2018
TOP TRENDS IN TRUCKING

INTRODUCTION

I wake up every day focused on building new ways to ensure drivers come home safely to their families. But, I'm not the only one. The entire team at SmartDrive is passionate about breaking new ground in transportation safety and analytics. As an industry innovator, we are very excited to offer our perspective on the trends that are influencing the state of the trucking industry in 2018:

1 **2018: The Year "Smart" Video Becomes the New Norm.**

2 **It's Going to Take More than Technology to Make the Driver and Truck Safer.**

3 **The Time is Now for Data and Hardware Convergence.**

4 **Leading Fleets Will Transition From Data Analytics to Collective Intelligence.**

5 **Fleets Must Embrace the Complexity of the Future or Fall Behind.**

I invite you to familiarize yourself with the following trends and consider:

- How can you take advantage of these trends to differentiate your fleet from those who aren't?
- How can you use this insight to remain competitive in a changing market?
- What changes can you make today to ensure you're not caught off guard when changes occur?

Let us know what trends you're seeing and if they align with ours. We built SmartDrive on a promise of open communication and look forward to working with you in 2018.
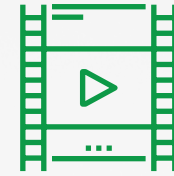
Ray Ghanbari
CTO

2018: THE YEAR "SMART" VIDEO BECOMES THE NEW NORM.

How do you understand the interplay between driver, vehicle and the environment?

As we begin 2018, the deployment of Smart Video is set to boom, with this leading edge technology enabling fleets to lower collisions, improve driver performance and optimize operations.

Only Smart Video puts the power of computer vision, with artificial intelligence, to work for fleets and enables them to understand – in real time – what is working and what is not, while developing a deeper understanding of the interplay between driver, vehicle and the environment. With this heightened situational awareness, fleets can take immediate action on contextual insights that are more prescriptive and more effective.

Customer Success Story
SmartDrive Delivers More Protection, More Insight and More Savings

IT'S GOING TO TAKE MORE THAN TECHNOLOGY TO MAKE THE DRIVER AND TRUCK SAFER.

How does ADAS impact, not only your role in the supply chain, but also the role of your drivers?

Advanced driver assist systems (ADAS) and autonomous technologies will not only impact a fleet's role in the supply chain, but also the role of the driver. To maximize their investment and ensure they can respond to the accelerated pace of innovation, fleets need to consider the flexibility of the technology platform they're investing in today. Fleets that get locked into a choice based upon today's transportation environment will find themselves left behind.

Furthermore, to prove the value of ADAS investments, fleets need to understand how their drivers are engaging with the technology and if it is performing as expected. Video intelligence and sensor fusion (combining sensory data from disparate sources, such as fuel, posted speed and distracted driving) provide the essential metrics that enable real-time feedback to improve performance – whether it's from the driver, the technology or the vehicle. Using the metrics, fleets can improve driver productivity and see a reduction in the number and severity of accidents and greatly improve fuel economy.

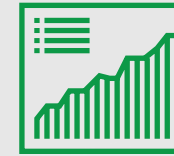**Article**
How One Trucking Firm is Preparing Drivers for an Autonomous Future

THE TIME IS NOW FOR DATA AND HARDWARE CONVERGENCE.

How do you derive insights from the data created from the multitude of connected devices?

As emerging technologies create added devices on trucks, device convergence is inevitable. But, it's not just about the hardware or the "promised land" of a single box. An information flood coming from these "connected" devices reinforces the challenge of how to derive valuable insights from the data. Since most in-vehicle devices weren't designed with interoperability in mind, the data silo problem will only get worse.

An open and connected platform ensures that true convergence can occur – across technology, data and services – allowing fleet managers to seamlessly integrate and obtain a holistic view of the vehicle, driver and operational performance. The result is a converged infrastructure that reduces Total Cost of Ownership, minimizes interoperability issues between in-vehicle devices and opens up new frontiers for data-driven decision-making.

Infographic
Transportation Intelligence

LEADING FLEETS WILL TRANSITION FROM DATA ANALYTICS TO COLLECTIVE INTELLIGENCE.

How do you leverage the power of Collective Intelligence across your organization so you can take action on the data provided?

All fleets are not created equal. But, fleets of every size can gain competitive advantage by harnessing the value of their data and unlocking insights that lead to net new opportunities and improved business outcomes. On its own, technology does not deliver results. If a fleet can't access, analyze or quickly take action on its data, it will not realize the full value of its investment. By obtaining access to "smart" video and contextual data about the Human + Machine + Environment, the best-run fleets will effectively leverage the power of Collective Intelligence – the shared intelligence that emerges from collaboration within a fleet's network – across their organizations.

From drivers to managers, to directors to executives, everyone will have access to actionable data. Driving performance management solutions will level the playing field for fleets of every size by democratizing access to safety, fuel consumption and driver productivity data. Those who master the use of it will be tomorrow's leaders; those who don't, will be left behind.

Article
Driver Scoring: Advanced Tech Helps Cypress Truck Lines Keep it Simple

FLEETS MUST EMBRACE THE COMPLEXITY OF THE FUTURE OR FALL BEHIND.

How do you work in an evolutionary business environment that gets more complicated every day?

Today's fleet manager worries about driver shortages, rising fuel and maintenance costs, increased litigation and insurance premiums, and a highly charged competitive marketplace. Now, add in industry consolidation, the promise of autonomous vehicles, last-mile delivery, block chain technology, increased capital costs and new players disrupting the business model. The result is an evolutionary business environment that will only get more complicated.

With new challenges in a complex environment, it's imperative that fleet managers get information that quickly answers today's questions, while providing the foundation for tomorrow's evolution. Smart fleets that take advantage of smart video technology and analytics will get answers to tough business questions, mitigate risk and develop a strategic response to new business needs.

SMARTDRIVE®

SmartDrive Systems, the recipient of Frost & Sullivan's Customer Value Leadership Award for Video Safety Solutions, gives fleets and drivers unprecedented driving performance insight and analysis, helping save fuel, expenses and lives. Its video analysis, predictive analytics and personalized performance program help fleets improve driving skills, lower operating costs and deliver significant ROI. With an easy-to-use managed service, fleets and drivers can access and self-manage driving performance anytime, anywhere. The company, which is ranked as one of the fastest growing companies by Deloitte's Technology Fast 500™, has compiled the world's largest storehouse of more than 200 million analyzed risky-driving events. SmartDrive Systems is based in San Diego, and employs over 650 people worldwide.

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