# Take Your Fleet Management to the Next Level with Video Telematics & Asset Tracking

Enhancing a fleet telematics system with solutions like video telematics and asset tracking helps fleet managers boost driver safety and control while watching their assets more closely.

Cal/Amp®

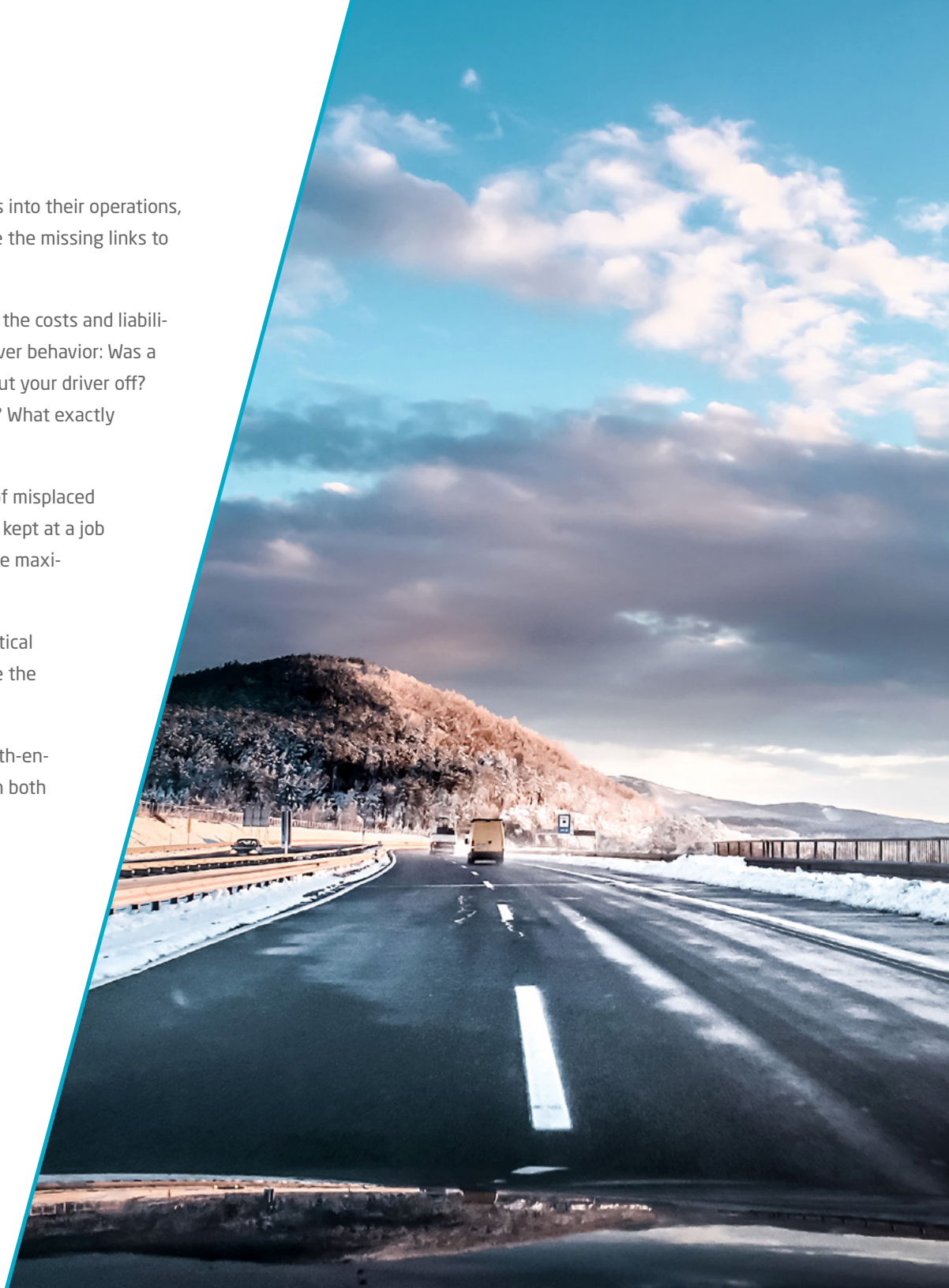
While traditional telematics solutions provide fleet managers with insights into their operations, they don't provide the most complete picture. Video and asset tracking are the missing links to having the entire picture of a fleet's operations.

Nothing threatens a fleet operation's bottom line more than collisions and the costs and liabilities they generate. Traditional telematics only offer a partial picture of driver behavior: Was a harsh braking incident due to being distracted or because another driver cut your driver off? What does video footage show about the last seconds before an accident? What exactly was your driver doing in the final minutes before a collision?

In addition to collision costs, you could be absorbing the slow-drip losses of misplaced or forgotten tools and equipment routinely stored in your fleet vehicles or kept at a job site. Tracking such assets means you can minimize replacement costs while maximizing productivity.

Minimizing accidents and equipment loss liabilities are two of the most critical aspects of fleet risk management. Video monitoring and asset tracking are the tools that can help fleet operators do it.

AI-enabled smart cameras can now detect driver distraction while Bluetooth-enabled GPS asset tracking sensors can keep tabs on tools and equipment. In both cases, the savings go right to the bottom line.



# The downsides & dangers of a blind spot

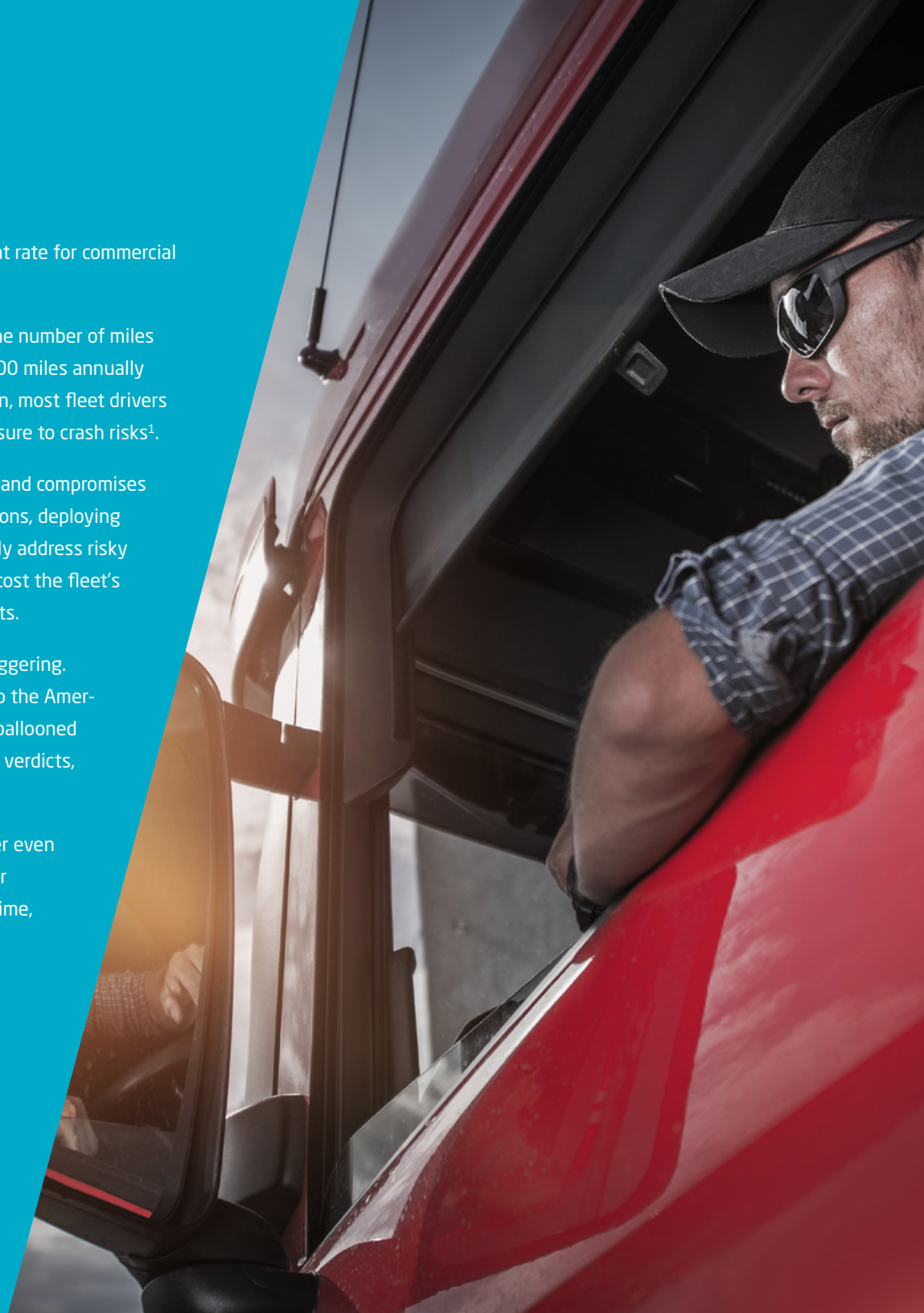
Fleet drivers have more accidents than motorists in general. The annual accident rate for commercial fleets has hovered around 20% for years[1].

One reason for the high frequency of accidents for fleet drivers is because of the number of miles they drive per year. A typical non-fleet driver in the U.S. travels 12,000 to 15,000 miles annually and has a one in 15 chance of being involved in a vehicle collision. In comparison, most fleet drivers travel 20,000 to 25,000 miles or more each year, and thus have a greater exposure to crash risks[1].

Not having video monitoring and tracking puts your fleet at a big disadvantage and compromises safety. Amid the growing delivery and service demands on fleet-related operations, deploying accurate real-time information about each vehicle will enable you to immediately address risky driving while protecting your company in the event of an incident, which could cost the fleet's company hundreds of thousands and even millions of dollars in liability payments.

For commercial fleet operators, the cost of settling an accident claim can be staggering. Large truck crashes involving fatalities cost $4.9 million on average according to the American Transportation Research Institute. The total dollar amount of verdicts has ballooned 52% annually from 2010 to 2018. Huge verdicts — including so-called "nuclear" verdicts, with awards above $10 million — are increasingly common[2].

And without video evidence, blame will likely be placed on the commercial driver even if they were not at fault. For example, when a commercial truck and a passenger vehicle collide, the driver of the truck contributes to the crash just 23% of the time, according to the Federal Motor Carrier Safety Administration[2]. Yet juries often assume the truck driver is at fault unless evidence shows otherwise.



Exoneration is a powerful benefit of video monitoring, but even more powerful is keeping drivers safe and correcting poor driving behavior before an incident occurs. Based on statistics, even the best drivers may be engaging in dangerous distracted driving behaviors. For example:

**2%**

2% of drivers are manipulating or using handheld devices at any given time[3].

**8.5%**

In 2019, distracted driving was a reported factor in 8.5% of fatal motor vehicle crashes, according to the National Highway Transportation Safety Administration[4].

Texting alone will raise a driver's crash risk by 23 times[3]. Video telematics will help identify risky behavior before it turns into an incident.

Beyond nuclear verdicts, fleet vehicle collisions are among the most expensive injury claims for businesses. The average loss in fleet vehicle accidents costs about $70,000, which is twice the cost of the average non-driving workplace injury[1]. Aside from property damage, there are indirect costs. Fleet crashes result in lower productivity and more downtime, which can translate into lost revenue.

# Benefits of video and asset monitoring/tracking

Telematics has emerged as a crucial part of fleet operations. About 13 million telematics units are installed in fleet vehicles today. By 2022, that number is expected to increase to 20 million[5]. Without video telematics or asset tracking, you will have an incomplete picture of your operations.

Among its benefits, **video telematics** will supercharge your existing fleet safety program, including by:

Getting a full picture of what is happening with the vehicle

Holding drivers accountable and identifying those who need training or coaching

Creating a more foolproof way to vindicate drivers in the event of a collision

Helping to keep insurance premiums down due to driver exoneration

At the operational level, video telematics alongside crash response technology like CrashBoxx™ assist with the post-incident investigation, including:

- **Instant crash alerts** notify both the fleet manager and the insurer of an accident as soon as it occurs.
- **Accident reconstruction reports** with video clips can offer data that includes the force of the crash, direction of impact, speed prior to impact and can offer data that includes the force of the crash, direction of impact, speed prior to impact and a view of physical damage to other vehicles involved in the incident. With this data in hand, adjusters can more quickly evaluate liability, and potentially exonerate the fleet from being at fault.

In addition, video telematics is a powerful weapon to combat fraudulent claims and scams. Commercial fleets of all types are easy targets for scammers due to the deep pockets theory — the belief that a company will just pay to close the case instead of going to court or bank on the fact that juries typically side with motorists. Having evidence makes these schemes much harder to pull off.

And what about your reputation? It's harder to repair than a vehicle. A video could exonerate a company and avoid long-term losses for a business from a bad image.

And there are direct bottom-line benefits from implementing video telematics. More than three-fourths of fleet insurance claims involve liability, according to a study from C.J. Driscoll & Associates. Driscoll found that 31% of operators got a discount on insurance rates because of fleet telematics, which can not only clear innocent drivers but also help fleet managers identify and coach risky drivers[2].

As with video monitoring, asset tracking will add to operational efficiency and the bottom line by helping fleet operators track and manage their valuable tools and equipment carried by their vehicles. A single tool or small asset may not be a large capital expense but losing it can hinder a company's ability to get a job done. Multiple losses, in equipment and productivity, can accrue over time and hurt your bottom line.

# Benefits of video and asset monitoring/tracking (cont.)

Enter asset tags, or proximity sensors, which can eliminate the search for an individual tool, toolbox or other asset, such as a signal meter, generator, or ladder.  An alert can be generated when a tool is missing so you can go and retrieve it before moving onto the next location.

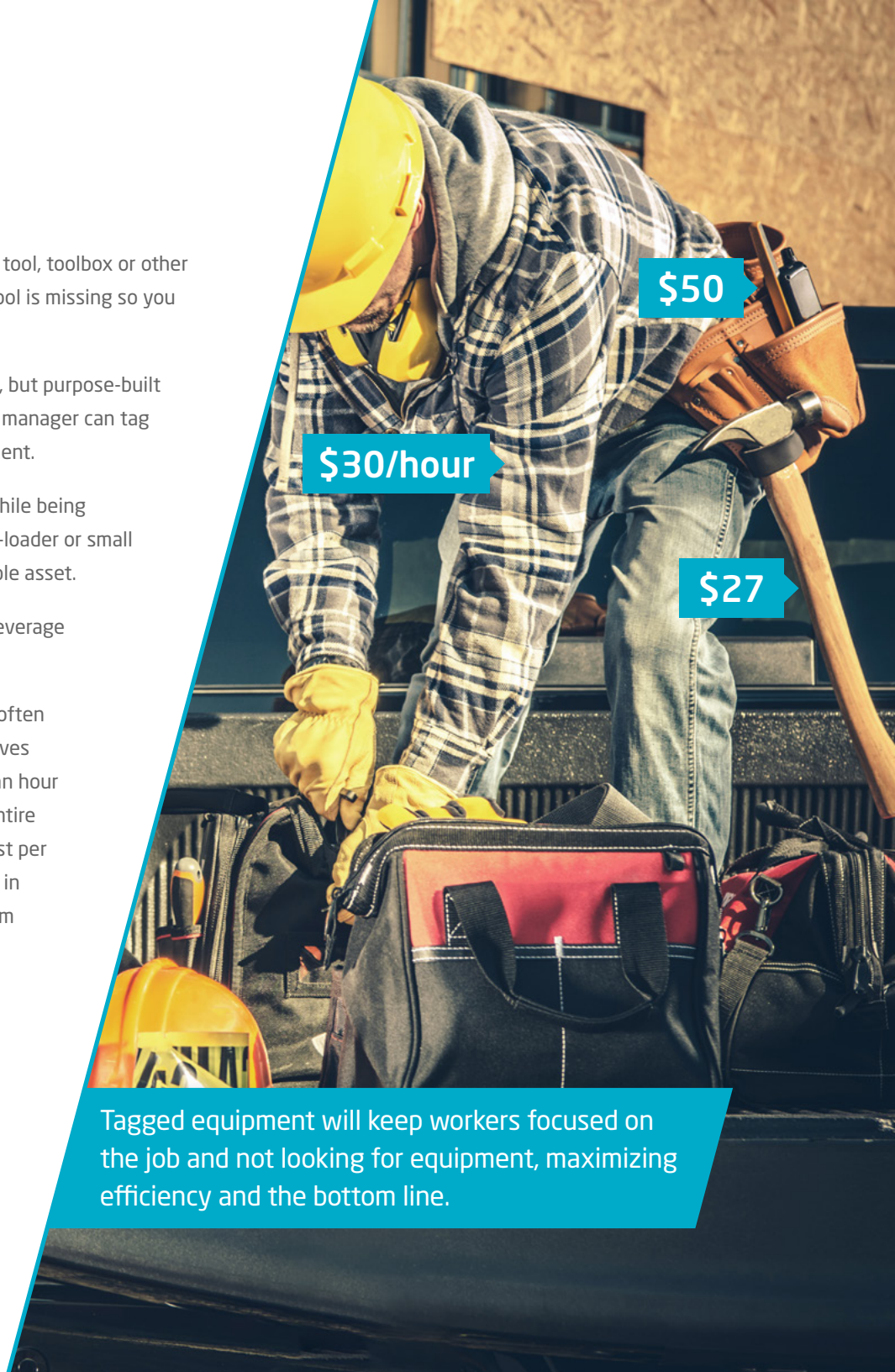
Tags that track the location of keys and cellphones have been available for many years, but purpose-built tags designed to track field assets have emerged and improved in recent years. A fleet manager can tag and track tools and equipment of all shapes and sizes for real-time inventory management.

Asset tags are small enough to fit on a hammer and other small pieces of equipment while being rugged enough to withstand being installed on construction equipment such as a semi-loader or small size loader. The tags can provide accurate tracking for nearly any type of onsite, portable asset.

Today's asset tracking tags have moved past traditional RFID technology and instead leverage Bluetooth low-energy (BLE) technology, which lowers the expense even more.

With batteries that can last up to two years, telematics-integrated asset tracking tags often pay for themselves in a short time. For example, if each truck in a 100-vehicle fleet leaves behind six assets per year, and the service technician earns $45 per hour and spends an hour looking for each asset that's $270 in labor per vehicle, or $27,000 annually over the entire fleet. Replace six assets at an average cost of $500 each and that's another $3,000 lost per vehicle each year, or $300,000 for the entire fleet, for a total annual cost of $327,000 in lost time and equipment — and, more to the point, money that is being siphoned off from the company's profits.

If telematics-integrated tags help the same business recover 80% of lost assets and reduce the time it takes workers to locate them to 30 minutes, the annual savings amounts to $264,300. A system that costs $16,400 for a 100-vehicle fleet with six tagged tools on each vehicle would yield a net savings of $247,900, and a return on investment of 1,612%.




Tagged equipment will keep workers focused on the job and not looking for equipment, maximizing efficiency and the bottom line.

# The CalAmp Solution

CalAmp iOn Vision is a fully integrated video telematics platform that provides actionable video intelligence to boost driver safety, protect fleets, and help limit potential legal liabilities stemming from roadway accidents and incidents.

As part of iOn Vision, the "full view" CrashBoxx provides relevant video clips within minutes of an unsafe driving incident. This helps fleet managers use visual, inertial, and CrashBoxx triggered video clips to focus on the essential pieces of data. CrashBoxx can notify both the fleet manager and its insurer of an accident as soon as it occurs. It also delivers, in near real-time, detailed crash reports with video for use in accident reconstructions.

Use the iOn Vison **ROI Calculator** to discover how much iOn Vision could save your organization in accident costs and insurance premium increases.

iOn Tag integration to CalAmp iOn (platform) allows fleet managers to get near-real-time alerts of their assets and equipment.

CalAmp's smart proximity sensor communicates via Bluetooth with a telematics edge device on the vehicle it's paired with. When the vehicle pulls away from a job site without a tool or piece of equipment on board, the system alerts drivers and their managers almost immediately. It also provides the last known location of the asset, enabling the technician to quickly return to the site, locate the item, and proceed to the next job. Ruggedized proximity sensors like the iOn Tag can handle the weather and job site conditions other tags cannot.

**To learn about how CalAmp can give you a full view of your fleet operations, contact sales@calamp.com.**

## About CalAmp

CalAmp is a global technology solutions pioneer transforming the mobile connected economy. We help reinvent business and improve lives around the globe with technology solutions that streamline complex mobile IoT deployments and bring intelligence to the edge. Our software and subscription-based services, scalable cloud platform and intelligent devices collect and assess business-critical data from mobile assets and their contents. We call this The New How, facilitating efficient decision making, optimizing mobile asset utilization and improving road safety. CalAmp, headquartered in Irvine, California, is publicly traded (Nasdaq: CAMP). **For more information, visit calamp.com, or LinkedIn, Facebook, Twitter, YouTube or CalAmp Blog.**

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