

OMNITRACS MANAGED SERVICE: PROVEN PROCESS. PROVEN RESULTS.

When considering a video safety program, you must consider all of the components of the program. It's important to get answers to your questions, such as:

- How much video will I get?
- How much time and resources will be necessary to manage the program?
- How can I track performance improvement?

The only way to ensure you get the right amount of video for your fleet, while reducing the time and resources you need to spend on the program is with a managed service. Unlike a dashcam or computer vision-only service, a video safety program that includes a managed service enables fleets to save time and money by taking the burden off the fleet and providing consistent, unbiased and professional reviewing, scoring and prioritizing of thousands of videos. In addition, a managed service provides:

- Custom scoring of events based on the fleets' safety and compliance priorities
- Fair, unbiased and consistent reviews for every driver across fleets
- 24/7 coverage in case an incident occurs at night, on the weekend or on a holiday

- Expert analysis and a unified view of risk and vehicle performance
- Scalable, with proven processes that deliver substantial results

Only a managed service allows your team to focus on its business – not on reviewing video.

“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.”

– Thomas Oakley,
CEO of Oakley Transport



A critical component of the SmartDrive managed service program is the patented event review process.

Once events are captured by SmartDrive, it's imperative those events are expertly handled in an efficient and professional manner 24 hours a day/7 days a week, to ensure fleet managers have immediate access to the information necessary to make their fleet safer. By obtaining insights into the safety of each driver through expert analysis of their individual driving events, managers gain overall insight into the safety of the company.

Triggering video is only the first step in the process. Once a video is triggered – or “flagged” by computer vision – review by an expert analyst is a necessary step to verify and quantify the risk. After all, no one wants to waste time on false positives. But, who reviews it, how it's reviewed and then what happens to the video are all important aspects of a successful video-based safety program.

Expert video review requires training, a verifiable and tested process and sustainable results. And, SmartDrive has been doing this successfully for more than 15 years. It's important:

- To ensure the process is unbiased so that all driver behaviors are measured similarly and consistently
- Scoring and prioritization of riskiest drivers align to each company's specific safety policies
- There's an intuitive coaching workflow — combined with easy-to-use tools — to ensure continual improvement and bottom-line results

WHAT SEPARATES SMARTDRIVE EVENT REVIEW FROM OTHER PROVIDERS?

Dedicated Team of Employees

SmartDrive is the only company in the industry to staff 100% of our review team with employees, not contractors – this ensures fleets always receive the highest quality review service. As employees, SmartDrive Analysts are committed to doing the best job for our customers and ensuring their event reviews are superior to other reviews available. In addition, with less turnover than other companies might experience with contractors, our Analysts use their accumulated skill to reinforce their review efforts.

Prior to hiring, potential candidates are initially measured against an ideal candidate profile to ensure

they meet the highest standards. Online assessments to screen observational, analytical and listening skills are built into the interview process, along with consistent face-to-face interviews to guarantee the future Analyst fits the company culture, work ethic and standards.

Proven Review Process

Being installed on hundreds of thousands of vehicles results in a massive number of events and data. The SmartDrive team professionally reviews more than 110,000 events every day and applies a 80+ point analysis to each event. By doing the work for you, SmartDrive allows you to focus on coaching.

“THE REVIEW, SCORING AND PRESCRIPTIVE ANALYTICS PROVIDED BY THE SMARTDRIVE PROGRAM SAVES OUR MANAGEMENT TEAM SIGNIFICANT TIME AND RESOURCES. WITHOUT THIS SERVICE, WE WOULD HAVE HAD TO HIRE TWO-TO-THREE ADDITIONAL PEOPLE TO REVIEW RECORDED INCIDENTS AND PROVIDE APPROPRIATE COACHING TO DRIVERS.

THE SMARTDRIVE PROGRAM TELLS US EXACTLY WHAT WE NEED TO REDUCE RISK AND EXONERATE DRIVERS.”

– Jeremy Collins, Director Of Business and Safety Development at Postal Fleet Services

ONCE HIRED...



Analysts receive four weeks of classroom training focusing on driving regulations and SmartDrive review processes.

Analysts are trained to isolate the key risks of each event to ensure consistency across all reviews – no matter the type of event or the person reviewing it. All 75+ risks that are included in the review process are grouped into phases to ensure Analysts understand the connectivity and interlink between each:

- ✓ Collisions
- ✓ Near Collisions and Outcomes
- ✓ Speeding and Fatigue
- ✓ Stopping
- ✓ Situational Awareness
- ✓ Unprofessional Driving
- ✓ Distractions
- ✓ Seatbelts and Unprofessional Conduct



Analysts receive continual feedback and live audits throughout the training process to ensure consistency and quality for each event reviewed; they are then certified through video-based testing before reviewing live, client events.



Prior to going on line with Senior Analysts, new Analysts enter a transition phase so they have an opportunity to increase productivity, while maintaining strict review quality and consistency. During this phase, insights are shared through daily briefings, along with feedback, coaching and knowledge checks.



Once online, Senior Analysts mentor and assess the Analyst's reviews, while providing on-going feedback and coaching, until the Analyst demonstrates his/her ability to deliver high marks on accuracy and consistency.



Review quality is measured daily for accuracy and consistency by quality assurance personnel through an on-going blind review process.



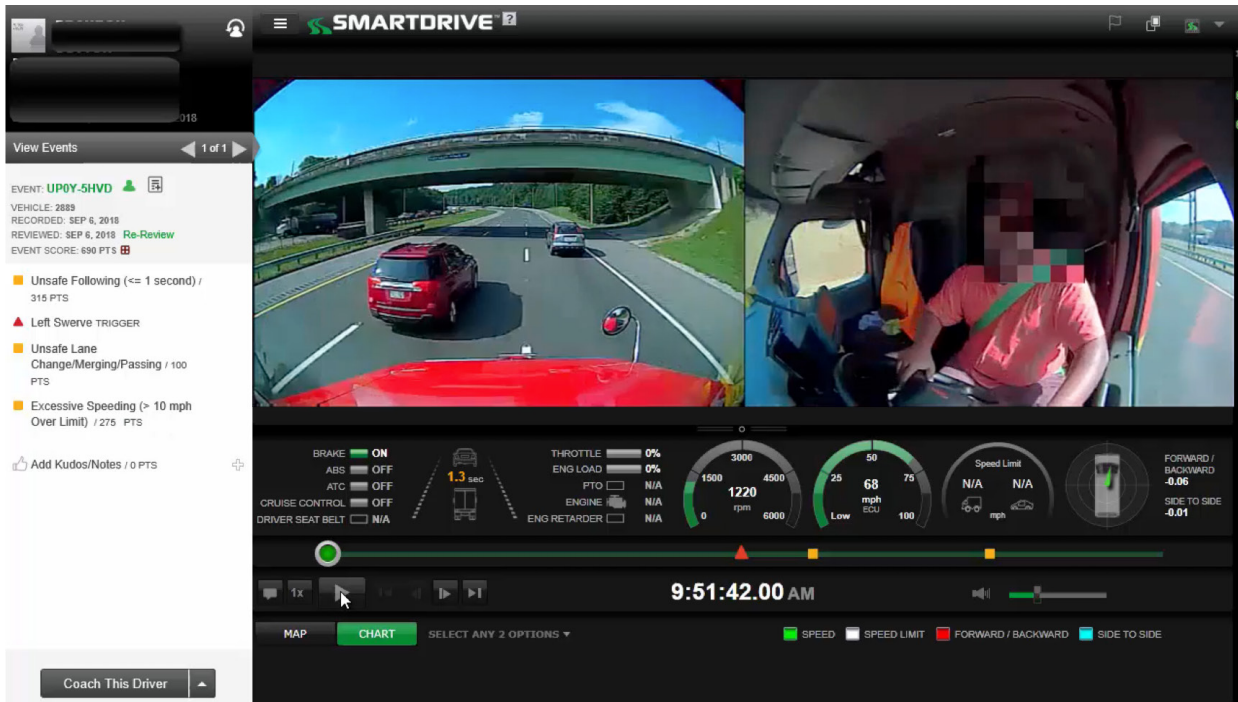
Analysts are continually evaluated using random video-based testing and coaching to maintain a high level of review quality and to improve their review acumen.



An internal audit process is applied across all Analysts, and their individual reviews, to maintain the quality and consistency expected for all SmartDrive event reviews.



High-quality and consistency standards must always be met for an Analyst to remain online reviewing client events.



As events are offloaded, SmartDrive Expert Review applies a 80+ point quality-controlled analysis conducted by our highly trained Event Analysts.

SmartDrive Observations

FUNDAMENTAL DRIVING ERRORS

Following

- Unsafe Following (<= 1 second)
- Unsafe Following (1.25 - 2 seconds)
- Unsafe Following (2.25 - 3 seconds)
- Unsafe Following (3.25 - 4 seconds)

Lane Management

- Unsafe Lane Change/Merging/Passing
- Lane Departure/Straddling Lanes

Railroad Crossing

- Unsafe Railroad Crossing

Wrong-Way Driving

- Driving the Wrong Way - On Roadway
- Driving the Wrong Way - Off Roadway

Yielding

- Failure to Yield to Pedestrian(s)
- Failure to Yield to Vehicle(s)

Unprofessional Driving

- Competitive/Aggressive Driving
- Curb Check/Jumped Curb

Vehicle Control

- Unsafe Backing
- Unsafe Braking
- Unsafe Turning
- Driving with Two Hands off Wheel
- Unattended Moving Vehicle

Stopping

- Incomplete Stop at Light
- Incomplete Stop at Stop Sign
- Failure to Attempt to Stop at Light
- Failure to Attempt to Stop at Stop Sign
- False Start

Speeding

- Speeding <=5 mph Over Limit
- Speeding 6-10 mph Over Limit
- Speeding 11-14 mph Over Limit
- Speeding 15+ mph Over Limit
- Exceeded Maximum Fleet Speed
- Penalty Stop
- Attained Extreme Speed

Situational Awareness

- Not Checking Mirrors
- Not Scanning Road Ahead
- Not Scanning Intersection

DISTRACTED & INATTENTIVE DRIVING

Electronic Devices

- Mobile Phone - Texting/Dialing
- Mobile Phone - Talking (Handheld)
- Mobile Phone - Talking (Hands Free)
- Mobile Phone - Possession
- Operating Other Mobile Device
- Earphone/Headphone (Wires or Wireless)

Other Distractions

- Paperwork
- Grooming/Personal Hygiene
- Food
- Beverage
- Smoking
- Passenger(s)
- Other Task

Fatigue

- Drowsy/Falling Asleep
- Yawning

OTHER UNSAFE DRIVING

Seatbelts

- Driver Seatbelt Unfastened (<= 20 mph)
- Driver Seatbelt Unfastened (>20 mph)
- Passenger Seatbelt Unfastened

OUTCOMES

Collisions

- Collision with Pedestrian
- Collision with Vehicle in Transport
- Collision with Parked Vehicle
- Collision with Train
- Collision with Pedalcycle
- Collision with Animal
- Collision with Fixed Object
- Collision with Work Zone Equipment
- Collision with Other Movable Object
- Collision with Unknown Object
- Overturn (Rollover)

Near Collisions

- Near Collision with Pedestrian
- Near Collision with Vehicle in Transport
- Near Collision with Parked Vehicle
- Near Collision with Train
- Near Collision with Pedalcycle
- Near Collision with Animal
- Near Collision with Fixed Object
- Near Collision with Work Zone Equipment
- Near Collision with Other Movable Object

Other Outcomes

- Ran off Road
- Crossed Median/Centerline
- Backing

Rail-Specific Observations

- Deadman
- Passing Bar Signal
- Passing Red-Over-Red
- Improper Stop at Station

NON-DRIVING OBSERVATIONS

Unprofessional Conduct

- Rude Gesture
- Raised Voice

Event of Interest

- Captured Passenger Incident
- Captured Roadway Incident
- Dropped Trailer

SMARTDRIVE EQUIPMENT

Obscured View

- Obscured View of Driver
- Obscured Exterior View

Tampering

- Tampering/Abusing Equipment


SmartRecorder

- Suboptimal Camera Position
- Non-Performing Camera
- Non-Performing Other Camera

Events are analyzed against the observations shown above by the SmartDrive Review Center. This 80+ point safety review is like no other review process on the market today and is not repeatable by the competition due to its sophisticated methodology, patents and expert review process.

SmartDrive is the only company that immediately offloads triggered events from the event recorder to the review center. You don't need to wait for events. Your managers get the information they need as quickly as possible. As a result, 99% of all events are offloaded and reviewed within 24 hours of occurring.

- Videos are available as soon as they are offloaded providing managers with access to critical safety events in an un-reviewed state, typically within minutes.
- Because of the importance of collisions, high-definition shock triggered events (i.e., trigger type capturing the highest % of collisions) are prioritized for faster review, resulting in 90% of all high-definition shock collision events reviewed within two hours.



- 1 Prepare**
Quickly identify skills to review with driver.
- 2 Coach**
Review videos with driver
- 3 Summarize**
Add notes for session outcome and next steps.

Events are immediately available in the SmartDrive Response Center, which provides a highly efficient, driver-centric coaching workflow for supervisors.

The entire SmartDrive review process is ISO 9001:2008 certified. ISO 9001:2008 specifies requirements for a quality management system where an organization:

- Needs to demonstrate its ability to consistently provide product that meets customer and applicable statutory and regulatory requirements, and
- Aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement.

SmartDrive customers benefit from the company's rigorous event review methodology, which delivers consistent, timely and accurate risk assessment for every driver in the fleet.

“SMARTDRIVE’S FULLY MANAGED SERVICE—WHICH INCLUDES VIDEO REVIEW, RISK SCORING AND PRESCRIPTIVE COACHING WORKFLOWS—IS EXTREMELY EFFICIENT. THE PROGRAM PROVIDES THE CRITICAL INFORMATION AND ACTIONABLE INSIGHT WE NEED TO UNDERSTAND EXACTLY WHERE TO PLACE OUR EFFORTS FROM A DRIVER COACHING AND TRAINING PERSPECTIVE.”

– Neil Davis, Safety Director,
Acadian Ambulance Services

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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