



VIDEO-BASED SAFETY:

MEASURING THE VALUE OF A MANAGED SERVICES PROGRAMME

Video safety is quickly becoming the de facto standard for all types of fleets - from truck and van, to bus, coach and light rail. With over 500,000 vehicles installed and quickly growing, video safety is protecting drivers around the world. However, with so many vehicles and so much video, it's imperative that any fleet using video safety has an efficient, effective and exacting programme 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 achieve 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 programme** 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. Who reviews it, how it's reviewed and then what happens to the video are all critical aspects of a successful video-based safety programme. 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 behaviours are measured similarly and consistently. You need scoring and prioritisation of riskiest drivers aligned to

your company's safety policies. You need an intuitive coaching workflow - combined with easy-to-use tools - to ensure continual improvement and bottom-line results. A comprehensive managed services programme reduces your overhead by allowing your team to focus on your business and making your drivers safer, not on reviewing video.

“We put ourselves at the forefront of technology so we understand how it works. This not only helps us coach our drivers and ensure open communication, it is also one more way the programme helps shape our company's safety programme and safety culture.”

- Eric Nelson, VP, Recruiting and Safety
Arnold Transportation

3 Steps to Coach: It Starts with Driver Skills



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

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

The scoring and prioritisation of drivers is critical to a successful video-based safety programme. Intuitively, you think a driver is improving. However, with many drivers in multiple locations, how do you know if they're actually safer or just being lucky? Furthermore, 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?

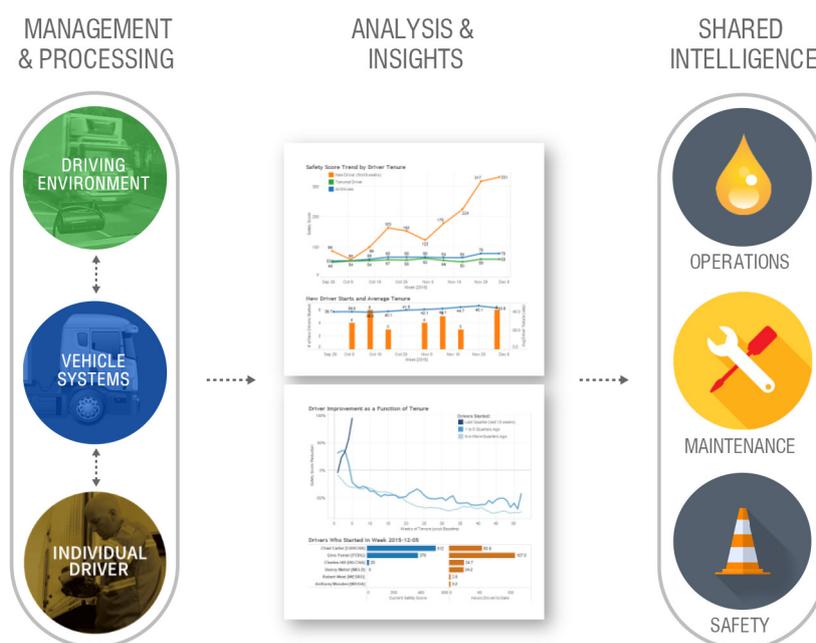
In addition to the actual videos, it's important to have continuous data that can be used to measure an individual driver's exposure to risk. By combining event trigger, observation and exposure data, with predictive algorithms that correlate the data to past collisions, your video-based safety programme will provide accurate and timely measurements of your drivers' risk rates. Attention can then be focussed on the subset of drivers who harbour the most risk.

A best-in-class video-based safety programme includes services that provide a robust set of management reports and Key Performance Indicators (KPIs) to help you manage the programme on an on-going basis

and highlight areas of strength and opportunities for improvement. Reports focus on both driving and coaching performance, while identifying trends and supporting incentive and recognition programmes. In addition, the reports should be tailored to each level of your organisation - from executive to driver - ensuring that each person has the right information to make decisions that improve performance.

Rounding out your programme should be a comprehensive and robust testing process to ensure that any 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 realise 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 programme is running 24/7 - no matter where your drivers are located.

A fully functioning managed services programme 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 centre of every video-based safety programme. Without a managed services programme 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 programme can quickly grow out of control and burden staff throughout an organisation.

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

“The managed service means that they do all the heavy lifting for us, categorising and scoring events based on the individual safety and compliance priorities that we have set within the system. The beauty of video and having skilled and consistent human eyes reviewing it is that we don't waste time and valuable resources looking at events that aren't risky. This means we can capture the true root cause of an event that would not be possible from just a telematics trace.”

- Steve White, Head of Fleet,
Reynolds Catering Supplies

The Hidden Costs of Self Review

	
Number of vehicles	300
Number of video events (per vehicle/per month)	20
Review time in minutes (per video)	5
Total Time (hours/month)	500
Labour (per hour)	£20

Additional hidden costs:

- Initial and recurring recruiting costs
- Training
- Develop and 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 month/vehicle • £10,000 monthly

INSIGHT. NOT JUST DATA.

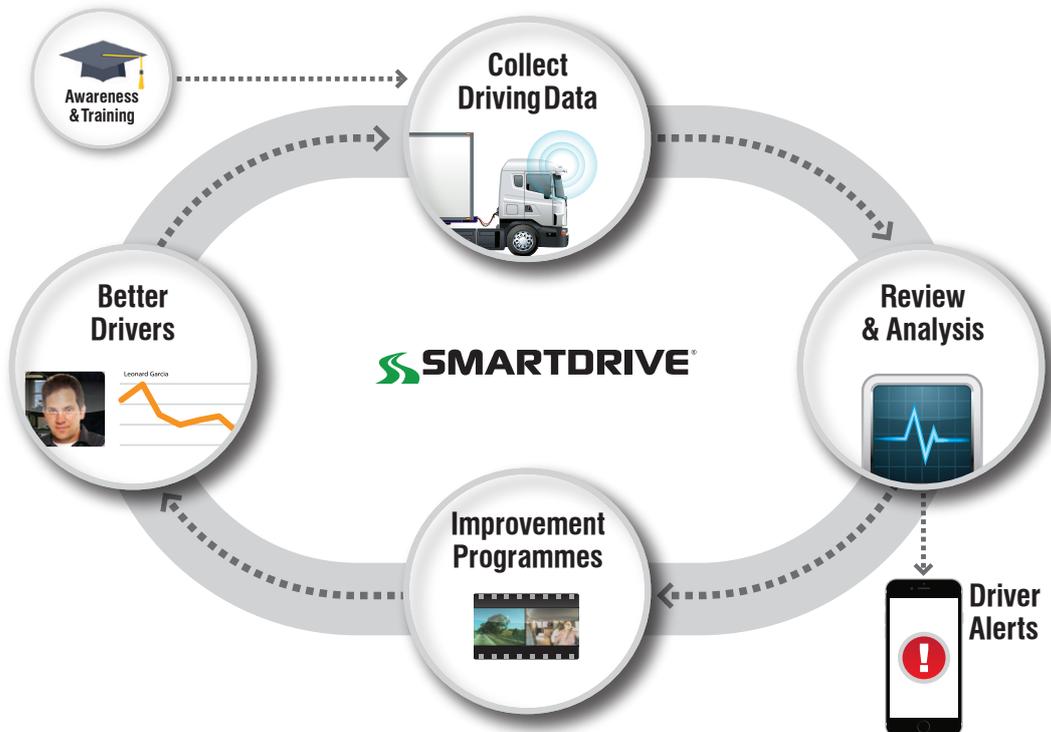
Over the past twenty years, vehicles have become increasingly sophisticated, outfitted with telematics and a variety of safety technologies that provide data about 'critical' events - hard braking, lane departures, sudden acceleration or deceleration, and more. Instead of providing better information 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 programmes deliver insight - not just data. An integrated managed services programme includes a team of experts who score and prioritise 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 programmes act as a resource magnifier for your team - saving time while delivering results. Additionally, 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 of it happening again.

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

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



AN EXTENSION OF YOUR TEAM.

Planning your platform deployment and managing a video-based safety programme 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 programme to your goals and priorities, and grow with you.

In addition, ensure your team, whether internal or external, 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 24/7 to troubleshoot, answer questions and quickly resolve issues.

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

“By identifying and addressing high risk areas - including cell phone usage, driver fatigue and seatbelt compliance - 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 and Compliance Manager
LSO

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 personalised performance programme 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 analysed risky-driving events. SmartDrive Systems is based in San Diego and employs over 500 people worldwide, including SmartDrive Systems Ltd in the UK. For more information on SmartDrive Systems, please visit www.smartdrive.net.

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CONCLUSION

When considering a video-based safety solution, be sure it includes:

- A rigorous coaching programme 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 ...
- Trained, expert video analysts ...
- Fair, unbiased, consistent review ...
- A verifiable and tested process with sustainable results

Have the ability to review videos using:

- An intuitive coaching workflow with easy-to-use tools...
- Scoring and prioritisation of riskiest drivers - aligned to your company's safety policies ...
- Actionable dashboards full of real-time analysis and insightful operational metrics ...
- Management reports focused on both coaching and safety performance tailored to each level of your organisation

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

- System health reports
- Comprehensive and robust testing process to ensure equipment 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