

CUSTOMER CASE STUDY

Leading metal stockholder cuts crash liability by 60% with Powerfleet's AI-powered video solution

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR) 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 by ingesting, harmonizing, and integrating data from any source and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and our commitment to innovation; our people-centric approach empowers our customers to realize impactful, sustained business improvement. Powerfleet serves over 2.9 million subscribers across more than 50,000 enterprise and mid-market customers in 120 countries, with commercial operations in every major continent.

REGIONS

European and North American markets

BUSINESS & INDUSTRY

Metal stockholder and distributor / Transport & Logistics

TOTAL FLEET SIZE & CONNECTED VEHICLES

110 / 110

VEHICLE TYPES

Trucks

CUSTOMER INCEPTION DATE & SUBSCRIPTION

2007 / On-Road IoT with RIBAS Display and AI-powered video solution

AIMS

Obtain evidence for post-crash analysis, reduce the cost of false insurance claims

RESULTS

100% return on investment, reduction in liability claims, reduction in insurance premiums



The problem with trucks

For fleets operating trucks, managing insurance claims can be difficult. In many instances where an incident occurs between a truck and a smaller vehicle, the truck usually bears liability for damages without hard evidence to the contrary.

The company we are focusing on in this case study is one of the largest mill-independent multi-metal stockholders and distributors, as well as a key member of a leading distributor of steel and metal products in both European and North American markets.

The company operates across 11 depots with a fleet of 100 trucks. As an existing customer already using On-Road IoT and the RIBAS Display in-cab driving aid, the company had become

increasingly proactive in maximizing business efficiency. Admitting liability for incidents it was not at fault for was costly and frustrating for both the company and its insurer.

The company wanted to take control of the situation and wasted no time in approaching Powerfleet about its **AI-powered video solution** — an in-cab video system featuring driver- and road-facing dual-view cameras.

The company added the solution to its entire fleet of more than 100 vehicles and synced the cameras with its existing On-Road IoT account. The implementation was fully supported by the company's insurer, which agreed to contribute to the costs.

Driver acceptance the key to success

When the cameras were first installed, there was resistance from company drivers who didn't want to be "filmed inside the cab."

Powerfleet designed customized driver brochures to address their concerns, helping to bring wary drivers on board.

This caution or mistrust was likely due to drivers not realizing that, although the cameras continuously record while the vehicle is running, the footage itself is not displayed as a live stream anywhere.

Recorded footage is transmitted only on request after a vehicle has finished its trip, and only if there is a valid reason, such as an incident or a recorded event trigger. Only then is the footage accessed via the web portal.

Once drivers had a better understanding of the system, the footage became a fundamental part of driver training initiatives, not only to maintain acceptance but also to coach drivers through real-life scenarios. It also began to have a positive impact on drivers' overall attitudes toward work-related driving.



Getting out what you put in

Thanks to effective management on the company's side and support from the Powerfleet Customer Response Center, the company began benefiting from the AI-powered video solution just four months after installation.

Not only were all up-front costs recovered through savings, but the company proved its drivers were not liable in 6 out of 10 claims.

In a personal injury case against the company, the solution helped refute the claimant's allegations, saving the company more than \$12,000 in damages.

The fleet manager at the company admits that without the AI-powered video solution, the company would likely have had to accept liability in all 10 cases. But success did not happen by itself. The company had to make a concerted effort to manage its data.

The team knew how important it was to allocate the right amount of time and management to achieve the best results. The AI-powered video solution may continuously record data, but if it is not requested within 72 hours, it is automatically overwritten by fresh recordings.

The company's fleet operator has done a brilliant job of ensuring that all incidents are addressed within 24 to 48 hours, leaving no room for error.

He has said that when it comes to fleet management, you get out what you put in. In other words, you don't achieve savings and ROI without allocating the right resources. The system has proven invaluable to the company, which looks forward to a 10% reduction in its insurance premium.

RESULTS ACHIEVED OVER 4 MONTHS



100%

of up-front costs made back in savings



60%

reduction in crash liability



10%

reduction in insurance premiums



The support we have received from the Powerfleet Customer Response Center has been outstanding. I would highly recommend them to others as a telematics supplier."

— Fleet Manager