

CUSTOMER CASE STUDY



From opinions to evidence: Building a safer, more visible fleet at DHL Supply Chain Uganda

About Powerfleet

Powerfleet is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonization, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realize impactful and sustained business improvement. The company is headquartered in New Jersey, United States, with offices around the globe.

CUSTOMER

DHL Supply Chain Uganda

REGIONS

East Africa

INDUSTRY

Logistics and supply chain

TOTAL FLEET SIZE

53 vehicles, with scalability for additional outsourced transport capacity

VEHICLE TYPES

Rigid trucks, articulated trucks, light delivery vehicles

CUSTOMER SINCE

2015

PRODUCTS DEPLOYED

On-Road IoT (MiX 4000), VisionAI (MiX Vision AD Plus with fatigue cameras)

AIMS

Establish real-time fleet visibility, replace conflicting incident accounts with objective evidence, improve driver behavior, align with global DHL safety standards

RESULTS

Over 95% reduction in unsafe driving behaviors, up to 20% reduction in insurance premiums, more than 95% of system capabilities in active use, and faster, evidence-based incident management

CUSTOMER WEBSITE

<https://www.dhl.com/ug-en/home/supply-chain.html>

Background

DHL is one of the world's leading logistics providers, operating supply chain solutions across more than 220 countries and territories. In Uganda, DHL Supply Chain Uganda provides warehousing, transport, and fully integrated logistics for some of the country's most important industries. The operation employs more than 250 people and operates a fleet of 53 vehicles under General Manager Zachary Mukwaya.

The work leaves very little room for error. In several cases, DHL teams run logistics inside the customer's own factory, making the fleet part of someone else's production line rather than a service that arrives at the gate.

"Our operations are mission-critical. In some cases, we run logistics directly inside our customers' factories, which means there is zero margin for error."

Zachary Mukwaya
General Manager, DHL Supply Chain Uganda

Safety at DHL Supply Chain Uganda is framed in personal rather than procedural terms. Walk into one of its operational sites, and you will find a mirror on the wall with a line above it: the person responsible for safety is the one you see in the mirror. As Zachary puts it, safety is not the company; it is the individual. The measure of a good day is that everyone who came to work goes home the same way they arrived.



The challenge

Despite strong operational foundations, DHL Supply Chain Uganda lacked the fleet visibility those foundations deserved. There was no integrated track-and-trace system with video. Driver behavior was difficult to monitor as it happened. Incident investigations were manual, slow, and shaped by accounts that rarely matched one another. At the same time, expectations from DHL's global safety standards also continued to rise.

"We didn't have full tracking. We didn't have video. When incidents happened, it became a matter of opinions, not facts."

Zachary Mukwaya
General Manager, DHL Supply Chain Uganda

The lack of an objective record carried a practical cost. Every investigation started from scratch, accountability was contested, and coaching a driver meant arguing over what had happened rather than discussing how to improve. "When incidents happened, everyone had a different version of the story," Zachary explained. "You start from zero, and that's not sustainable."

The conclusion was straightforward. The business did not need more processes. **It needed data.**



The solution

The specification was clear from the outset: real-time tracking, driver behavior monitoring and video, delivered as an integrated solution, supported locally, and able to scale as the operation grew. The requirement to combine tracking with video in a single approach narrowed the field. "At the time, Powerfleet was the only provider in Uganda that could meet our full specification," said Zachary, "especially by combining tracking with video."

The evaluation was not only about features. Reliability, the ability to scale with the operation, and alignment with DHL's global operational standards mattered just as much.

DHL Supply Chain Uganda deployed Powerfleet's fleet intelligence platform across 53 vehicles, with built-in scalability for additional outsourced transport capacity.



The implementation consolidated four capabilities into a single operating picture:

Real-time GPS tracking



Giving the operations team continuous visibility of every vehicle movement and a firmer basis for route planning and operational control.

AI-powered in-cab and road-facing video



Providing an objective record of what happens inside and outside the cab, available immediately rather than reconstructed after the fact.

Driver identification and monitoring tools



Tying behavior to the individual behind the wheel so that coaching is specific and fair.

Reporting and analytics, including Power BI integration



So that fleet data feeds the same reporting environment the business already uses to make decisions.

One decision mattered as much as the technology. Rather than treating the system as something that ran quietly in the background, DHL Supply Chain Uganda brought the capability in-house. A dedicated internal resource now monitors cameras and tracking daily, produces reports, and pushes insights across operations. That ownership is why the platform is used as extensively as it is.

Winning driver trust

Fitting a camera in a cab is a technical task. Getting a driver to welcome it is not. There was resistance at DHL Supply Chain Uganda, and it was understandable. "At first, drivers were not comfortable," said Zachary. "That's natural."

The team chose education and communication over enforcement and framed the technology around its intended purpose. "We explained, this is not about punishment. This is about protecting you," said Zachary. The message drivers received was deliberately personal: when you drive, remember who is waiting for you at home. That framing fit naturally with the mirror on the wall and the safety culture already in place.

The shift was decisive. Drivers are now more engaged, safety conversations happen before incidents rather than after, and the technology is understood to work on the driver's behalf. "They now understand," said Zachary, "the system is there for them."



Results

The operational change was clear. Once the operations team could see what was happening and support decisions with evidence, conversations shifted from dispute to coaching.

DHL Supply Chain Uganda reports a reduction of more than 95% in unsafe driving behaviors. Real-time feedback and coaching replaced after-the-fact discussions, and driver performance is now assessed against the same global DHL safety benchmarks that apply across the group. "Today, we've dramatically reduced behavioral risks," said Zachary. "The system allows us to engage drivers with real data."

Incident management is where the difference is most visible. Investigations that once relied on manual work and conflicting accounts now begin with video evidence and tracking data.

Accountability is clear, decisions are faster, and the business is better positioned to meet its legal and statutory obligations.

"What changed is simple. We now know. We don't guess anymore."

Zachary Mukwaya
General Manager, DHL Supply Chain Uganda

Better safety performance delivered a financial return that did not require a separate business case. DHL Supply Chain Uganda has achieved up to a 20% reduction in insurance premiums. "Because we've improved safety standards, insurers recognize the reduced risk," Zachary said. "That translates directly into cost savings."

Adoption has been unusually high. DHL Supply Chain Uganda is using most of the system's capabilities, sustained by internal ownership, daily monitoring, and continuous performance tracking. "We are now using over 95% of the system's capabilities," said Zachary. "That's where the real value comes from."

Visibility into how vehicles and drivers are actually being used has also improved driver utilization and rest time, which in turn supports better fatigue management across the operation.



In summary, the implementation has delivered:

Improved road safety and driver behavior:



- Over 95% reduction in unsafe driving behaviors, reported by the customer
- Real-time feedback and coaching based on recorded data rather than recollection
- Alignment with global DHL safety benchmarks
- Better driver utilization and rest time, improving overall fatigue management

Faster, evidence-based incident management:



- Immediate access to video and tracking data
- Clear accountability in place of conflicting accounts
- Faster and more accurate operational decisions
- Stronger compliance with legal and statutory requirements

Measurable cost savings:



- Up to 20% reduction in insurance premiums

High system adoption:



- More than 95% of the system's capabilities in active use
- A dedicated in-house resource managing daily monitoring and reporting



The road ahead

Ask Zachary how he describes Powerfleet, and the answer comes without hesitation: a partner. The distinction rests on dedicated account management, responsive technical support, and ongoing optimization of the system as the operation evolves. "They don't just give you a system," he said. "They work with you to make sure it delivers value." For an operation that has embedded fleet data into daily decision-making, that responsiveness is not a nice-to-have. It is the difference between a system that is used and one that is merely tolerated.

What began as a safety initiative now shapes broader decisions. Recruitment has shifted towards people who can work with technology rather than experience alone. Planning is more accurate. AI-driven insights, potential expansion into warehouse and asset tracking, and replication of the model elsewhere in the region are under consideration, and other operations across East Africa are already looking at what Uganda has built.

The underlying principle has not changed since the first camera was installed. A fleet you cannot see is a fleet you cannot manage, and a driver you cannot coach with facts is a driver you can only argue with.



95%+

Unsafe driving
behavior reduction



Up to
20%

Insurance
premium reduction



95%+

System capabilities
in active use



53

Vehicles covered,
scalable to
outsourced capacity

66

**Powerfleet is not just a
service provider. They
are a strategic partner."**

Zachary Mukwaya
General Manager, DHL Supply Chain Uganda