



MEASURING THE VALUE OF A MANAGED SERVICES PROGRAM

Video safety is quickly becoming the de facto standard for all types of fleets—from trucking and private to transit and government. With over 500,000 vehicles installed and quickly growing, video safety is protecting drivers around the world. But, with so many vehicles and so much video, it's imperative that any fleet using video safety has an efficient, effective and exacting program to manage the quantity of videos and data that result. Without it, fleet and safety managers can quickly become overwhelmed, frustrated and, ultimately, fail to produce the safety results they desire.

A video-based safety solution—with managed services that take the burden off the fleet safety or operations manager—is the right solution for today's fleet. It will save you time and money, while helping you compete in today's data-driven world. If you are considering a video safety solution without managed services, there are some issues you should consider.

VIDEO ON ITS OWN IS NOT ENOUGH.

When considering whether to install a video-based safety system, there's more to your decision than just video cameras and the actual video of a driving event. Video cameras, alone, do not make your fleet safer. Improved safety comes from:

- A rigorous **coaching program** that is ...
- Supported by **managed services** that include ...
- **Expert review** of the video that's captured and ...
- **Actionable intelligence, metrics and KPIs**

Leveraging managed services quickly delivers actionable information to the right person at the right time and ensures consistency across your coaches, locations and company—allowing your team to focus on the safety aspects of your fleet, rather than spending time reviewing videos.

YOU CAN'T MAKE A DIFFERENCE IF YOU CAN'T COACH. YOU CAN'T COACH IF YOU DON'T HAVE TIME.

Time is a precious commodity. You can't hope that by simply reducing the number of triggered videos you'll save time and improve your fleet's safety. Also, you can't assume that a reduction in the number of videos generated means your fleet is getting safer.

Triggering video is only the first step in the process. Once a video is triggered, review by an expert analyst is a necessary step to verify and quantify the risk. But, who reviews it, how it's reviewed and then what happens to the video are all critical aspects of a successful video-based safety program. Expert video review requires training, a verifiable and tested process, and sustainable results. You need to ensure the process is unbiased so that all driver behaviors are measured similarly and consistently. You need scoring and prioritization of riskiest drivers aligned to your company's safety policies. And you need an intuitive coaching

workflow — combined with easy-to-use tools — to ensure continual improvement and bottom-line results. A comprehensive managed services program reduces your overhead by allowing your team to focus on your business — and making your drivers safer — not on reviewing video.

YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE.

The scoring and prioritization of drivers is critical to a successful video-based safety program. Intuitively, you think a driver is improving. But, with many drivers in multiple locations, how do you know if they're actually safer or just being lucky? And, with managers busy with other responsibilities, how do you know if they're gaming the system and not reporting accurately on each driver's progress?

In addition to the actual videos, it's important to have continuous data that can be used to measure an individual driver's exposure to risk. By combining the trigger, observation and exposure data, and training predictive algorithms that

The screenshot displays a coaching dashboard for 'Driver F' in the SMARTDRIVE system. The main heading is 'Coaching "3 Steps to Coach": It Starts with Driver Skills'. Below this, a summary states: 'Driver F : Reduce risk by improving these safe driving skills'. A sidebar on the left lists 'Review Skills with Driver', 'View Events with Driver', and 'Common Coaching'. The main content area lists three key areas for improvement:

- Electronic Devices**: 1 occurrence. Description: 'The usage of electronic devices while operating a motor vehicle often causes the driver's attention to be diverted from the act of driving and can lead to far-reaching consequences. In fact, research indicates that drivers fail to process approximately 30 percent of the visual information in their driving environment when they are using electronic communication devices.'
- Speeding**: 2 occurrences. Description: 'Speeding is the most common violation for which commercial vehicle drivers are cited. Driving at an excessive speed reduces reaction time and increases a vehicle's stopping distance. As speed increases vehicles become more difficult to maneuver and control, especially during evasive maneuvers.'
- Moderate Speeding (1+ 10 mph Over Limit)**: 2 occurrences. Description: 'Our vehicle's speed exceeded the posted speed limit by 1 to 10 mph for 2 or more consecutive seconds. Excessive speed reduces the driver's ability to control the vehicle and adjust to changes on the road. Please adhere to posted speed limits for safe and efficient operation of the vehicle.'

Below the speeding section, two specific incidents are listed:

- WY2V-K214, Score 375, Moderate Speeding (1+ 10 mph Over Limit), Driver Seatbelt (unfastened) (10 mph)
- WY2V-K737, Score 250, Moderate Speeding (1+ 10 mph Over Limit)

A final section for **Seatbelts** has 1 occurrence. Description: 'Research shows that seat belts reduce serious crash-related injuries and deaths by about half. Seat belts should be worn on every trip, no matter how short. Encourage all vehicle occupants to buckle up.'

Providing a list of relevant skills can help give a driver a high-level understanding of the skills and behaviors that might need attention.

correlate the data to past collisions, your video-based safety program will provide accurate and timely measurements of your drivers' risk rates, with the goal of focusing on the relatively small subset of drivers who harbor the most risk.

A best-in-class video-based safety program includes managed services that provide a robust set of management reports and Key Performance Indicators (KPIs) to help you manage the program on an on-going basis and highlight areas of strength and opportunities for improvement. Reports focus on both driving and coaching performance, help identify trends and support incentive and recognition programs. In addition, the reports should be tailored to each level of your organization—from executive to driver—ensuring that each person has the right information to make decisions that improve performance.

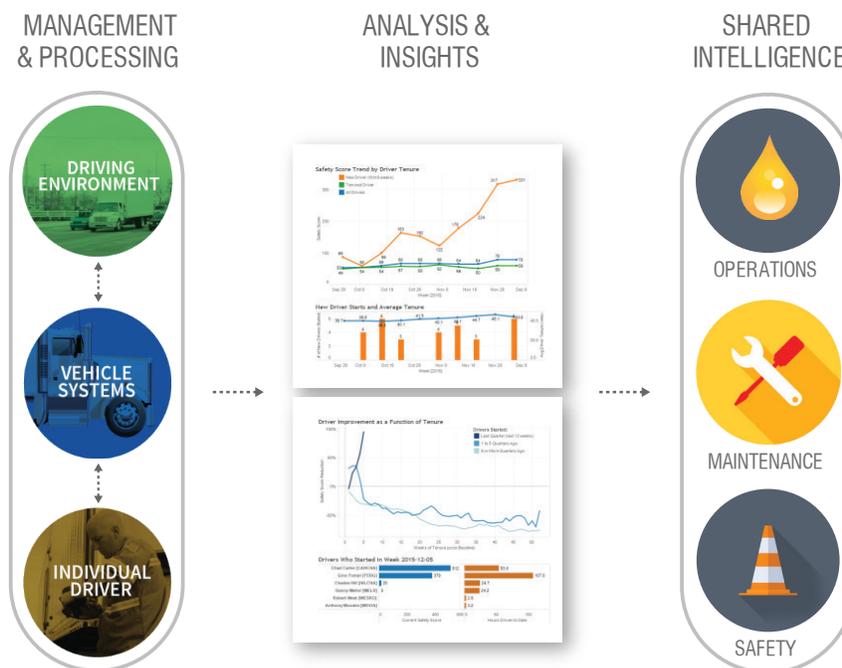
Rounding out your program should be a comprehensive and robust testing process to ensure that equipment deployed to your fleet is resilient, stable and reliable. Drivers may not know that their equipment is not working and your internal review may not realize that a camera is out of

order; they may simply think that a driver is safer because of less video triggers. System health reports proactively notify you when something needs attention and helps ensure your program is running 24/7—no matter where your drivers are located.

A fully functioning managed services program delivers actionable insights through easy-to-use management reporting and KPIs—critical to understanding whether your investment is paying off.

THERE'S MORE TO THE BOTTOM LINE THAN THE BOTTOM LINE.

Expert, consistent, non-biased review is at the center of every video-based safety program. But, without a managed services program handling this critical aspect, costs can skyrocket and drivers may be treated unfairly. From recruiting and training to lack of reporting and delays, an internal program can quickly grow out of control and burden staff throughout an organization.



Allowing a third-party to review and score videos ensures:

- Scalability as your fleet grows
- Fair, unbiased and consistent reviews for every driver across your fleet
- 24/7 coverage in case an incident occurs at night, on the weekend, or on a holiday
- A higher level of quality control than you can provide internally

INSIGHT. NOT JUST DATA.

Over the past twenty years, vehicles have become increasingly sophisticated, outfitted with telematics and a variety of safety technologies that provide data about “critical” events—hard braking, lane departures, sudden acceleration or deceleration, and more. Instead of providing better information about what happened, this data deluge has only confused the situation, leaving considerable room for doubt—leading to more questions, rather than better solutions.

It's likely you have some of these technologies today. Now imagine combining that data with video into actionable dashboards full of real-time analysis and insight. Video-based safety programs deliver insight—not just data. An integrated managed services program includes a team of experts who score and prioritize events according to a consistent set of standards that focus on the risk areas that have the biggest impact on your operation. Doing the work for you, these programs act as a resource magnifier for your team—saving time while delivering results. And, because most systems are able to offload and alert managers in real time, fleet or safety managers have immediate access to the information that matters most, saving time and bringing the clarity that is required to make fast and effective decisions. You know what happened, why it happened and how to reduce the possibility from it happening again.

Be sure to focus on the keys that change driving skills and drive success:

The Hidden Costs of Self Review

	
Number of Vehicles	300
Number of Video Events (per vehicle/per month)	20
Review Time (hours/month)	5
Total Time (hours/month)	500
Fully Burden Labor (per hour)	\$20

Additional hidden costs:

- Initial and recurring recruiting costs
- Training
- Develop & maintain safety review rules
- Lost opportunity costs for lack of reporting, analysis and benchmarking

Impact of this choice:

- Limited ROI
- Delayed action waiting days or weeks to get reviewed video
- Driver acceptance of video
 - Inconsistency of view breeds lack of trust
 - Ineffective coaching

WITHOUT MANAGED SERVICES

2.9 Full-time equivalent • \$33.33 per week/vehicle • \$10,000 monthly

- Actionable operational metrics
- Consistent, measurable management KPIs
- Easy-to-understand reports and dashboards for managers
- Interactive visualizations for advanced analysis
- The ability to export data and integrate into an existing intelligence stack

Driving safety into your fleet is about more than cameras and dollars. It's about results.

“By identifying and addressing high risk areas, we were able to quickly and productively engage drivers on areas for improvement and measure the results with easy-to-understand, easy-to-act-on key performance metrics.”

— Safety & Compliance Manager
LSO

AN EXTENSION OF YOUR TEAM.

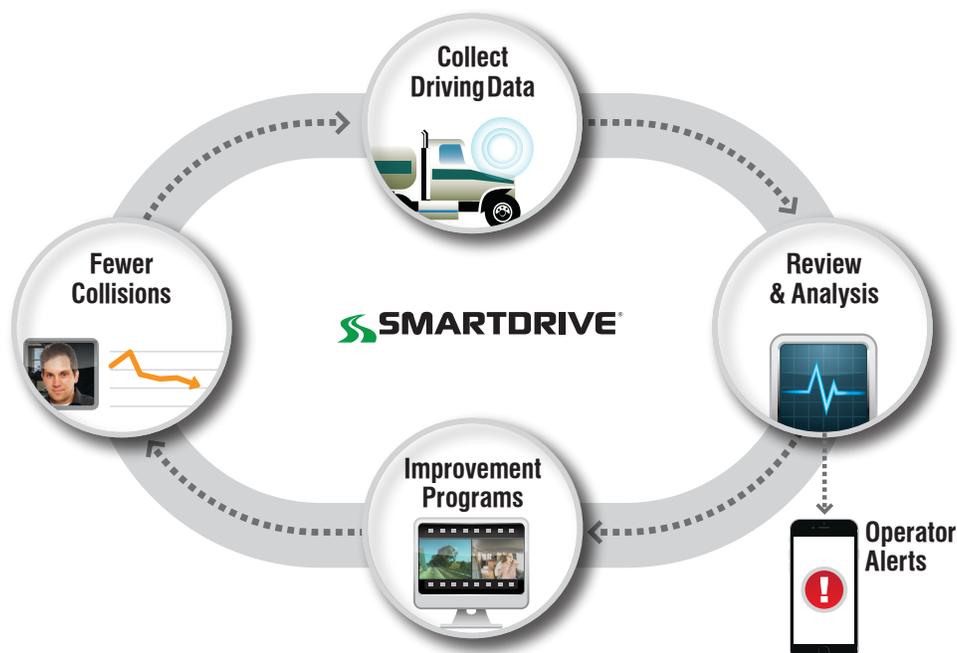
Planning your platform deployment and managing a video-based safety program is a team effort. When considering a video-based safety solution—whether internal or external—you need to ensure a team is dedicated solely to the safety of your drivers. Look for a team of professionals who can guide you through video safety best-practices, on-board your drivers, tune the program to your goals and priorities, and grow with you.

In addition, ensure your team can continuously monitor event video recorder system health to ensure your drivers are protected. When things do happen, you want to know there is someone there to help 24x7, seven days a week to troubleshoot, answer questions and quickly resolve issues.

CONCLUSION

When considering a video-based safety solution, it's important to remember that video on its own is not enough. A comprehensive and effective solution MUST include:

- A rigorous **coaching program** that is ...
- Supported by **managed services** that include ...
- **Expert review** of the video that's captured and ...
- **Actionable intelligence, metrics and measurable KPIs**



Ensure you have a:

- **Scalable team** that includes ...
- Trained, expert **video analysts** who provide ...
- **Fair, unbiased** review and **consistency** across coaches, locations and company based on ...
- A verifiable and tested **process** with sustainable results

Have the ability to review videos using a(n):

- Intuitive **coaching workflow** combined with easy-to-use **tools** that provide ...
- **Scoring and prioritization** of riskiest drivers — aligned to your company's safety policies and ...
- Actionable **dashboards** full of real-time analysis and insightful operational metrics along with ...
- A set of easy-to-understand **management reports** focused on both coaching and safety performance tailored to each level of your organization — from executive to driver

Last, but certainly not least, be sure your comprehensive video-based safety solution also includes:

- **System health reports**
- A comprehensive and robust **testing process** to ensure equipment deployed to the fleet is resilient, stable and reliable
- **24/7 coverage** in case an incident occurs at night, on the weekend or on a holiday
- Real-time alerts so you're aware of incidents when — and where — they happen

About SmartDrive Systems

SmartDrive Systems, the recipient of Frost & Sullivan's Customer Value Leadership Award for Video Safety Solutions, gives fleets and drivers unprecedented driving performance insight and analysis, helping save fuel, expenses and lives. Its video analysis, predictive analytics 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. The company, which is ranked as one of the fastest growing companies by Deloitte's Technology Fast 500™, has compiled the world's largest storehouse of more than 180 million analyzed risky-driving events. SmartDrive Systems is based in San Diego, Calif., and employs over 500 people worldwide. For more information on SmartDrive Systems, please visit www.smartdrive.net.