

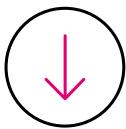
# BOOST YOUR SAFETY PROGRAM

BY OVERCOMING  
THESE FOUR COMMON  
ROADBLOCKS.

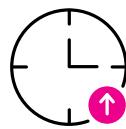


**Mastering your driver and vehicle maintenance data is more challenging than it seems. But telematics can offer substantial opportunities to enhance both driver safety and your organization's commercial success.**

Nearly half—48%—of fleet managers in the US report safety is their top operational priority.<sup>1</sup> An integrated approach to fleet management allows you to collect the right data and gain expert insights so you can:



**Ensure less downtime.**



**Boost productivity.**



**Retain high-quality, satisfied drivers.**



**Improve safety across your fleet.**

If you're like many of your peers, you aren't getting the maximum value from your safety program. Read on for four areas you can improve and unlock a new source of value for your business with T-Mobile Fleet Management from Geotab.

## ROADBLOCK 1

# The amount of data from telematics is overwhelming.

There's an irony in how today's telematics solutions support your fleet safety program. Most collect large volumes of data, but the unstructured nature of that data—especially video data—forces you to wade through it to extract insights.

That costs time and money. Besides, even though your telematics data might reveal *what's* happening with your fleets, you still need to integrate it with other sources to understand the *why*. Without an integrated solution, you can't take affirmative action.

## In an ideal world, you'd have the tools and guidance to easily interpret data.

Yet most tools miss key points of information when interpreting telematics data—cutting corners to deal with the sheer amount of data generated.

The most effective managers recognize that the quality of the fleet data their system collects is often more important than the quantity. There's no point in capturing 95% of fleet activity if the missing 5% includes a critical event—one harboring an important insight.

That's why the smartest solutions combine intelligent algorithms with AI for maximum accuracy. As opposed to ping rate data collection, the Geotab curve logging algorithm sets you up for success by capturing event information that reveals changes and discards useless data points.

But data from key events won't manage itself and won't automatically translate into insights. That's why T-Mobile Fleet Management from Geotab harnesses AI to manage the resulting data and extract vital insights. Once you have a view of the actionable data, you can start to make more efficient decisions that can unlock more value from your safety program.



## What does the data mean?

Sarah manages a mid-sized fleet. Her devices generate gigabytes of data daily, capturing everything from harsh braking to idling. Yet she often finds herself asking, "Which of these data points can actually help me improve safety—and how do I know what they're telling me?"



Geotab alone processes more than

**55 Billion**  
data points a day.



## ROADBLOCK 2

# You need to choose the right camera technology.

Telematics provides an important data source, but it can only show you what's happening with the vehicle. This is what makes AI cameras so integral to a comprehensive safety program. They can capture what's happening in front of the vehicle, unlocking the crucial contextual information you need and a holistic view of events and incidents on the road. For example, "Was that harsh braking event due to an impatient tailgater? Or, instead, a sharp-eyed driver reacting to a wayward child on a bike?" Having this video evidence can help get to the truth of the matter.

AI cameras make it easier to proactively detect risky behaviors like distracted driving. They also provide context in challenging scenarios—exonerating drivers and protecting against liability. Cameras are no longer a helpful add-on. They're a cornerstone of all safety-focused fleets. But with so many camera solutions on the market, making the optimal choice isn't always straightforward.



### Lacking video insights.

One of Peter's vehicles was involved in a minor collision. With telematics, he knew when and where the incident occurred, as well as information like G-force and speed. But without a camera and in-cab video, he lacked vital visual context. Was this a case of distracted driving? Or were there external factors at play?

**If he had the right AI-camera solution, he would have a clear view of the event to determine whether the driver was at fault.**

## What does the right solution look like?

Whatever your fleet's goals, determining what you need can be daunting. Do you want an AI-based system that can classify and track driving behavior? Or do you need a way to see whether a driver was at fault (or not) following an accident? Is a forward view of the road sufficient? An ideal camera solution should be reliable and seamlessly integrated with your larger safety solution. Not only do these cameras need to deliver real-time feedback to enable proactive measures, but they also need to be easily installed and customizable so you can effectively manage your entire fleet.

The Surfsight Dash Cam offers an advanced, scalable solution that allows you to streamline fleet management with an integrated approach.



**AI-powered features:** Surfsight Dash Cams utilize AI for advanced functionalities like real-time event detection and behavioral analytics, providing actionable insights to improve safety and efficiency.



**Network connectivity:** The camera can be simple to install, highly customizable, and packed with AI features. But unless it's connected to the right cellular network, it won't live up to its full potential. Surfsight, Geotab, and T-Mobile have built a technology ecosystem to capture the entire spectrum of camera capabilities using the T-Mobile network to transfer data and video seamlessly.



**Simple installation:** With a straightforward installation process, Surfsight cameras can be deployed quickly across any vehicle type, providing the flexibility you need across your diverse fleet.



**High customizability:** Fleet managers can customize Surfsight Dash Cams to define incident parameters and choose when footage is stored/shared.



**Integration with MyGeotab:** The Surfsight Dash Cam seamlessly integrates with MyGeotab, enhancing visibility and control through a unified platform. This integration ensures data consistency and facilitates informed decision making.

## Addressing driver privacy concerns.

In-cab cameras are for safety and context during incidents, not spying. To ease concerns with your drivers you can:



**Empower transparency:** Clearly communicate that the controls for camera controls are customizable and footage is stored and shared according to what is defined as "an incident".



**Getting driver buy in:** 18.8% of drivers say they would be more accepting of in-cab cameras if footage was viewable only after an accident.<sup>2</sup>

- Concerns could be alleviated if you can find a driver advocate to communicate the cameras' benefits.
- Cameras can help drivers adopt better driving habits on the road.
- Cameras can help exonerate drivers and fleets in cases of liability.

<sup>2</sup> Truckinginfo, Research: Truck Drivers Mistrust Driver-Facing Cameras, 2023



## ROADBLOCK 3

# You have benchmarking woes.

Benchmarking exercises aren't just another box to tick. They help you find answers. For instance, you may know that your drivers are speeding. But how do they compare to other drivers in similar fleets?

Yet, attempting a benchmarking exercise without the proper context can feel like reading a compass without knowing "true north." It's confusing, frustrating, and often misleading.

### Why benchmarks matter.

Benchmarking sets the gold standard for fleet safety. It provides reference points, helping managers determine whether they're behind, on par, or ahead in their safety efforts. It's not always about competition—although the ability to compare and contrast drivers and fleets can often enhance understanding—but it is always about continuous improvement.

### The complications of context-less benchmarking

Ideally, to make sense of those numbers, you'd want them backed by myriad data points to provide context. With more than 4 million connected vehicles and 23 years of experience, Geotab provides you with the context you need to properly decipher your data.

Without context, benchmarks can be misleading. Without understanding industry averages or the performance of similar fleets, you don't know what to improve to gain a competitive advantage. This can mean you end up playing a guessing game—basing decisions on context-less benchmarks can lead to focusing on the wrong areas, wasting resources and time.



### Benchmarking without context.

Fleet safety manager Alex assumed that a quicker response time to fleet accidents would improve overall safety outcomes for her organization. She decided to focus on shrinking the company's average incident response time as a result.

In the absence of contextual benchmarking data, she set an arbitrary 30% target. While she signed off on a GPS tracking and communication tool to achieve her goal, she neglected other, more crucial safety aspects that should have been a priority for her fleet. In spite of improved response times, the overall safety culture within her fleet stagnated.

## ROADBLOCK 4

# You're stuck with a reactive approach to safety.

In fleet safety management, relying solely on historical data is like driving with just your rear-view mirror; you're navigating with only half the picture.

### The perils of a backwards glance.

- **Missed predictive insights:** Historical data alone can't tell you if your fleet's likelihood of a collision has changed.
- **Delayed responses:** Waiting for periodic reviews or post-incident reports keeps you a step behind. What if you knew about an issue before it became a major problem?
- **Lack of benchmarking:** How do you measure your fleet's safety performance against industry standards or similar fleets without up-to-date benchmarking data?

### A proactive approach is the key.

Safety is not just about reacting to events; it's about anticipating them. Safety managers need real-time, predictive, and benchmarking insights provided by Geotab's Safety Center. These insights will allow you to:

- **Intervene in real time** to guide drivers and avoid potential incidents.
- **Anticipate trends in driver behavior** that might lead to better safety practices.
- **Benchmark your fleet's performance** against current industry standards, helping identify areas for improvement.

Without the ability to be proactive, you can't measure the effectiveness of your safety program. And without that, you can wave goodbye to realizing a return on your safety program.



### Scenario: Proactive road adjustments

Gary, a delivery fleet manager, was concerned over a recent increase in incidents involving his vehicles. Data revealed that a particular route had increased traffic congestion, leading to aggressive lane changes by many drivers. Proactive route adjustments could reduce stress and risky behaviors and lead to fewer incidents moving forward.

### Fleet professionals using a video/camera solution have seen a:

**67%**  
improvement to  
driver safety.

**66%**  
reduction in  
insurance costs.

**65%**  
reduction in  
accident costs.<sup>3</sup>

<sup>3</sup> GPS Insight, "2022 Fleet Safety Report," 2022

# Unlocking value with fleet safety.

Geotab enables your company to realize a significant return on investment with a holistic, integrated safety approach. By encapsulating safety's tangible and intangible effects, Geotab helps increase your bottom line with:

- ✓ **Risk reduction:** The tangible drop in incidents, near-misses, or any other safety-related issues.
- ✓ **Fuel-efficiency:** A look into factors such as fuel consumption rates, average speeds, and the potential for reduced insurance premiums.
- ✓ **Real-time intervention effectiveness:** A quantifiable view of how real-time actions, like instant driver feedback or timely interventions based on camera/telematics data, make a difference.
- ✓ **Reduced downtime:** If a safer fleet means fewer accidents, it also means less time off the road for repairs. This is a metric that resonates deeply with maintenance managers.
- ✓ **Boosted productivity:** A safer fleet, galvanized by loyal drivers, is more productive. Whether it's more miles clocked in or more deliveries done, safety interventions pave the way for efficiency.



T-Mobile for Business helps Geotab deploy solutions to keep your fleet operations running smoothly, safely, and on budget. Our nationwide network provides the speed and capacity needed to transmit critical data and video from virtually anywhere in the US to the Geotab platform for consumption and evaluation. With more than a decade of connecting fleets like yours with the Geotab intelligent platform, T-Mobile has earned a reputation in the industry as a critical, reliable business partner. Our ultimate goal—deliver connected solutions and achieve better outcomes and return on investment for your business today and tomorrow.



Geotab is advancing security, connecting commercial vehicles to the internet, and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace allow both small and large businesses to automate operations by integrating vehicle data with their other data assets. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help businesses improve productivity and enhance driver safety.

For real-life advice on how your fleet safety can accelerate your business, visit [T-Mobile.com/Geotab](https://T-Mobile.com/Geotab).