1/24/2018 - 1/30/2018

745 Safety Score as of 1/30/2018

Safety Performance

Week Ending	D #81C16 Safety Score	S #3C8A8 Safety Score	C #F149A Safety Score

Coaching Sessions

Observation Contribution to Safety Score

Unsafe Lane Change/Merging/Passing	23.3%	9.2%		153%
Unsafe Following (1.25 - 2 seconds)	21.1%	6.3%		237%
Incomplete Stop at Stop Sign	14.0%	15.2%	-8%	

SMARTDRIVE   SMARTIQ PRO PACKS

"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

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.

CUSTOMER SUCCESS STORY

Cypress Truck Lines

CYPRESS
TRUCK LINES, INC.

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.
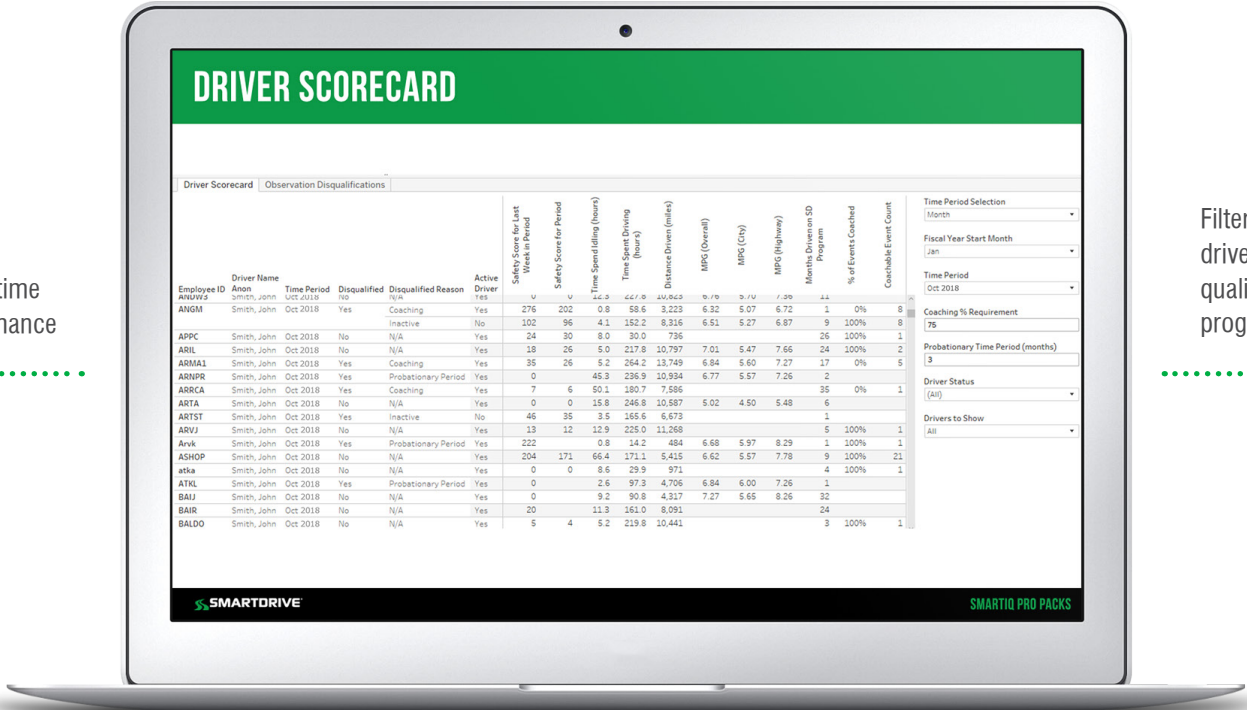
SOLUTION

SmartIQ Driver Scorecard provides best-practice metrics built to assess safe driving performance and fuel efficiency to quickly recognize and retain best performing drivers. The Scorecard can also integrate data from other sources and be customized to meet each fleet manager's specific needs and goals—delivering a holistic approach to measuring driver performance.

Get a complete, real-time view of driver performance

Filter your view to show all drivers or just those who qualify for the incentive program during the time period

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"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.

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.
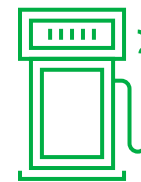
CUSTOMER SUCCESS STORY

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

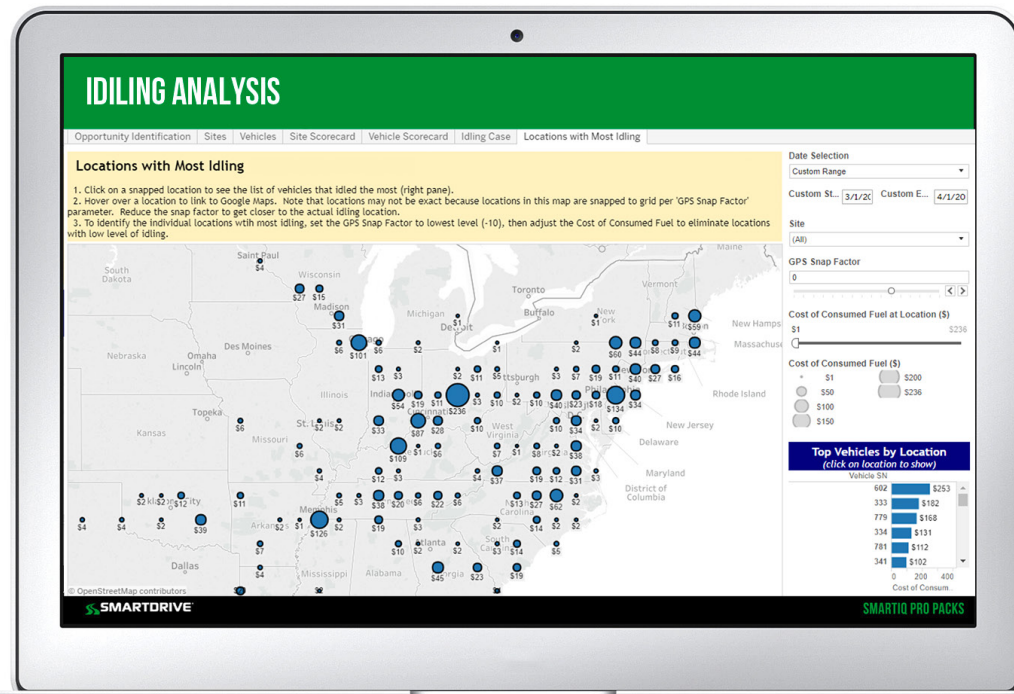**Nussbaum increased their 300+ truck fleet's overall mpg to 9**

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

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"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?

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

ABOUT OMNITRACS

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs' more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Find out more at www.omnitracs.com/smartdrive

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