

# Customer Case Study



Powerfleet Drives  
Holcim's Mission for  
**Safer Roads and a  
Greener Future**

## About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR; TASE: PWFL) 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, harmonisation, 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 realise impactful and sustained business improvement. The company is headquartered in New Jersey, United States, with offices around the globe.

### Customer

Holcim

### Regions

Worldwide (18 countries across the Middle East, Africa, EU and Asia Pacific)

### Industry

Construction

### Total Fleet Size

8,950

### Vehicle Types

Trucks

### Customer Since & Subscription

2018 | Before the Powerfleet and MiX Telematics merger in April 2024, the client used: MiX 4000 Premium, MiX Hours of Service and MiX Journey Management

### Customer Website

[www.holcim.com](http://www.holcim.com)



# Holcim Develops an **Award-Winning Safety Programme** and Strengthens its Commitment to **Sustainability** with the Help of **Powerfleet's Technology**

## Constructing a Better Future For All

Holcim is a global leader in sustainable building solutions, enabling the development of greener cities, smarter infrastructure and improved living standards. Sustainability is at the core of Holcim's business strategy. The company aims to become net-zero, utilising recycling to build more with less and driving a circular economy that uses industrial processes and economic activities that are restorative or regenerative by design.

As a forward-thinking organisation, Holcim has been utilising a telematics system for some time, achieving remarkable results in reaching and exceeding its safety targets. Holcim's Road Safety Programme has been singled out as one of the world's best examples and received international recognition with the Prince Michael International Road Safety Award in 2021, acknowledging its contribution to making roads across the world safer and cleaner.

As a valued telematics partner to Holcim, Powerfleet is proud to have been able to support and facilitate actionable intelligence derived from Holcim's fleet data. Holcim's access to telematics data has been instrumental in advancing its safety programme to its current level of excellence.

Furthermore, Powerfleet's global reach has provided Holcim's operations with consistent and reliable telematics data across 18 countries on three continents. The key driver that has contributed towards Holcim's successful safety programme has been effective driver monitoring; singling out risky driving events in real-time and providing Holcim's leadership with tailored reporting to effectively identify problem areas within their operations that pose a risk to their safety programme.

To achieve and maintain its success, Holcim needed to consolidate data from multiple countries and regions into clear, actionable reports for its customers. These reports enabled customers to make informed decisions while ensuring compliance with driving hours regulations across various jurisdictions.





## Scalable Solutions for Safety and Sustainability

After assessing Holcim's needs, Powerfleet implemented three main telematics solutions. MiX 4000 premium onboard computer is an in-vehicle monitoring system that was installed in 8,950 trucks across 18 countries. This system collects vital vehicle and driver data essential for making fleet-related decisions.

A specialised hours-of-service module supports the telematics hardware, helping Holcim manage driving hours to comply with important regulations and prevent fatigue-related accidents.

The comprehensive journey management solution offers an online process that plans and monitors journeys from initial planning through to approval and dispatch. It calculates risk ratings based on three key factors: driver qualities, operational environment, and asset utilisation.

Holcim also utilises Powerfleet's API connector to integrate these fleet management solutions with their existing technology, creating a seamless data flow experience. This integration provides access to real-time data feeds for monitoring fleet activities and movements.

The entire telematics ecosystem empowers Holcim to manage driver behaviour from one central Technical Assistance Centre and through regional control towers over a total of 2 billion kilometres per year.

**"Part of our road safety strategy is giving our drivers the knowledge to make the right decisions behind the wheel. Trustworthy IVMS data is essential to providing constructive feedback to them so that they can make the necessary changes while driving. Powerfleet has helped us with a standardised approach to data collection which has enabled us to improve our road safety performance globally."**

**Astrid van der Burgt**  
Head of Road Safety





# Results

## Results Achieved Across the Board

Since the implementation of Powerfleet's' fleet management solutions, Holcim has seen numerous benefits in all their fleets. Safety is a huge part of Holcim's company culture, and they aspire to conduct business with zero harm to people.

To reach their safety goals, they created a globally standardised road safety at work programme, the same programme that won them the International Road Safety Award in 2021.

This programme is giving drivers the tools to make the right decisions behind the wheel and it includes three pillars: driver training, in-vehicle monitoring systems (telematics) and feedback to drivers on their driving performance.

Road safety has now become an integral part of Holcim's fleet culture, with each country they operate in having at least one road safety manager in place.

In addition to the achievements that have brought well-deserved recognition to Holcim's road safety aspirations, the company also pioneered the 'Women on Wheels' initiative that operates within several sub-Saharan countries. Holcim operates a driving school in Nigeria which has successfully graduated its first full class of female drivers. In South Africa, they empower women through the 'Accelerate\_Her' programme which supports them in their effort to become owner-drivers. In Uganda, they are further uplifting women by operating a fleet that consists of 50% female drivers.

Holcim remains committed to reaching even more goals. The company has embarked on projects utilising AI technology to assist them in their quest toward achieving zero accidents. Their telematics partnership with Powerfleet continues to grow, with the technology rolled out to an additional 650 vehicles in Romania.



At-fault fatal road crashes reduced by **83%**.



**75%** of total kilometres driven were completed by drivers who have received approved training.



**56%** of total kilometres driven were completed by drivers who receive regular performance feedback through in-vehicle monitoring systems.



**WINNER:** PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARD IN 2021