Buyer's Guide to Fleet Video Safety and Video Telematics

Your guide to successfully buying fleet video technology

Telematics has become an indispensable part of fleet management. Today's fleet telematics has evolved from delivering basic vehicle location information to serving up torrents of data with the potential to provide treasure troves of business insights—providing the context you need to uncover, identify and better manage risk, increase your safety profile, ensure compliance, and create greater operational efficiencies.

But as technologies have advanced, so have the variety and complexity of telematics tools — creating both a challenge and an opportunity for organizations needing to align their people, processes, and technologies to achieve company goals.

THIS GUIDE WILL WALK YOU THROUGH THE 6 ESSENTIAL STEPS TO FINDING AND SELECTING THE RIGHT SOLUTIONS FOR YOUR NEEDS:

1   Assess your needs

2   What does success look like?

3   Identifying your top candidates

4   Vet your top contenders

5   Evaluating finalists: scorecards and ROI

6   Making the final call

WE'LL ALSO PROVIDE YOU WITH TOOLS YOU CAN USE EVERY STEP OF THE WAY, INCLUDING:

✓   A worksheet for goals and objectives, so you know what success looks like

✓   A list of question to ask vendors to ensure you get the answers you need

✓   An RFP toolkit and scorecard for when you're ready to issue a request for proposal.

✓   A simple guide to Return on Investment (ROI) analysis

By the time you've gone through this guide, you should feel pretty confident that you're on the right track to move forward with a video telematics vendor that can help you achieve your goals.

Ready? Let's get started!

1. Assess your needs
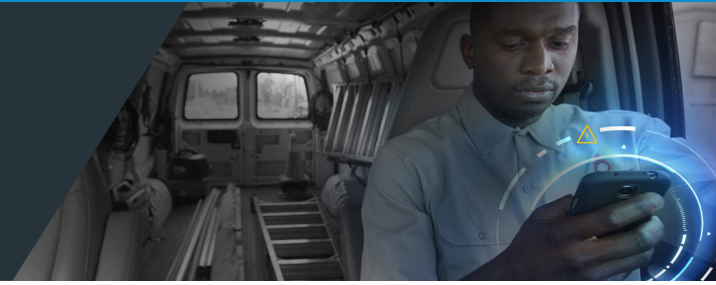
The market for video telematics has become increasingly complex, with a dizzying array of options and technologies. The key to cutting through that noise and staying laser focused is having a clear picture of your needs and objectives.

Start with the problem. Then seek a solution. What is driving you to seek a video telematics solution? What specific issues are you looking to solve? Once you know the answers to those questions, it will be a lot easier for you to select the right tool for the job.

From our daily conversations with our own customers, who represent more than 4,000 fleets with more than half a million vehicles worldwide, we've gathered a sample list of the top goals among fleet managers, along with the tools they use to meet each objective.

GOAL	TOOLS & FEATURES
☐ Reduce collisions and related auto claims	• Video integrated with telematics data • Drive coaching workflow • Proactive data analysis • Proactive in-cab alerts • Driver self-improvement tools such as self-coaching, progress reports, or a dedicated driver app
☐ Reduce worker injuries and workers compensation claims	• Video integrated with telematics data • Drive coaching workflow • Customized safety campaigns • Positive recognition programs • Driver self-improvement tools such as self-coaching or a dedicated driver app
☐ Exonerate your company and drivers from fraudulent claims	• Continually recorded video • Video footage of collisions and other events • Vehicle telematics data
☐ Reduce insurance premiums and liability exposure	• Record of long-term safety (5+ years) • Insurance discount programs for adopting safety technologies
☐ Improve compliance with state and federal regulations	• ELD solution • CSA data analysis service • Integrated, electronic tracking solution for HOS, DVIR and driver qualification files
☐ Reduce mystery damage and maintenance costs	• Telematics systems capable of tracking aggressive driving, curb cutting, hard braking • Video that allows you to reduce mystery damage by understanding what happened
☐ Lower vehicle fuel costs	• Fuel management data • GPS fleet tracking system • Drive coaching workflow • Driver self-improvement tools such as self-coaching or a dedicated driver app
☐ Elevate customer service through routing efficiency	• GPS fleet tracking system • Live stream video • Video on demand

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2. What does success look like?
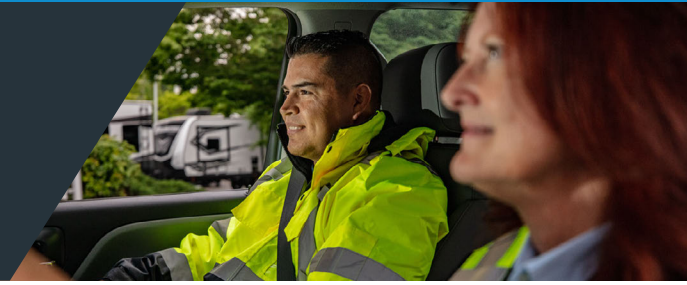
Visualize what success looks like for each of your goals and objectives. If your goal is to cut collisions, for example, short-term success may be pinpointing the biggest causes of collisions in your fleet so you know what to go after. Let's say speeding and distracted driving are your biggest culprits. Success then becomes reductions in those two behaviors over time.

Here's a worksheet to help you think through your goals and objectives.

GOAL	WHAT DOES SUCCESS LOOK LIKE?	
Ex. **Reduce collisions**	Short term **Reduce collisions by 25% in year 1**	Long term **Reduce collisions by 50% by year 5**
1	Short term	Long term
2	Short term	Long term
3	Short term	Long term
4	Short term	Long term
5	Short term	Long term

Gather your team

You'll need help along the way. Getting a team together, along with their input and involvement early on in the process, can ease the burden of sourcing and implementing new technologies, head off issues down the road, and increases buy-in for your project (more on boosting buy-in later).

Stakeholders might include folks who handle information technology (IT), legal, procurement, finance, safety, operations, and fleet management. Once you identify these critical people in your organization, invest a little time to walk them through the issues you are working to solve and get their feedback on your project. You might even recruit key players as part of a selection committee to help lighten the load as you vet potential vendors. Be sure to include their feedback and suggestions in your selection process and criteria.

### ONE LAST NOTE: MULTIPLE TECHNOLOGIES OR ONE SOLUTION?

Should you buy multiple technologies and integrate them to help you achieve your goals? Or should you go with a single vendor to keep things simple? This question pops up each time an organization sources new technology—whether it's video telematics, fleet tracking, HOS compliance, DVIR for maintenance, asset tracking, or a combination of these tools.

The answer depends on how your organization's technology architecture is set up and its approach to adding new tools. Some organizations prefer to isolate specific functions and pick vendors that focus on each function separately. This modular approach can make it easier to update parts of a system without having to rip everything apart. Others want the simplicity of having a single vendor that can fulfill multiple requirements. This "best-in-suite" approach can help ensure a more seamless integration and a consistent user experience.

Knowing which approach you and your organization prefer will help bring greater focus and clarity as you dive into the marketplace.

3. Identifying your top candidates
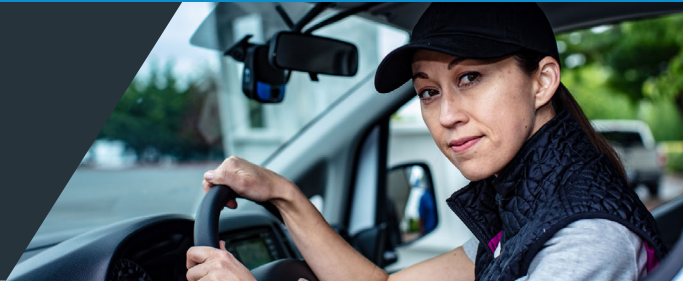
There are hundreds of options in the market for video telematics and other fleet management technologies. Once you start looking, either by asking professional peers for their recommendations or doing some online research, you'll soon be inundated with choice.

Here's where the advance legwork that you invested upfront can help save you time sorting through the candidates. Armed with clear goals and success criteria, you will be able to quickly and confidently filter out the products and services you don't need and whittle the field down to a handful of top candidates.

THERE ARE SEVEN BASIC TYPES OF QUESTIONS YOU WANT TO ASK POTENTIAL VENDORS:

1 Why should we do business with you?

2 What can your solution help me do, and how well can it do that?

3 How does your technology work?

4 How can I test the system to see whether it works for my fleet?

5 How will you support me?

6 How much will this cost?

7 Are you worth the money, and can you prove it to me?

Digging deeper

You'll want to drill down into these seven areas with specific questions that can get to the heart of what you care most about. To help you with this step, we created a detailed list of questions vendors should be able to answer to your satisfaction.

OBJECTIVE

1 Why should we do business with this vendor?

QUESTIONS YOU WANT TO ASK

☐ How many years has the vendor been in business?

☐ Do they have experience with clients similar in size, industry, and challenges as you?

☐ Is the vendor profitable and in good financial health, and likely to be in business years from now, or is there a chance it will go out of business?

☐ Why do their clients select them over their competitors?

2 What can the solution help me do, and how well can it do that?

☐ How does the solution help you identify, manage, and reduce risk?

☐ What types of risk can it detect? For example, can it detect cell phone use, failure to stop at red lights or stop signs, following distance, speeding, seatbelt use, inattentive or distracted driving, eating and drinking, smoking, etc.?

☐ Is that list customizable?

☐ How does it help you reduce collisions and related claims costs?

☐ Does the solution offer driver-friendly tools such as a dedicated driver app, in-cab alerts, or a self-coaching option to help them improve on their own?

☐ For exceptional or intractable risks, does the product include a workflow that helps you coach your riskiest drivers, track their progress, and recognize and reward improvement?

☐ Can it help you exonerate your drivers from false claims? How does it do that?

☐ Does the vendor offer fleet tracking? Can you create custom geofences for each of your vehicles, see where your vehicles are in real-time on a map, or get engine status for each vehicle?

☐ Is there fuel monitoring?

☐ Can it help you stay in compliance with federal and state regulations?

3 How does the technology work?

Hardware

☐ Does it capture video of the driver as well as the road?

☐ Can the system detect and deter risky driving without recording video?

☐ Can it connect to other cameras around the vehicle?

☐ How much data and video can it store?

☐ Can it record sound?

☐ What types of data can it collect?

☐ How is it installed?

☐ Does it connect to the cloud?

☐ How often is the device updated with new software?

☐ What's the average life expectancy of the unit?

☐ How well does it integrate with other tools in my tech stack?

Video

☐ Can it live stream?

☐ Does it do continual recording?

☐ What is the length of each video clip?

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OBJECTIVE	QUESTIONS YOU WANT TO ASK
3 (Continued) How does the technology work?	**Platform & Software**
	☐ Does it have artificial intelligence and machine vision? If so, what's the accuracy rate?
	☐ How do users access videos?
	☐ Can the product be used on a tablet or smartphone?
	☐ Is there a driver app?
	☐ What types of reports can it generate?
	☐ Can it integrate with your existing fleet technologies? How?
	☐ How is data stored and kept secure?
	☐ Is there Driver ID functionality?
	☐ Does the vendor offer a compliance solution to help reduce my workload and improve my compliance scores?
4 How can I test the system to see if it works for my fleet?	☐ Is there an option to try out the system?
	☐ How long is the trial?
	☐ Is there a trial success manager assigned to help?
	☐ How will you know whether it's working?
5 How will the vendor support me?	☐ How much training and onboarding will the vendor provide to you and your employees, including drivers?
	☐ What's the installation process like? How much help will you get from the vendor?
	☐ How much support will you get after initial training and installation?
	☐ How well rated is the vendor's customer service with the Better Business Bureau, Capterra, etc.?
6 How much will this cost?	☐ Are there options to lease as well as buy?
	☐ What's the upfront cost?
	☐ How much is the monthly cost?
	☐ How many years are in the contract terms?
	☐ What services does the contract include?
	☐ Does the contract cover maintenance?
	☐ Is there a limit to the number of video clips included in the monthly fee?
	☐ Is the warranty included?
	☐ Do you have to pay extra for data and connectivity?
	☐ What happens when you add or remove vehicles?
7 Is the product worth the money? Can the vendor prove it to me?	☐ What's the demonstrated average return on investment?
	☐ How soon can we recoup the cost of the product and start saving money?
	☐ Can the vendor provide at least three customer references who are in your industry and facing the same issues you do?
	☐ Can the vendor give you case studies for how their product delivered actual results?

RFP TOOLKIT + SCORECARD

Rather than interview each vendor separately, which can be time consuming, make them come to you. By using a request for proposal (RFP), vendors fill out a questionnaire with answers to your questions. It's an efficient, effective, and widely used vehicle for gathering the information you need to make the right choice.

But you don't have to spend days creating an RFP. Just download our free lytx.com/rfptoolkit. It comes with a template, a requirements list (questions vendors must answer), and a scorecard that helps you track answers and submissions.

Download your free RFP Toolkit now.

DOWNLOAD NOW

lytx.com/rfptoolkit

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4. Vet your top contenders

Now you're down to a few finalists. It's time to get your hands on the products. Take the time to get a thorough demo of each product. Include some of the people on your selection committee in the demos. After all, you and your team will be spending countless hours with the product, so it's important to know how it feels, whether it's intuitive to use, and how easy it is for you to get the video and data you need.

CHECKLIST OF QUESTIONS YOU CAN ASK TO GET AT THESE IMPORTANT ATTRIBUTES DURING A DEMO

☐ How is the dashboard or user interface organized?

☐ Is it easy to see your key performance indicators (KPIs)? What are the KPIs and why were they chosen?

☐ Does it prioritize the things you need to see and act on?

☐ What does it look like on a tablet? On a smartphone?

☐ Is there a driver app?

☐ How do you view clips, live stream video, and continually recorded video?

☐ Do you have a way to protect driver privacy?

☐ How does the dashboard look when drivers log on? What can they see and do?

☐ How does the product help drivers improve? Are there in-cab alerts, driver self-coaching or other tools that help drivers to improve on their own? Is there an escalation path for exceptional risks such as manager notifications and a coaching workflow?

☐ What types of notifications can you get? Are they customizable?

☐ How fast do the pages load?

☐ How can you see whether you are making progress on risky behaviors?

☐ Is there a way to recognize and reward drivers?

☐ What are the three most popular reports used by customers?

☐ How easy is it to generate and customize those reports?

☐ Can the vendor show you their resource center with how-to videos, guides, templates and other useful documents?

5. Evaluating finalists: scorecards and ROI
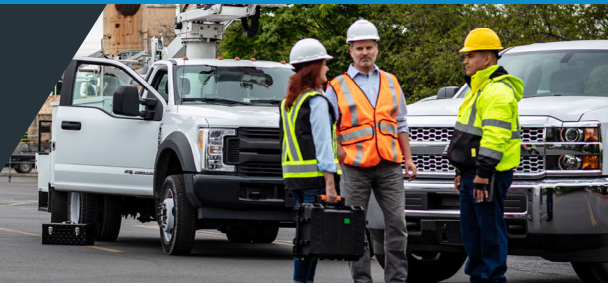
You've gotten answers to your top questions and seen all the demos. Now comes the part where you work with your team to make a choice and build consensus around it.

Two tools will come in handy at this stage: the RFP scorecard and a return on investment (ROI) analysis.

If you've downloaded the RFP Toolkit, you have a built-in scorecard that automatically tallies the points you award to vendor responses. To further fine-tune your scoring, you can add weights to each question or category of questions. Let's say you value experience and results most. You can easily **assign greater weights** to these attributes.

The second tool that will help you decide is the ROI analysis. This can be an important step in determining which vendor will give you the best bang for your buck. But it can also prove useful if you and your team need to build a business case for your preferred solution and get buy-in across your organization.

You don't need an accounting degree to obtain ROI figures. Vendors responding to your RFP should have provided that information when they responded to your request to prove their product is worth it (be sure to question their assumptions and ask how they came up with their numbers). You can also calculate your own, using our **online ROI calculator** at **lytx.com/calculator**. The basic ROI equation for fleet technologies is operating cost times expected range of improvement minus the cost of the solution.

ROI basics

Here's an example of how Lytx calculates ROI, with sample improvement ranges based on the historical performance of our clients:

ANNUAL COSTS INCURRED		IMPROVEMENT RANGES				PROGRAM INVESTMENT		RETURN ON INVESTMENT
			Low	High				
Collision Costs								
Auto Liability Claims	✕	**Claims**	45%	75%	—		=	
Accident Repairs								
Worker's Comp Claims		**Fuel**	3%	6%				
Fuel Expense								
Maintenace Costs		**Maint.**	5%	10%				

*Note: Based upon a select sampling of Lytx client data. Individual company results may vary.

6. Making the final call
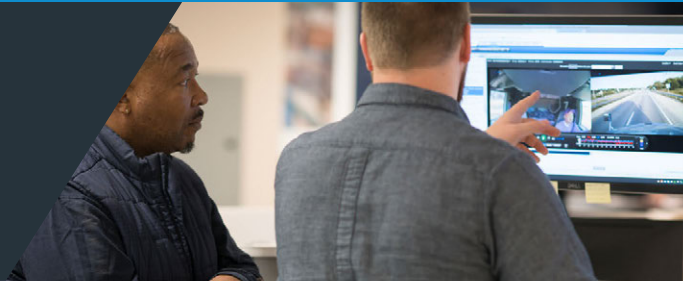
You've done your research, gathered the numbers, and sat through the demos. Chances are, you're now awash with information, and your head is spinning with so much data. All things being equal, you might want to engage your heart and your gut to help you make the final call.

CONSIDER…

1   Whether you feel confident the vendor will work hard and be flexible enough to help you achieve your goals and drive results

2   How closely aligned are your company's mission and values and those of the vendors

3   Whether the vendor has been transparent with you throughout the process

4   How confident you feel the vendor can scale to meet your needs as your business grows

5   Whether you and your team feel they can build a good relationship with the vendor

One last thing–because fleet technologies are rapidly evolving and adding new capabilities, you want a vendor that can provide you with proven technology you can use today, while constantly innovating on your behalf for tomorrow. If you'd like to know more about fleet technologies and what they can do for you, we can help. Just reach out to one of our Lytx representatives or visit **lytx.com** to learn more.

Visit lytx.com today to get started

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About Lytx

We protect more than 4,000 clients worldwide who drive billions of miles every week. Lytx® is the world's leading provider of video telematics, safety, and productivity solutions for commercial and public sector fleets. Our Driver Safety Program, powered by our DriveCam® Event Recorder, is proven to help save lives, reduce risk and improve productivity.

5,000+
clients worldwide including:

7 out of the top 10
for-hire carriers in the U.S. are Lytx clients.

221 billion miles
of driving data—the industry's largest database of its kind.

55 billion minutes
of video processed.

3 billion miles
driving data captured every month.

1 billion+
miles driven every two weeks

2.1 million+
drivers protected worldwide

Helped our clients, across fleets, **achieve an estimated $402 million savings** on vehicle maintenance.

Helped our clients reduce claims costs **by up to 80%.**

Helped our clients across fleets achieve an **estimated $920 million savings in fuel costs.**

Captures over 98.4 million miles of data every day.