

CUSTOMER CASE STUDY



Powerfleet's VisionAI drives data-led safety and efficiency at Origin Energy

CUSTOMER/CHANNEL PARTNER

Origin Energy

REGION

Australia

INDUSTRY

Energy

TOTAL FLEET SIZE

800 vehicles

VEHICLE TYPES

Light vehicles, utility vehicles, heavy vehicles, and triple road trains

NUMBER OF DRIVERS

2,000+

CUSTOMER SINCE

14+ years

POWERFLEET SOLUTIONS

On-road IoT, VisionAI, Unity

CUSTOMER WEBSITEwww.originenergy.com.au

Turning data into action: How Origin Energy transformed fleet performance

Origin Energy, a leading energy provider in Australia, operates a diverse fleet that spans urban environments and remote areas, handling everything from light deliveries to the transportation of hazardous goods.

As part of its commitment to innovation and safety, Origin Energy has built a longstanding partnership – initially with MiX Telematics and, after a merger in April 2024, currently with Powerfleet – to leverage advanced technologies for fleet management.

With a diverse fleet of 800 vehicles – ranging from light vehicles to B-doubles – and over 2,000 drivers spread across Australia, Origin Energy has had to leverage technology to manage risk. Leveraging innovative Powerfleet solutions such as On-road IoT, VisionAI, and Unity, the company sought to harness real-time data and advanced analytics as the driving force behind their fleet transformation. Over the years, this commitment to innovation has not only streamlined fleet operations but also fostered a proactive culture of safety and performance improvement, seamlessly integrating technology into every layer of their business processes.

The challenge

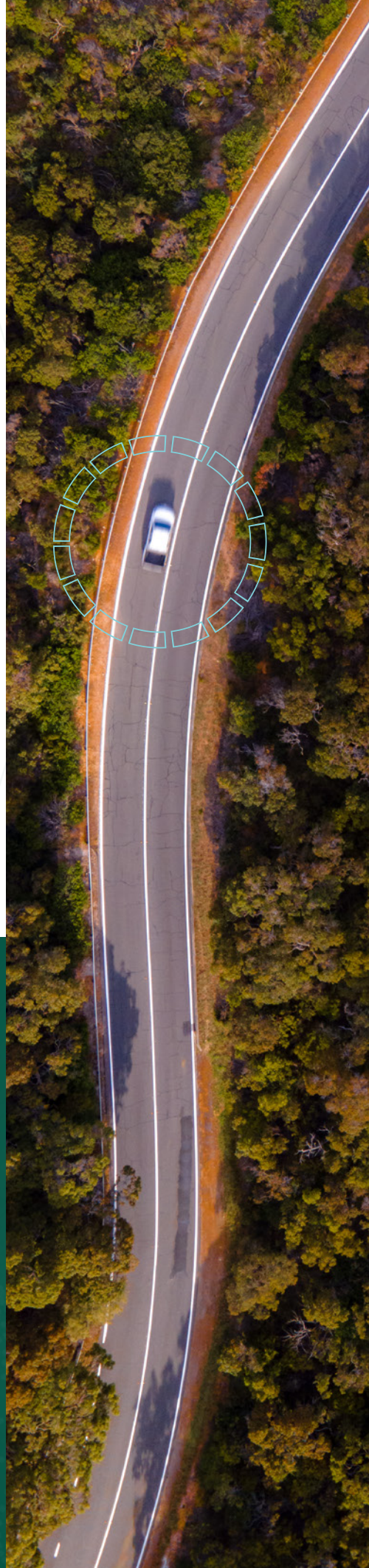
The company's extensive operations – spanning from urban deliveries to hazardous goods transport and remote outback routes – amplified the need for visibility and unified oversight. Fragmented telematics systems and limited insight into fleet activity, especially in isolated regions, further complicate fleet management and risk mitigation in any fleet.



Restricted visibility of vehicle locations and driver behaviours in remote areas



Disjointed telematics solutions across various business units





How Powerfleet supported Origin

Powerfleet delivered a comprehensive asset management solution that provided Origin with a consolidated overview of its fleet operations. The deployment was structured in phases, progressing from fundamental tracking and compliance measures to advanced AI-driven video capabilities.

PHASE 1

Laying the foundation

During the initial phase, Powerfleet unified diverse IoT data sources into a single platform, enabling Origin to monitor vehicle locations and driver conduct across its entire fleet. The system facilitated compliance oversight, including speed limit adherence and seatbelt usage, and introduced panic button functionality for enhanced safety in remote areas.

PHASE 2

Enhanced analytics and safety

Origin has also been focusing not only on compliance but also on embracing a proactive stance toward safety management. Origin has implemented trend analysis for events such as harsh braking, acceleration, and cornering, allowing the creation of driver scorecards with thresholds tailored to specific operating environments. The platform also expanded its capabilities to monitor both urban and rural operations, including oversight of drivers' working hours and rest periods for heavy vehicles.

PHASE 3

Integration of AI-driven video monitoring

In the latest phase, VisionAI camera technology was incorporated for both in-cab observation, with artificial intelligence enabling the detection of driver distraction and fatigue. This solution includes automated incident video recording and supports near real-time analysis of driver behaviour and incident causation. Notably, the system provides evidentiary protection for drivers involved in accidents, proving invaluable in several instances.



Outcomes delivered

The partnership has resulted in measurable achievements:



Consistent decline in harsh driving events per 10,000km monitored over a 7-year period



Driver protection from false allegations during accident investigations, including one potential manslaughter case



Enhanced public reputation attributable to improved driving standards, resulting in fewer community complaints regarding branded vehicles

A practical approach to data-driven safety

Origin Energy employs a pragmatic approach to fleet management, considering real-world driving conditions rather than rigidly applying standards or relying solely on telematics for enforcement. Analysis indicated that over 60% of harsh braking events were appropriate responses to traffic situations, not necessarily signs of poor driving. As a result, thresholds were set at 20 monthly events for city drivers and 10 for rural drivers before intervention is considered. This approach was also applied to other areas, resulting in operational changes such as a 20% reduction in fleet size through vehicle sharing, maintenance scheduling based on actual usage data, automated compliance reporting, maximised tax benefits, and improved stakeholder relations using geofencing technology.

Key success factors

The 14-year partnership between Origin Energy and Powerfleet highlights several factors relevant to effective telematics implementation:



Data-driven decision-making

Utilising telematics data to guide improvements rather than assumptions about driver behaviours



Balanced performance measures

Establishing practical thresholds that reflect different operating environments while promoting safe driving



Emphasis on education

Using incident data and video footage as instructional resources instead of disciplinary tools



Transparent communication

Explaining data usage policies to build driver trust and limiting access to sensitive footage



Demonstrating tangible benefits

Providing evidence of how technology can support drivers, such as during accident investigations



Continuous improvement mindset

Regularly analysing trends to identify options for further safety and efficiency enhancements





Looking forward: The future of fleet safety

Origin Energy is focused on building upon its proven safety improvements, with a particular emphasis on leveraging AI technologies to advance safety outcomes further. The company recognises significant opportunities in advanced driver behaviour analysis and predictive analytics, which can help anticipate and mitigate critical events before they occur.

A key component of this ongoing evolution is the strategic use of data. Through its collaboration with Powerfleet, Origin has established a robust foundation for safety enhancements. The current

objective is to utilise advanced analytics to enable smarter, more proactive safety management practices. This partnership demonstrates a mutual commitment to safety, continuous improvement, and ensuring that safety remains a central focus in all operations.

The relationship between Origin Energy and Powerfleet has evolved from basic tracking solutions to an integrated data ecosystem, delivering comprehensive benefits in safety, compliance, and efficiency across Origin's diverse operations via a unified platform.