



# Buyer's Guide

FIELD SERVICE VIDEO—TELEMATICS SOLUTIONS

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# Who Is This Guide For?

This buyer's guide has been created to help field services companies navigate a complex landscape of emerging video-telematics solutions and the next-gen technologies, feature-sets, and best practices they comprise.

Field services organizations include a broad swath of value-added companies responsible for installing, repairing, and maintaining customer equipment and systems "in the field". The corrective, preventive, and proactive services provided by companies, like yours, are indispensable in supporting a healthy economy. Whether you run an HVAC, plumbing, utilities, construction, landscaping, telecommunications, or pest management outfit, keeping your driver-techs safe, connected, and on task is priority one.

Primarily, this guide focuses on the needs of driver-techs and fleet operations managers interested in tapping into the many benefits of cloud-connected video telematics solutions.

Whether you're planning on replacing or upgrading your current telematics solution or installing a new one, this guide offers valuable insights into next-gen capabilities and features common to a new breed of AI-powered telematics and in-cabin video technologies.



# Real-world Benefits Delivered by Next-Gen Telematic Solutions

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Modern video-telematics solutions can greatly improve safety for driver-techs over the course of your everyday business tasks. Real-time solutions that support in-cabin video cameras can alert them to how they are driving, to unsafe road conditions, and more. This safety-first focus is good news for you—it means that your company will operate at lower risk, pay lower insurance rates, and face less liabilities from accidents.

A new breed of connected video-enabled telematics solutions is emerging powered by AI technologies, machine learning, and 4G LTE real-time connectivity. These solutions can help achieve safety while driving. A total telematics system—one that combines both GPS information and video data to deliver a best-in-class experience—also simplifies day-to-day workflows, and leads to happy driver-techs committed to safe driving behavior and unequalled customer service.

## A New Level of Safety

The key elements of any telematics solution work together to enable driver-techs to avoid accidents in the course of their everyday work. With a robust machine vision and artificial intelligence (MV+AI) system, in-cabin video cameras alert drivers to possible collisions and unsafe driving behaviors.

Telematics solutions and in-cabin cameras can highlight poor driving behaviors, such as harsh cornering, rapid acceleration, and sharp braking. Real-time AI software, unobtrusive in-cabin feedback displays, and meaningful driver scores provide the positive reinforcement driver-techs need by warning them of impending road conditions while offering corrective guidance when they are engaged in unsafe driving. These advances empower driver-techs with tools which promote contextualized safe-driving practices based on local traffic conditions, vehicle type, and even local weather conditions.

This improves not just your safety on the road, but overall public safety, creating a situation in line with your company's goals. Aligning driver motivation initiatives with key safety challenges will foster a culture of safety within your business, and help stimulate driver morale and loyalty.





**\$70,000**

is the average cost  
of a fleet vehicle  
accident.

## Securely Safeguarding Vehicles and Property

Modern telematics offer fleet managers real-time visibility into the location, activity, and status of vehicles on the road or in the yard. This increased visibility and tracking offers additional protection for both vehicles and high value equipment while on the job.

A real-time view of company vehicles optimizes workflow and can also help increase your company's revenue by decreasing fuel and maintenance costs, while GPS and location technology can enable a small fleet to serve a bigger customer base more efficiently.

## Cutting Operational Costs

Implementing updated software and hardware can reduce liability and losses for companies engaged in driving as part of their day-to-day business. Cutting loss is crucial for small companies running a fleet of vehicles, since the average cost of a fleet vehicle accident is approximately \$70,000. Anything that can lessen your risk of an accident can drastically reduce costs for businesses like yours that rely on vehicles to operate.



## Streamlining Workflows

Telematics can share real-time information and connect driver-techs in the field with the back office, customers, and equipment, allowing the entire workflow to be seamlessly connected. As digital tools become more affordable and capable and devices become smaller, companies can leverage them to optimize their fleet and workforce with real-time visibility and automation. Combining GPS, telematics data, and cloud computing enables field services companies to leverage powerful fleet management solutions on the fly including route optimization, vehicle utilization, and geofences to improve customer engagement.

## Efficiencies Through Connectivity

Ensuring that a vehicle's connectivity is up to date is a key element of any telematics solution, particularly as 3G networks are currently being shut down across the world. A good telematics system needs to support 4G LTE connectivity right out of the box.

Always-on connectivity also allows access to a wealth of diagnostic information on fuel consumption (or battery levels for emerging EVs) and offers your driver-techs up-to-the-minute task and positioning updates.

Smooth 4G support will be just one aspect that will aid you when choosing which video-telematics system to use to ensure that your company doesn't get left behind when adding or updating your telematics solution. Berg Insights estimated that the installed base of active video telematics systems in North America reached almost 1.6 million units in 2019, but largely in consumer vehicles. Despite the growth of video telematics in the U.S., less than 5% of commercial vehicles in North America currently have video-telematics installed. This presents an opportunity for companies to gain a competitive advantage by getting in the game now.



# Top Capabilities to Look for in a Best-of-Breed Telematics Solution

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A best-of-breed video-telematics solution should provide you with a system of in-cabin cameras to give you instant feedback on events both on the road and in the vehicle. AI software and sensors can provide driver and team ratings that offer fleet managers insight into your team's performance. A modern solution that can be rapidly installed and easily updated gives you peace-of-mind that you have the latest safety technology available. A modern telematics solution that combines AI and in-cabin cameras can give you feedback when the system detects that the driver is sleepy, or that there is a threat of collision or an accident on the road. Contextualized AI software that can understand and interact with people in multiple ways is a cornerstone of any contemporary telematics system. This type of software can deliver driver ranking indicators and report on factors like distracted driving, phone interruption, and more. Video-telematics systems that capture positive examples of driving present managers with opportunities to reward driver-techs for a job well done, which can be a valuable team-building experience.

## Ease of use

A modern telematics system should be easy to set up, effortless to implement and provision, and simple to use and maintain over the long haul. Top telematics solutions don't require you to log-in or register multiple times. They offer a seamless, unobtrusive interface for you to work with, while allowing you to focus on undertaking your day-to-day business.

## Rapid Onboarding

A telematics solution should be trouble-free to integrate existing hardware with new devices, leading to a system that is painless to keep up to date. Rapid and simplistic installation turn-around means your vehicles and driver-techs are back on the road quicker, generating revenue and delighting customers.

Increasing adoption of vehicle telematics, the IoT, and next-generation vehicle specific sensors means more real-time access to key metrics and insights than ever before. And developments such as Over-the-Air (OTA) device administration help make installations, maintenance, and updates of your video-telematics solutions easy and straightforward.



### Device, Connectivity, and Cloud Agnostic

Whether you are starting with a blank slate or planning an incremental technology implementation, your video-telematics solution should include all the components—devices, connectivity options, apps and cloud services—you need to meet your goals. The solution should be flexible enough to offer upgrade paths to a fully connected ecosystem of video-telematics technologies.

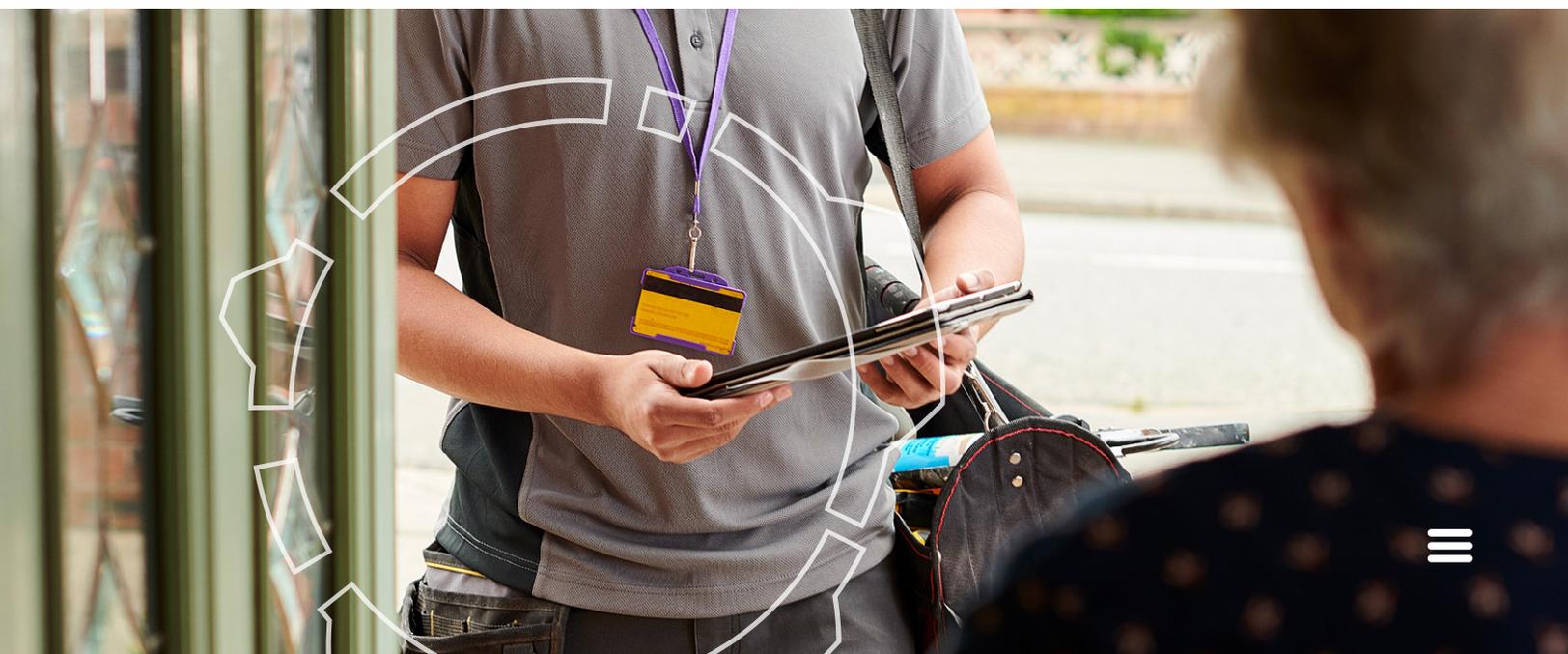
Modern telematics solutions should be adaptable, scalable, and capable of natively supporting upgraded future features like video. From dash-mounted cameras to Bluetooth® connectivity, your telematics system needs to be able to handle anything that the technological world throws at it.

### Smart Solutions

AI software offers a new perspective on the vehicles that make up a fleet, giving you much more real-world information than ever before. Systems that provide real-time access to AI metrics offer insight into a car's fuel usage and preventative maintenance status, as well as protecting the vehicle against theft and vandalism.

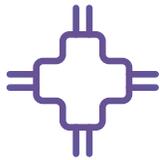
Driving data also comes into focus with AI, as in-car cameras can record if a driver-tech is smoking a cigarette or talking on a cellphone while driving, and score driver carelessness accordingly. The smart software can identify sudden acceleration, and can warn the driver-tech to road anomalies, such as bumps or traffic jams. Conversely, thanks to AI software, fleet managers can be notified about good driving habits of driver-techs, leading to benefits like lower insurance rates down the road.

By combining smart driving behavior experiences, real-time connected fleet management, and industry-centric AI the solution must be purpose-built around the needs of your driver-techs, customers, and bottom line.



# Top Features to Look for in Next-Gen Telematics Devices and Apps

When searching for a telematics solution, there are key elements that you should look for in modern software and devices. The ability to connect to the Cloud, get real-time in-cabin driving data, and record and save video at any time are just some of the critical features you should consider when buying—or upgrading—your video-telematics system.



Native end-to-end connectivity with leading cloud providers such as Amazon, Google, and Microsoft that allows you to access and store driving data at any time, and quickly reference information on the road.



Data security and encryption when connecting to cloud vendors. Local encryption offers you an additional layer of protection before accessing data.



A real-time driving feedback display that delivers motion data and informs you immediately through visual or audible signals, and allows for self-correction, so you can rectify any driving mishaps or faults instantaneously.



Fuel efficiency gained through time management using a driving feedback display that can report engine idle time, as well as monitor diagnostics, leading to more healthy vehicles in your fleet, however small.

## TOP FEATURES TO LOOK FOR IN NEXT-GEN TELEMATICS DEVICES AND APPS



Quick and easy installation (less than 5 minutes) and minimal configuration of hardware.



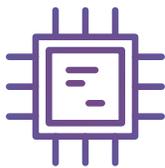
4G LTE connected devices to ensure continued connectivity as the 3G sunset continues.



A straightforward, modern, and ergonomic user interface (UI) that delivers real time information in an easy-to-understand manner while keeping your driver-techs focused on the road.



Video captures in-cabin and road-facing footage enables real time alerts and allows local and cloud video storage for driver-tech coaching and insurance claims.



Hardware that includes the latest performance driven octa-core processor that enables everyday devices to carry out more video-intensive tasks in less time, supports edge-data processing, eliminates bandwidth delays and enables real time computing.



Devices that can operate standalone or as an integrated part of a broader Fleet Management System (FMS)—you can use an FMS to help improve efficiency and increase visibility in your operations and help you stay in compliance with government regulations.



# The Wrap

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Your techs are on the frontline everyday working hard building and maintaining the world around us. Best-in-class telematics video-solutions are those which leverage the latest technologies to keep your driver-techs productive, motivated, and safe behind the wheel. Next-gen video-telematic solutions offer unified, connected fleet services, purpose-built to solve your unique safety, productivity, and sustainability challenges.

Leading video-telematics solutions put safety in the driving seat, giving you a much greater level of control over how you drive. It gives you more information on your vehicle's overall health and location while helping to safeguard your equipment assets. These solutions connect driver-techs in the field with the back office, customers, and equipment and share real-time information, allowing the entire workflow to be seamlessly connected. They help your company realize a lower insurance rate and save costs on managing your fleet.

Connected fleet management solutions combine the latest contextualized driver scoring, AI powered video-telematics, and an industry-centric UX resulting in happy safe drivers committed to exceed customer expectations.



# About Powerfleet®

## On-Demand Visibility, Intelligence, and Insights to Power Your Fleet

Powerfleet (NASDAQ: PWFL; TASE: PWFL) is a global leader of internet of things (IoT) software-as-a-service (SaaS) solutions that provides a single pane of glass to manage both fleets and assets in order to optimize utilization and maintenance, driver behavior, and fuel consumption, all delivered by a world-class customer success team.

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