

CUSTOMER CASE STUDY



Swala Logistics and Powerfleet: Turning fleet data into safer operations

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.

Learn more at www.powerfleet.com

CUSTOMER

Swala Logistics

REGION

Democratic Republic of the Congo

INDUSTRY

Road fuel distribution, general cargo and rail logistics.

TOTAL FLEET SIZE

191 assets

VEHICLE TYPES

Fuel tankers, heavy commercial vehicles, locomotives and material-handling equipment, including forklifts and container lifters.

GEOGRAPHICAL SPREAD

Lubumbashi and routes serving mines and service stations in the DRC

CUSTOMER SINCE

2016

PRODUCTS DEPLOYED

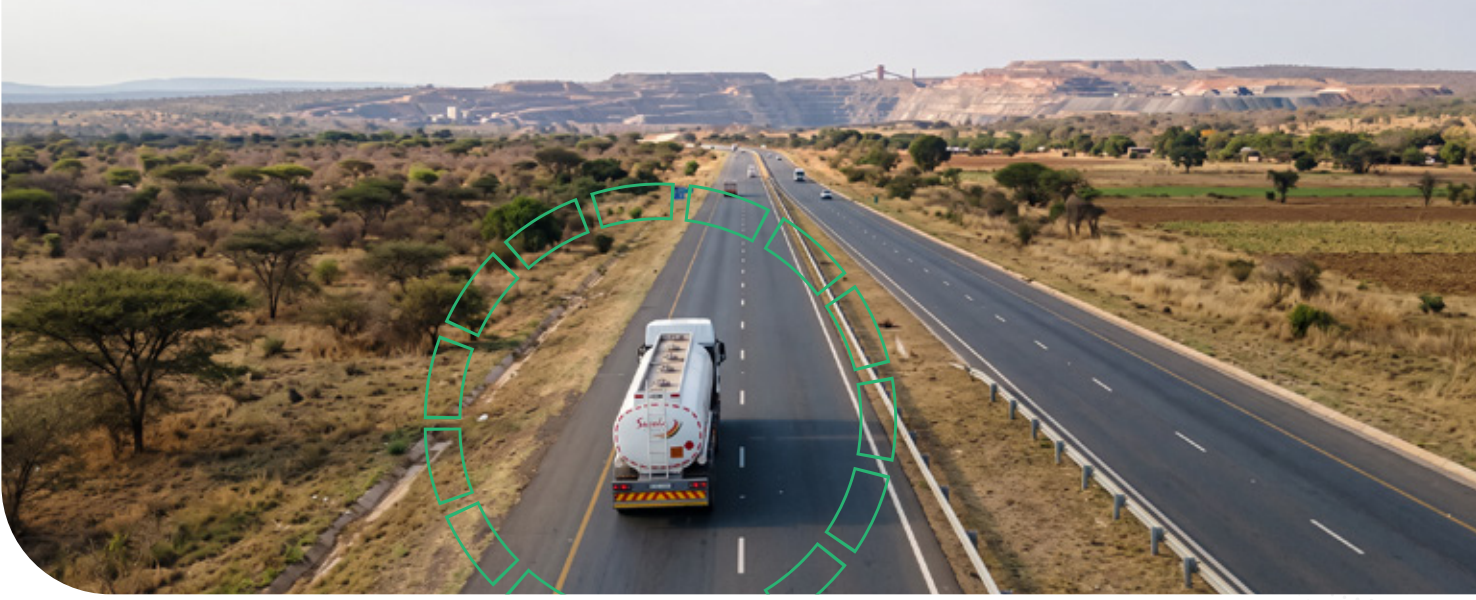
MiX 4000, VisionAI Enterprise (AD Plus 2.0), and Blue Tag Driver Identification

AIMS

Replace manual capture with reliable fleet data, identify unsafe or inefficient driving, support fair investigations, and strengthen driver coaching

RESULTS

Faster, evidence-based incident analysis; targeted driver coaching; monthly driver scorecards; fewer than 10% of assessed drivers currently fall below the required standard, according to Swala's internal monthly driver performance scorecards.



Background

Swala Logistics transports fuel between Lubumbashi, mines, and service stations in the Democratic Republic of the Congo. Its vehicles operate daily on demanding routes where long distances, busy single-lane roads, and heavy truck traffic increase safety risks and make reliable evidence critical after an incident.

The company has worked with Powerfleet for more than a decade, integrating MiX 4000, Blue Tag Driver Identification, and VisionAI Enterprise (AD Plus 2.0) into its own reporting and management processes. Swala Rail Solutions, its dedicated rail division, also uses MiX 4000 for locomotive positioning.



The challenge

Swala needed more than vehicle location. It wanted reliable operational data to replace manual data capture, identify unsafe or inefficient driving, support fair investigations, and give managers a practical basis for coaching and corrective action.

Without an objective record, incident reviews could rely on interviews, conflicting accounts, and manually recorded distance and fuel data. The business also needed to link each journey and driving event to the person behind the wheel, especially when different drivers used the same vehicle.

The solution

Swala combines three Powerfleet capabilities with its internal analytics, driver scorecards, and review procedures. Together, these capabilities provide the business with a consistent record of each journey, link events to the authorized driver, and add visual context when video is available.

VisionAI Enterprise (AD Plus 2.0)



VisionAI Enterprise (AD Plus 2.0) adds road-facing and cab-facing video to help Swala understand what happened around the vehicle and inside the cab. The company is progressively rolling out the solution to newer vehicles as it renews the fleet.

During incident investigations, video evidence enabled Swala and the relevant authorities to objectively assess the circumstances and establish an evidence-based understanding of events.

The evidence also supported the timely release of drivers and vehicles once the circumstances were clarified.

MiX 4000



MiX 4000 records where vehicles travel, the distances covered, and the events generated during each journey.

Swala uses this data to review speeding, harsh braking, harsh acceleration, unauthorized or after-hours movement, and fuel-consumption exceptions. The team can compare actual distance traveled with fuel information and driver behavior to identify abnormal patterns, investigate possible misuse, and focus on the journeys or drivers that require action.

Swala Rail Solutions also uses MiX 4000 to provide visibility across the rail fleet, with additional capabilities being explored as operational requirements develop.

Blue Tag Driver Identification



Each driver uses a unique Blue Tag, linking vehicle activity and recorded events to an identifiable person rather than to the truck alone. This supports fair monthly scorecards, targeted coaching, incident investigations, and controlled vehicle access.

In one incident, the Blue Tag remained with the authorized driver while the vehicle was being held. Because unauthorized people did not have the tag, they could not start the vehicle before Swala gained access and retrieved the evidence.



From data to daily decisions

Swala does not treat fleet technology as a passive tracking tool. Previous-day events are reviewed each morning; other reports are produced weekly and monthly; and driver histories are examined when an event or incident requires deeper investigation. Swala's teams review operational and driver-performance reports daily, weekly, and monthly, enabling emerging trends and higher-risk behaviors to be identified and addressed promptly. Without the system, the team said it would be difficult even to know where to begin.

The data supports regular operational reviews, safety discussions, and training. Drivers can be shown events or footage relevant to their performance. High-risk or inefficient behavior can be addressed through targeted coaching, while repeated issues can be escalated through a structured human resources process. Strong performance can also be recognized.



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You can have the best system in the world, but if you do not have a good relationship with the people behind it, you will never get the best from that system."

Sifiso Ndhlukula
Managing Director, Swala Logistics

Video evidence supports fair investigations

In one anonymized incident, two motorcycles collided near a Swala vehicle. The truck was held while the circumstances were examined. Once Swala gained access to the vehicle and reviewed the onboard footage, the recording provided the authorities with an objective sequence of events. It showed how the motorcycles collided in relation to the truck, supporting the release of the driver and vehicle.

In another case, footage showed a driver pausing to check the road before entering it, while a motorcycle approached after the truck had begun moving into the roadway. The driver voluntarily disclosed that he had carried an unauthorized passenger and covered the in-cab camera. Swala treated those matters as separate policy breaches, investigated them, and took corrective action under its internal procedures. The examples demonstrate a central principle of Swala's program: objective evidence can support a fair assessment of an incident while also identifying separate breaches of company policy that require investigation and corrective action.

A driver program built around improvement

The introduction of cameras initially met resistance from drivers and employee representatives. Management addressed this directly, explaining that the cameras were intended to protect both drivers and the company. Real incident footage helped drivers see how objective evidence could support them.

Drivers meet regularly with operations, and relevant video is used in safety conversations. Monthly scorecards make performance visible. A staged process gives an underperforming driver the opportunity to improve through coaching, warnings, and retraining before escalation to human resources. Strong performance can also be recognized, including annual recognition for the best driver.

One driver had remained among the lowest performers for several months, with fuel-consumption and driving-behavior issues. Management reviewed the specific gaps with him and set a three-month improvement period. With focused attention, he moved out of the bottom-performing group and improved his overall performance.

The data was used to change behavior, not merely to document failure.



Results

Swala has built a consistent, evidence-based approach to fleet safety and performance. The reported operational outcomes include:



A consistent view of speeding, harsh braking, harsh acceleration, after-hours movement, and fuel-consumption exceptions.



Faster, more defensible incident analysis using vehicle data and video evidence.



Targeted coaching and retraining based on each driver's recorded behavior.



A transparent monthly scorecard that identifies high performers and drivers who need support.



Stronger collaboration among fleet management, operations, road safety, training, and human resources.



According to Swala's internal monthly driver performance scorecards, fewer than 10% of assessed drivers currently fall below the required standard.



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Why Powerfleet

Swala's decision to work with Powerfleet was based on the technology and the relationship behind it. Sifiso Ndhlukula had used Powerfleet solutions in a previous role and understood the operational value they could deliver. That experience gave him the confidence to select Powerfleet and to build the deployment around Swala's fleet-management priorities.

For over a decade, Swala has worked closely with Powerfleet and its local partner to address operational requirements, resolve challenges, and explore practical solutions for the business. Direct access to a responsive team allows Swala to discuss new requirements, assess the available capabilities, and identify a practical way forward.

Swala selects data and reports relevant to each operational requirement rather than using every available report. This focused approach has transformed the platform from a vehicle-tracking system into an operational management tool for incident investigation, fuel-consumption analysis, driver scoring, coaching, and better-informed decisions.

A powerful, highly sophisticated vehicle will not deliver its maximum torque, comfort, or safety simply because you own it. You must know the vehicle, understand its systems, and use its capabilities properly. We take the same approach to Powerfleet: we know the platform, work with it every day and, in a sense, live and breathe it. This allows us to obtain the operational information we need. When particular data or functionality is not readily available, we work closely with the Powerfleet team to explore how it can be developed or obtained."

Sifiso Ndhlukula
Managing Director, Swala Logistics



A safer, more accountable operation

Powerfleet's fleet and video data help Swala and the relevant authorities understand what happened on the road. Its driver program determines what happens next. Together, these capabilities support fair incident assessment, reinforce accountability when rules are breached, and create a structured path from poor performance to measurable improvement.