

# SIGNAL» AHEAD

Michael N. Ferrara, Jr.  
Sr. Vice President

## » FleetRisk Advisors

- 50 years combined transportation and safety experience.
- Market leader in predictive analytics.
- Domain expertise in core fleet safety programs.
- Our client base:
  - Large and Small commercial fleets
  - Large and Small trucking fleets
  - Fortune 50, 100, 500 companies



## Customers

- Dupre'
- C.R. England
- Maverick
- Averitt
- Roehl
- Waggoners
- Service Master
- Johnson & Johnson
- Coca Cola Consolidated
- Kellogg
- A.B. Dick (VideoJet)
- Johnson Diversey
- Astra Zeneca
- Owens Corning

FleetRisk  
Advisors

## Change our Mindset

- Change from:
  - *What happened?*
  - *How many and where?*
  - *What do we think the problem is?*
  - *What do you think we should do about it?*
  - *What's the worst that can happen?*
- Change to:
  - *Why is this happening?*
  - *What does our data really say?*
  - *What will happen next?*
  - *How do we stop it from happening?*
  - *What's the best that can happen?*

FleetRisk  
Advisors

## What if.....

- Every 28-90 days you knew which drivers were most likely to have an event, or type of event, with a 75-95% accuracy rate before they happen?
- What if I told you that the driver does not have to go online, fill out any forms, take any tests or submit any personal data that would violate any company policy or privacy regulations?
- What if you knew whether it was a personal, professional or skill issue that was impacting the driver.
- What if there was an intelligent intervention system that could effectively manage the issue?

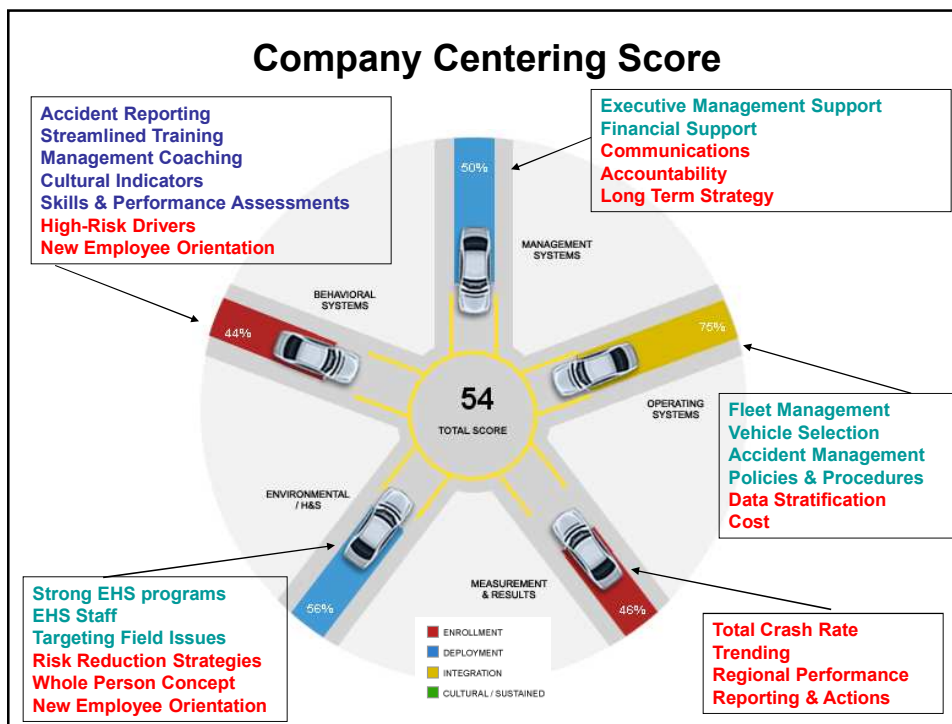
FleetRisk  
Advisors

## Robust Vehicle Safety Programs are a balance of....

- Management Systems
- Operating Systems
- Behavioral Systems
- Measurements & Results
- Environmental, Health & Safety

*Organizations must provide a core safety program approach and effectively manage their high-risk population.*

FleetRisk  
Advisors



## However, what we see....

- A very heavy emphasis on training everyone and then train everyone again.
- Policies that are not consistently enforced.
- Limited involvement between manager and driver.
- Not usually linked to company KPI or individual's performance review.
- Looking for the silver bullet through technology.
- And when it comes to high-risk drivers....

## Identifying high-risk drivers....

- Determination made based on 3 years worth of past events.
- Assign a weighted point system in an effort to identify higher risk individuals.
- Conducted at time of hire and once a year thereafter.
- Re-cycle people through a training program.
- Difficulty in clearly correlating current % of high-risk driver and % of accident rate.


FleetRisk  
Advisors

## Modeling to identify high-risk drivers....

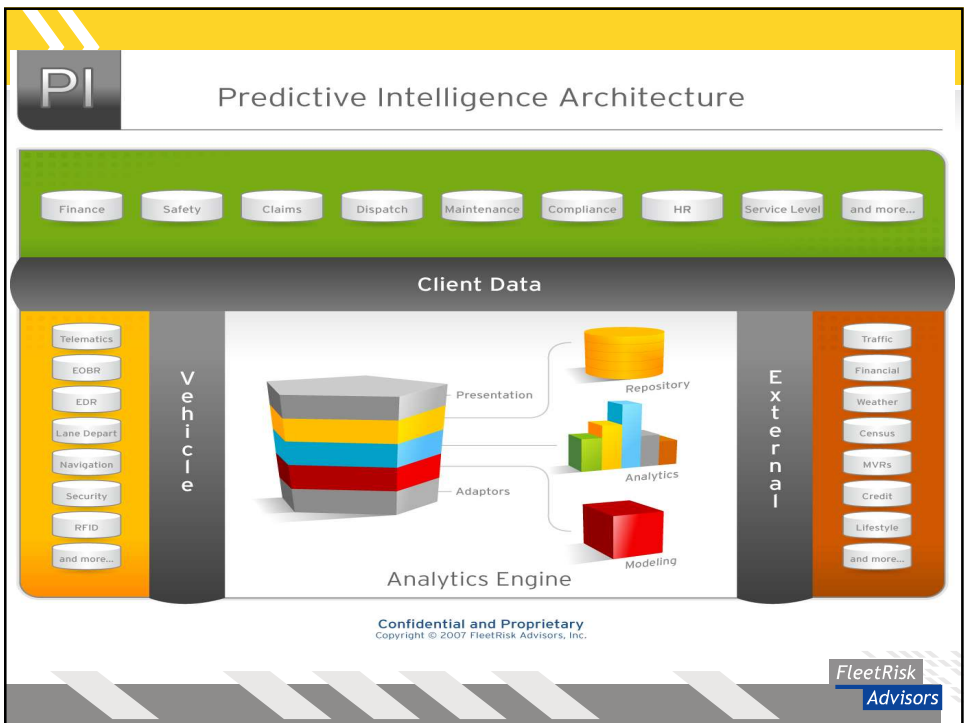
- Identify driver before event occurs.
- Points and weighting don't really matter since you are using a sophisticated system to identify these before they occur.
- The model tells you who is high-risk daily for fatigue and every 28 days for accidents.
- The model can target they type of event.
- Intelligent intervention strategy that not only tells you what to do, but also if it worked.

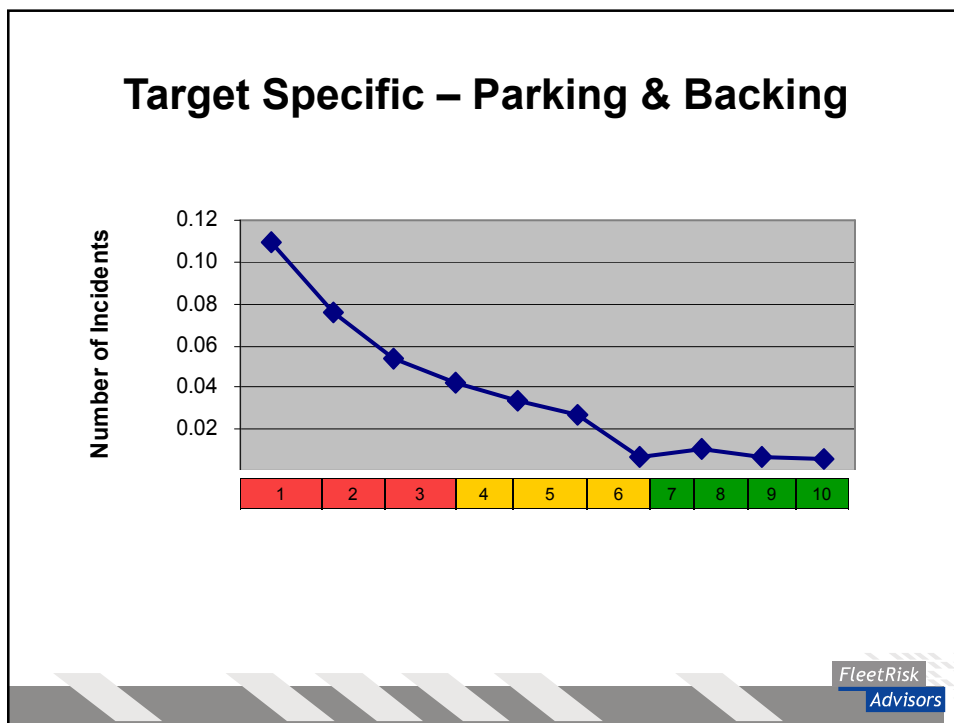
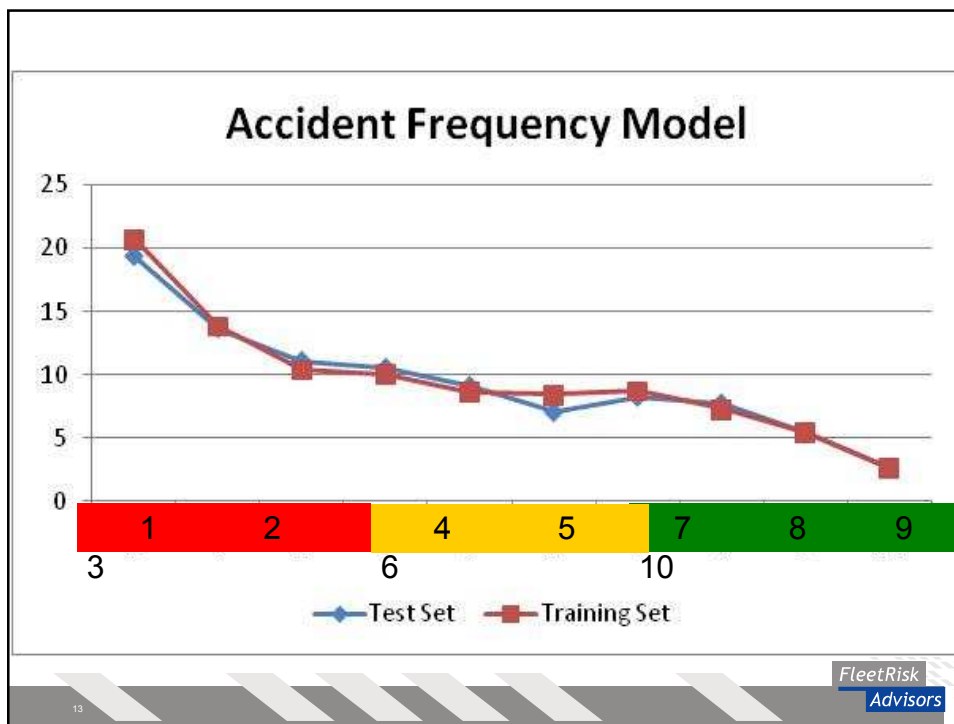
FleetRisk  
Advisors

# »» Modeling Process



FleetRisk  
Advisors





## Models and Predictors

- » **Over The Road Carrier**
  - Trip Distance variability
  - Net Payroll amount
  - Age of Vehicles
  - % of training done on time
- » **Gasoline Hauler**
  - Fatigue Score
  - Hard Brakes
  - Idle Time
  - Monthly average speed
- » **Commercial Fleet**
  - Years Driving Experience
  - Vehicle age
  - Sales performance
  - Zip code
- » **Retention**
  - » Service Failures
  - » Monthly payroll amount
  - » Take home percentage of pay
  - » Total miles prior 6 months
- » **Recruiting**
  - » Avg. number prior employers
  - » Longest prior tenure
  - » Count of W/C claims

FleetRisk Advisors

## Intervention Strategy

FleetRisk Advisors

## A typical scenario.....

You receive a report that your driver was involved in a collision. The driver was speeding and lost control of the vehicle and struck a pole. The driver lost control and then overcorrected, causing the vehicle to rollover.



FleetRisk  
Advisors

### Michael Waltrip rolls SUV, is charged with leaving scene of accident

Posted on Wednesday, April 11, 2007 at 12:04 | Driving

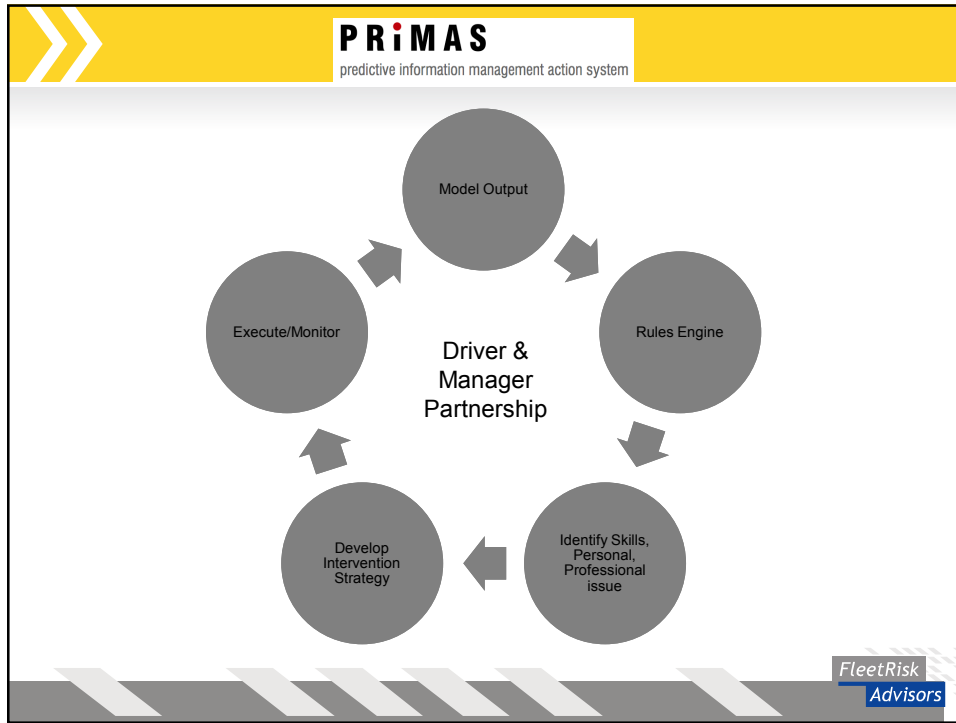
Embattled NASCAR star Michael Waltrip has some new problems on his plate. According to Yahoo Sports, he has been charged with reckless driving and failing to report an accident. The charges resulted from an incident over the weekend where Waltrip's Toyota Land Cruiser hit a telephone pole and rolled over about a mile from his house. He apparently fell asleep at the wheel, crashed and then walked home early Saturday morning.

Police discovered the wrecked SUV and then tracked down the two-time Daytona 500 winner at his home, where he was quoted as saying he was embarrassed but glad he was unhurt in the incident. Police reported finding blood at the scene, but Waltrip apparently suffered only minor cuts and abrasions. According to the authorities, they saw the SUV on its side, traced the plates and realized it was Waltrip's vehicle.



Waltrip's first season as a car owner running Toyotas in NASCAR has been a difficult one, to say the least. Illegal fuel additives found in his engine during the

FleetRisk  
Advisors



**Customized Application**

Hello Ed | [Log out](#)

Home **Kellogg's** Ed Kelly Manager [Edit Profile](#)

Home Resources Tracking & Reporting Admin Support

Skills & Performance Assessment **NOT VIEWED**

Current SPOTr **COMPLETED**

Perception Assessment **COMPLETED**

ORBIT **INCOMPLETE**

Training & Certification **COMPLETED**

Accident/Incident Report **SUBMIT**

TheDrivingCenter Copyright ©2008 The Driving Center Online. All rights reserved.

## It is evolving into a neural network....

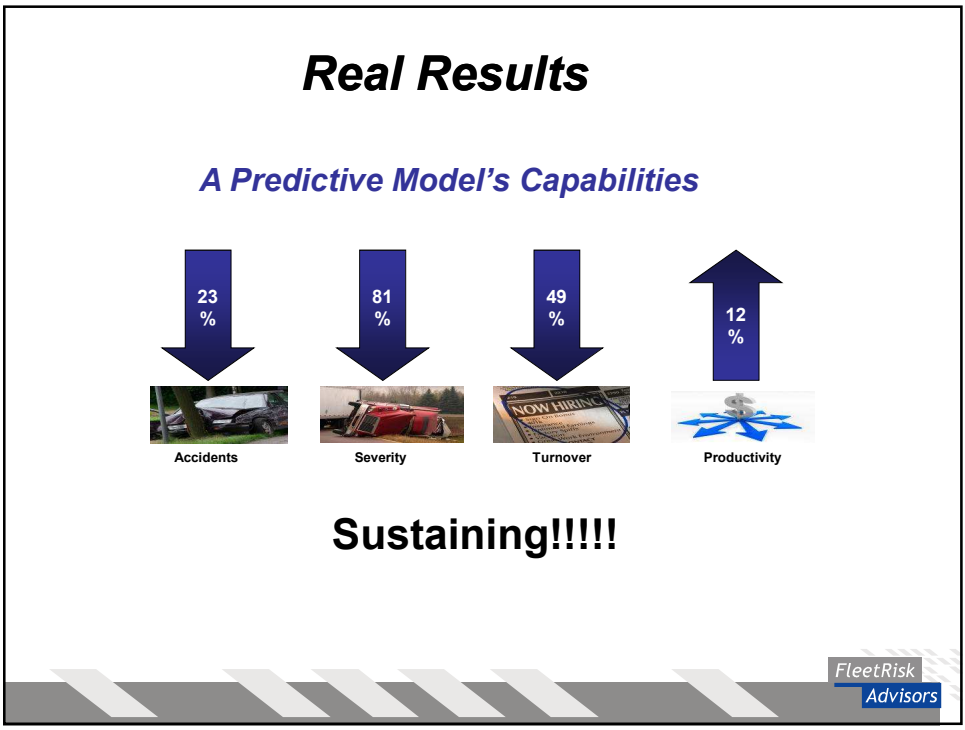
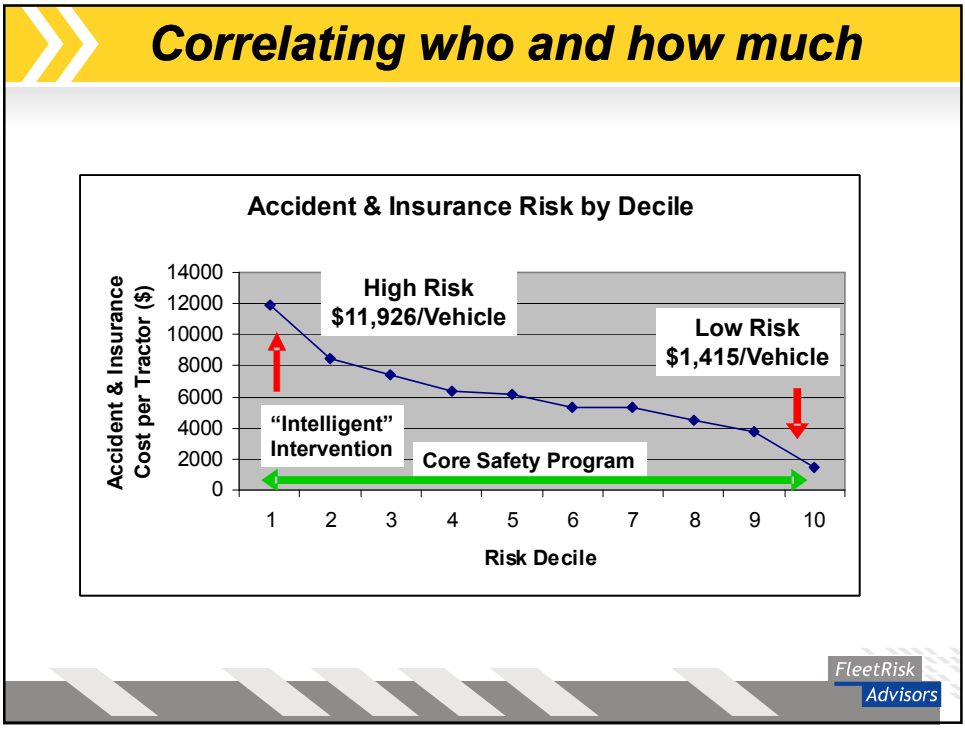
- The model and intervention strategy learns from itself.
- With every each additional input, the system becomes smarter and offers a more targeted approach for intervention.
- Some of our clients have dramatically reduced the number of interventions that try.

FleetRisk  
Advisors



***Results***

FleetRisk  
Advisors



## ***FleetRisk Advisors***



FleetRisk  
Advisors