



FLEET TELEMATICS SOLUTIONS
Cost Reduction | Safety | Productivity

On point to
improve productivity,
reduce costs,
increase safety.

What if you could help your drivers find the best route to the next stop?
Or discourage speeding, sudden stops, or tailgating?

And what if you could train your drivers to operate their vehicles safely
to help reduce your accident claims?

Now you can.

Plug in and go! Powered by the vehicle's OBD II port, the



DriverPoint Telematics device's "plug in and go" installation

makes this device the industry's easiest to implement and use. No wiring, tools, special skills, or device activation are required.

Within minutes, your drivers will be plugged in and ready to roll – with no interruption to your operations.

DriverPoint™ is the fleet industry's most comprehensive telematics platform to help you decrease costs, manage driver productivity, and increase the safety of your fleet.

Cost reduction continues to be the number one challenge facing fleets today, followed closely by a mandate to increase driver safety and productivity. DriverPoint's multi-faceted program of GPS routing and reporting, online driver training, and driver behavior scorecards will help you meet these challenges head on.

DriverPoint's benefits are immediate and ongoing:

Affordable solution:

Nothing to purchase, just a low monthly fee.

Easy implementation:

No internal IT resources or external installation required.

Business improvement:

DriverPoint lets you focus on the most critical aspects of your fleet operations: creating efficiencies while lowering costs.

Ease of administration:

Maintain complete visibility into your fleet's activities by utilizing DriverPoint's real-time data access and exception-based, interactive reporting.

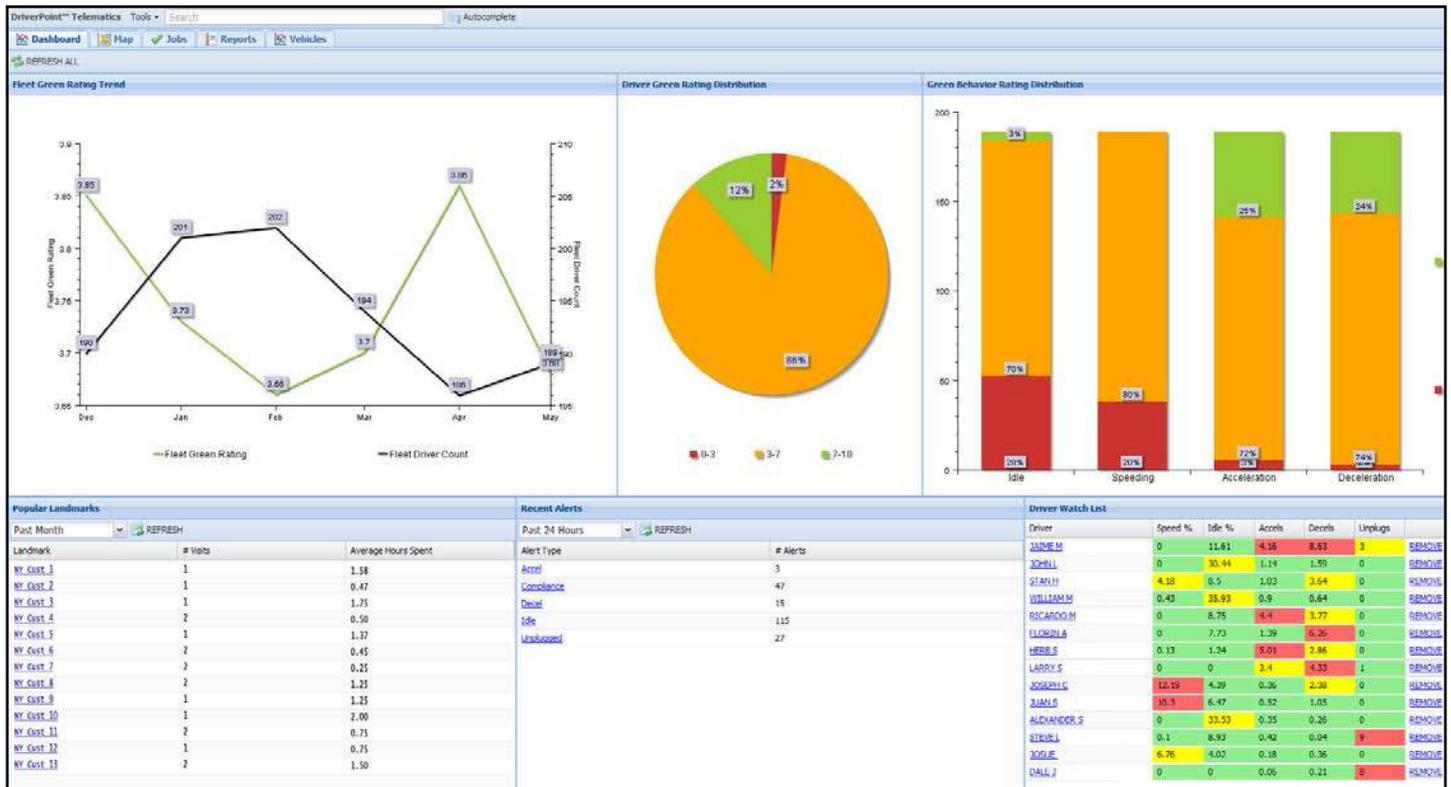
Ongoing reinforcement:

Monthly driver and fleet scorecards track behaviors and benchmark drivers against their peers so you see results.

Measurable results:

Tracking and measuring behaviors over time give you an accurate picture of your fleet's performance.

DriverPoint's real-time reporting



“What was most remarkable was the reduction in aggressive driving offenses – a 70 to 90 percent reduction in negative driving events, such as [rapid] acceleration and deceleration. Speeds over 70 mph were basically eliminated.”

– WaterOne

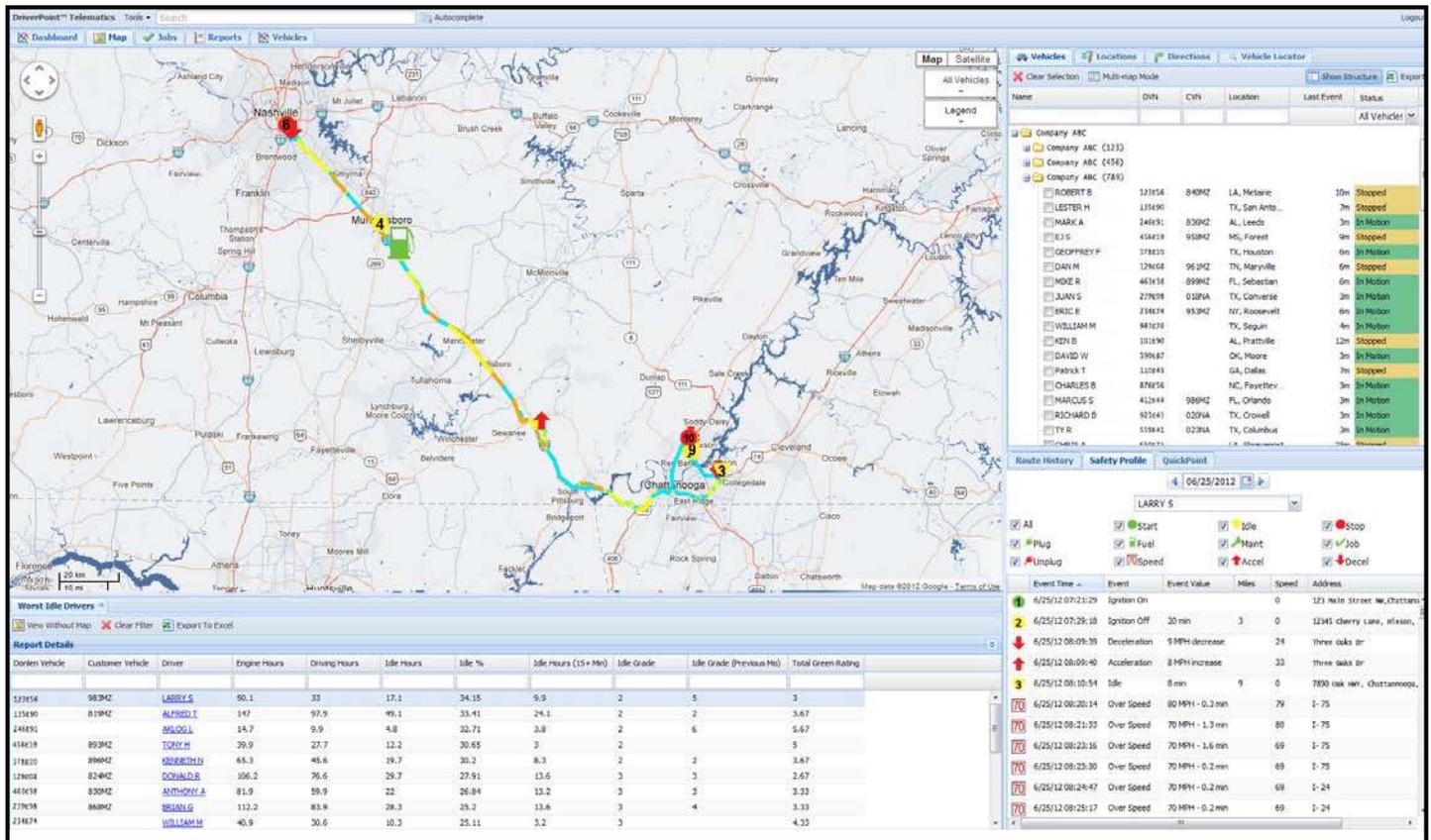
Protect your assets with DriverPoint's intuitive dashboard. The driver behavior dashboard shows rating trends, idle time, any alerts from the last month (or any time period you designate), and vehicle information, to name a few.

DriverPoint's dashboard is not only your workspace for creating and viewing reports. Sort by driver behavior, time period, event – whatever DriverPoint captures – and make comparisons side-by-side, by whatever reporting period you specify. And then compare those months side-by-side!

Need more information on a certain event? Simply click and view the data on DriverPoint's interactive map.

DriverPoint's interactive dashboard and central reporting interface give you the most comprehensive way to manage your fleet.

Driver safety and accident reduction



Even with the best safety policies and training programs in place, your fleet's safety record is greatly impacted by what your drivers do behind the wheel.

DriverPoint enables you to establish a "safety profile" on each driver and develop programs and policies to increase safety awareness. By monitoring specific events, such as rapid acceleration/deceleration and excessive speed, you can easily spot certain trends that may compromise driver safety.

You can then implement a course of action, which can be anything from robust training to email safety reminders to drivers. Addressing specific behaviors through education

and policy development will result in immediate benefits across your fleet, including:

- Increased safety
- Fewer accident claims
- Better fuel economy
- Lower maintenance costs

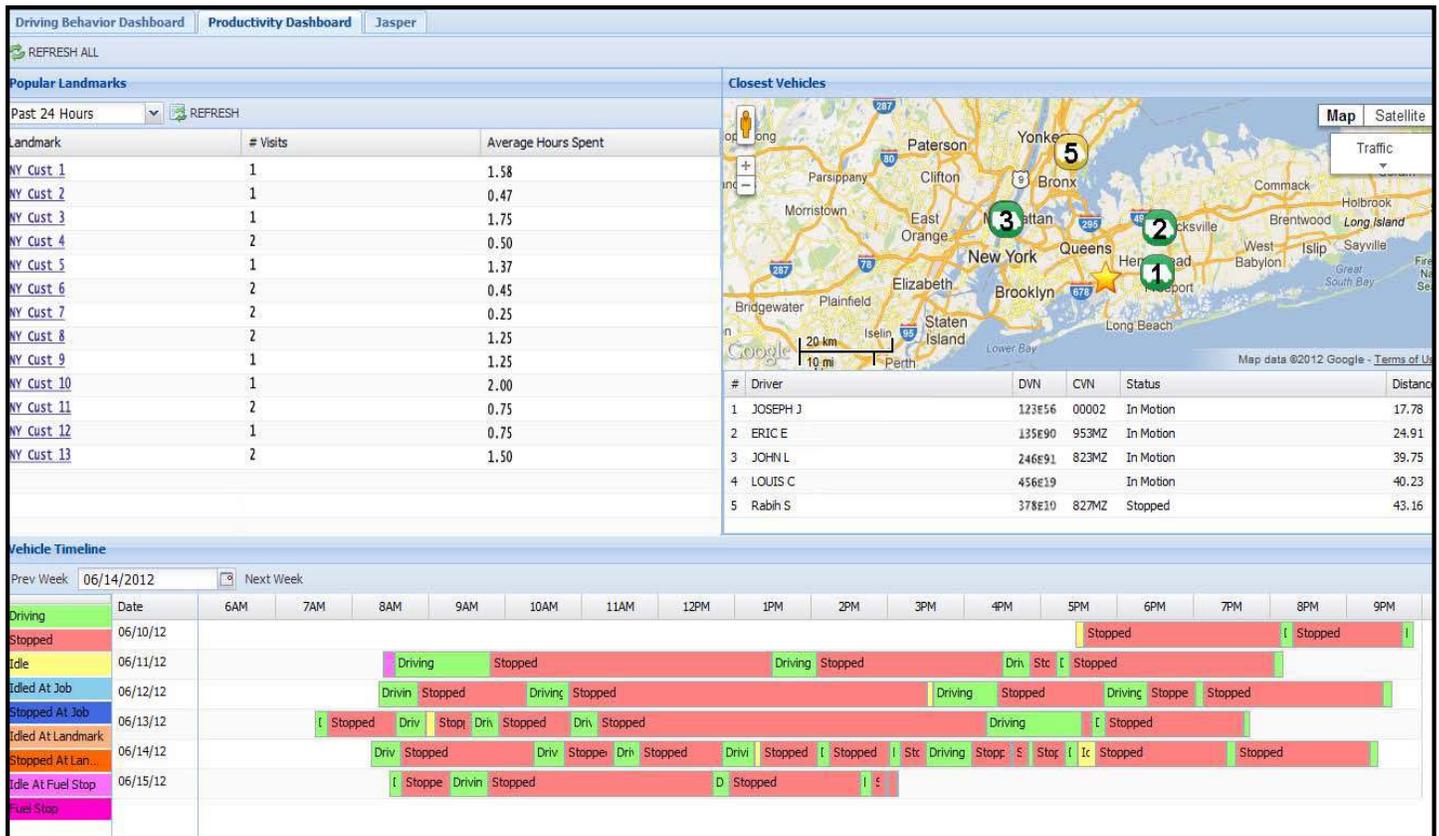
Then, use their DriverPoint Scorecard to provide a basis to engage drivers in positive dialogue regarding safety, and coach them to improve their driving habits.

DriverPoint users have found that driver morale actually improves as they learn more about their role in overall fleet safety.

“Our technicians drive more safely and avoid rapid acceleration and hard stops. Our accident rate dropped 16 percent and calls to our Driver Alert number dropped by 30 percent.”

- Multiband

Real-time data to help you manage productivity



ABS Global: The overall MPG for the company's U.S. fleet is at an all-time high. An added bonus is that maintenance costs are decreasing.

When reviewing individual driver DriverPoint Scorecards, ABS noticed that over time, [drivers] who avoid rapid acceleration and hard stops have less wear on brakes and tires than those with lower ratings.

DriverPoint's intelligent algorithms help you focus on the areas critically important to your fleet's overall performance.

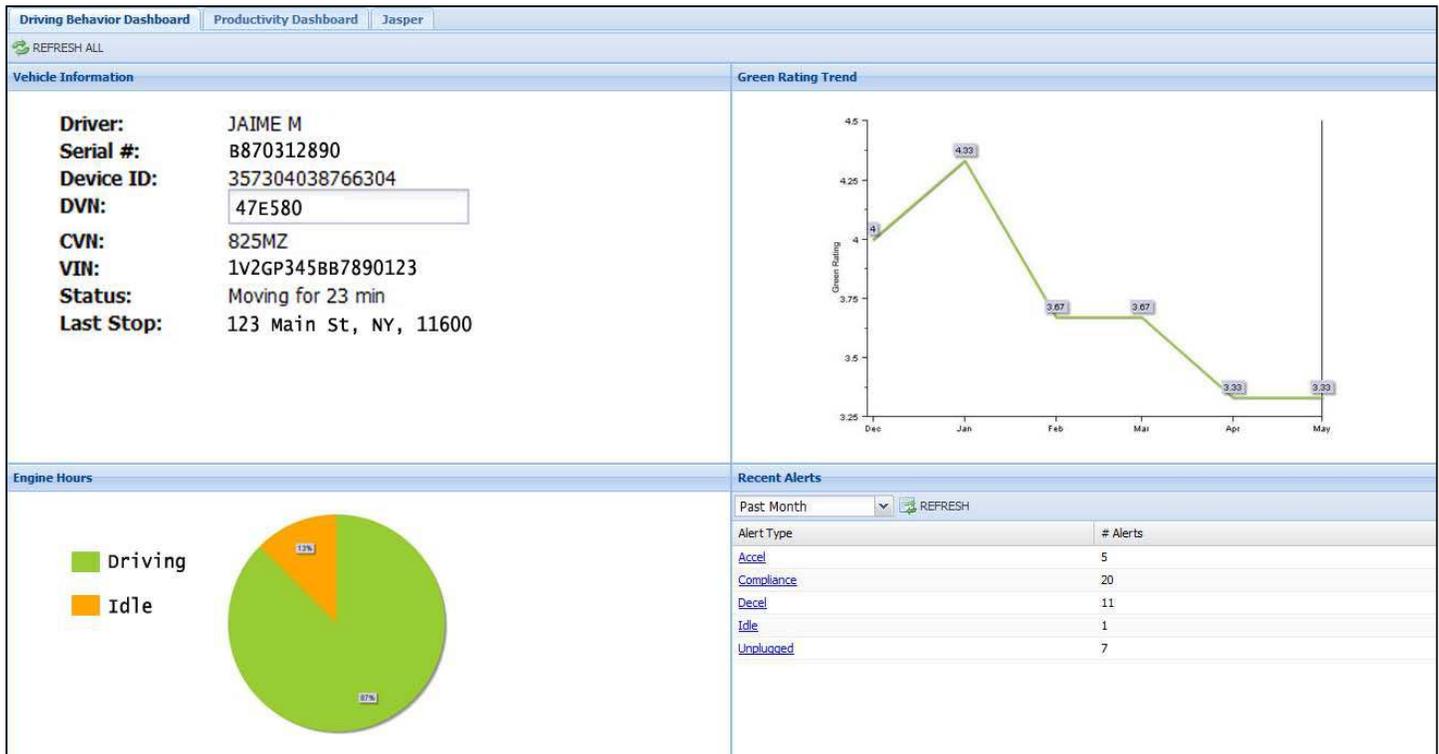
Landmarks: Plot landmarks on DriverPoint's map based on your business application. Should your driver be near a specific location at a certain time? DriverPoint makes it easy to track.

Alerts: Create automatic alerts which can be sent directly to the fleet manager on any number of criteria, such as excessive overspeed events or an unplugged device.

Compliance: Is your driver following approved routes, policies, and vehicle usage? Find out at a glance on the DriverPoint dashboard – and compare behavior for an entire week in the Vehicle Timeline. DriverPoint's geofence capabilities allow you to see when drivers have driven outside established boundaries.

Productivity: Not only can you improve productivity and efficiency with pre-trip routing, but you can re-route drivers based on changing needs by tracking activity on your DriverPoint dashboard. Input jobs to ensure your drivers are maintaining the most effective and productive routes.

Driver training and reporting



The benefits of DriverPoint's individual driver profiles can be seen immediately. In real-time, you can:

- Optimize routes
- Increase driver efficiency and accountability
- Reduce overall fleet mileage
- Improve customer service
- Eliminate unauthorized use
- Track their "green" rating trend
- Address undesirable behaviors immediately and with ongoing reinforcement action plans

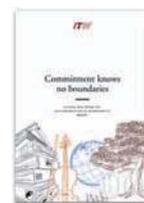
But what's the best way to help your drivers succeed at being "green" when out on the road? DriverPoint's comprehensive program really begins with driver training. Optional GreenDriver® online driver training, in combination with DriverPoint Telematics, gives you the most control over your fleet's productivity.

Why is driver training so important?

Up to 33% of a vehicle's fuel efficiency is impacted by driver behavior, according to the U.S. Department of Energy (www.fueleconomy.gov).

- Well-informed drivers understand how their individual behavior contributes to an organization's overall goals
- Once trained, they know that making small adjustments in their driving behavior can reduce fuel consumption, help to lower operating costs across the entire fleet, and significantly reduce their CO₂ emissions

“ GreenDriver® interactive online courses instruct drivers, while in-vehicle telematics devices measure behaviors. Personal scorecards and peer rating systems help drivers understand and improve their results.



In just six months, the partnership resulted in 13% reduced carbon emissions, 12% fewer miles driven, and a 12% reduction in annual fuel spend (projected)."

Illinois Tool Works Inc.
Corporate Responsibility Report

Reinforcing driver and fleet performance

Ongoing reinforcement is key to managing and measuring individual and overall performance against your company goals. Each month, you and your drivers will receive a scorecard to help you:

- Measure the impact of driver behavior on fuel economy
- Set goals and demonstrate results
- Help maintain driver interest and attention with ongoing monitoring
- Reinforce green driving behaviors to implement significant and lasting change

Utilizing data collected from the DriverPoint Telematics device, your drivers receive a DriverPoint Scorecard monitoring their progress on their rate of acceleration, overspeed events, and hard stops — all of which greatly impact their overall MPG and fuel cost.

And perhaps most important, their Total Green Rating based on their behaviors. A Peer Rating Analysis will show drivers how they compare to other drivers within your company, and give you and them the ability to compare monthly data against their year-to-date score.

“ Yes, the information gives hard data to coach drivers into better behavior behind the wheel, but I was also surprised how it turned the good drivers into great drivers!”

– ABS Global

Detailed analysis of driving behavior

Personalized for every driver

In-depth rating analysis of driving behaviors

At-a-glance progress report monthly vs. YTD

Observations, Opportunities, and Action Items



Driver Scorecard

- Overall Green Rating scores drivers on the behaviors measured with DriverPoint Telematics
- Peer Rating lets the driver know how they rank amongst their peers
- Detailed analysis on the behaviors exhibited, along with observations, opportunities, and action items for improvement

Fleet Scorecard

- Overall Green Rating shows average score of the entire fleet along with scores for each category
- Easy to read graphs and illustrations make it easy to track progress from month to month
- Detailed analysis provides insight into each of the five behaviors measured



2012 Gold Winner:
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