



INTEGRATED SAFETY AND TELEMATICS

Why Fleets Are Moving to Unified Fleet Management Technology

EXECUTIVE SUMMARY:

The Cost of Staying Disconnected

Fleet leaders are navigating a perfect storm of rising costs, stricter regulations, and growing pressure to deliver higher returns. The financial risks tied to collisions, litigation, and noncompliance are becoming harder to absorb. Fleets are rethinking their operations with an eye towards consolidating safety and telematics into a single platform.

The need for telematics remains strong. Over 50% of fleets plan to expand their telematics capabilities in the next year.¹ By unifying AI-powered video safety tools with telematics, fleets not only reduce collisions and identify cost-saving opportunities but also improve driver accountability. Unified solutions result in stronger ROI, faster decisions, and more agile, efficient operations.



"In this challenging economy, **fleet operators need to focus on managing their business**, not managing their tech stack."

TAMARA PREWITT
VP Product Marketing, Lytx

INDUSTRY SHIFT:

The Move to Consolidate

Operational costs for trucking companies rose by 6% YoY in 2024, straining already tight margins. Repair and maintenance costs climbed 3.1%—a reflection of inflation in both parts and labor—while insurance premiums surged 12.5%² as claims became more frequent and more severe: **Total loss claims jumped 29% between 2020 and 2024.**³

To manage the surge in expenses, many fleets have turned to technology, but in a fragmented way. Seventy-two percent of fleets use two or more systems to manage their safety program, while over a third rely on four or more.⁴ This piecemeal approach often creates more work and still does not cover all their fleet management needs.

Fleets that consolidate video safety and telematics into one system, however, are seeing real results. Smart Care Equipment Solutions, the largest commercial kitchen equipment maintenance fleet in the U.S., discovered that GPS data alone wasn't enough to support safety. After adding video to their platform, Smart Care **reduced collisions by 74% in just one quarter.**⁵



“With video, there’s no more question of where they were going or what they were doing. With out that, we were running really with half power. Now, we’re at full strength.”

KEVIN KELLEY

Safety & Health Manager, Smart Care

Key Benefits of a Unified Fleet Management Technology

RISK REDUCTION & SAFETY IMPROVEMENTS

Collision rates increased 24% since late 2023,⁶ reflecting a sharp uptick in unsafe driving behaviors and road conditions. As risks grow, integrated solutions give fleets the tools to help protect drivers and cargo.


- **Stronger Incident Documentation:** With dash cams linked to telematics, fleets can capture clear video evidence alongside speed, location, and vehicle data. This not only helps resolve claims quickly but also helps protect drivers and companies from false accusations, reducing liability costs and supporting compliance.
- **Better Defense Against Theft:** Cargo theft jumped 57% in 2023,² making asset protection more urgent than ever. Real-time location tracking of powered and unpowered assets, paired with video footage around the time and place of theft, helps recover missing equipment faster and deter future attempts.
- **Fewer Risky Driving Behaviors:** It all starts with identifying risk before collisions happen. Following distance, red light/stop light, and seatbelt violations were the top driving behaviors coached in 2024.⁶ To identify, mitigate, and eliminate these risks, fleet managers need a unified solution with industry-leading detection, multi-modal coaching capabilities, and equipment and reputation protection capabilities.



OPERATIONAL EFFICIENCY

Integrating video safety and telematics doesn't just help fleets run safer—it makes them run smarter. Here's how a unified system unlocks efficiencies that boost performance.

- **Better Fuel Management:** A single platform to track idling, speeding, and inefficient routing helps cut down on waste, as well as helps fleets re-route drivers amid dynamically changing road conditions. Fuel accounts for nearly 60% of total fleet operating costs,⁷ so small improvements can add up fast. Lytx clients reduced idle time and fuel waste by 12% in 2023, saving nearly \$88 million.⁸
- **Proactive Vehicle Maintenance:** Integrated systems combine predictive maintenance with video insights to reveal risky driving behaviors, like hard braking or sudden acceleration. This includes video of the events, which helps to determine if the risky driving was in response to avoiding a collision. The dual visibility helps fleets address these behaviors before they lead to downtime, which is especially important as the average age of vehicles rises.⁷
- **Improved Productivity:** When GPS data and video insights come together, dispatchers and managers gain a real-time view of location, status, and safety behavior. That means faster, more informed decisions, fewer delays, and more jobs completed each day. Smart Care, for example, reached a 72% utilization rate (the time technicians spent actually helping customers), exceeding their 68% goal.⁵



"All of the low hanging fruit has already been picked. To get to the next level, fleets need integrated insights that drive new efficiency gains."

TAMARA PREWITT
VP Product Marketing, Lytx

FINANCIAL ROI

Integrating safety and telematics also delivers measurable savings. By tracking key cost drivers in one place, you can continuously improve your bottom line.

- **Lower Asset Expenses:** Predictive maintenance tools and driving behavior insights help fleets spot issues early, before they lead to breakdowns or costly repairs. By reducing wear-and-tear, avoiding crashes, and extending the lifespan of vehicles, fleets can limit replacement costs and keep more vehicles on the road longer.
- **Control Operating Costs:** Integrated platforms make it easier to manage fuel usage, reduce idle time, and optimize labor across every route. These systems can also help reduce both accident claims and goods-in-transit losses, keeping premiums in check. Plus, getting a clear, centralized view of safety and compliance records positions fleets better during audits and supports eligibility for high-value contracts.
- **Grow Business Offerings:** Unified technology allows fleets to serve more customers and improve deliverability, boosting service and creating more opportunities for revenue growth.



Gain a Competitive Edge With All-In-One Fleet Management

Staying competitive means more than keeping pace. It means investing in a solution that modernizes your fleet and evolves as you grow.

It can be intimidating to find the perfect platform for your fleet in a crowded marketplace, but keep in mind that you don't need to compromise. The best solutions, like Lytx+ with Geotab, combine industry-leading video safety and award-winning telematics to reduce risk, improve safety, drive efficiency, and cut costs. You can have an integrated safety and telematics system that helps you successfully reduce costs and improve fleet performance.

NEED HELP?

Learn how to narrow down your choices and vet providers in our **Buyer's Guide to a Video-Powered All-in-One Fleet Management Solution.**

[View Guide](#)



"Fleet operators are looking for technology solutions that drive incremental value year after year. They **cannot afford to sacrifice the quality of their system** for All-in-One. Now they don't have to."

TAMARA PREWITT
VP Product Marketing, Lytx



ABOUT THE AUTHOR

Tamara Prewitt is the Vice President of Product Marketing and Market Intelligence at Lytx. With over two decades of leadership experience spanning Adobe, Oracle, Nielsen, and emerging tech firms, she is a recognized innovator in data-driven marketing strategy. Tamara is a thought leader in the evolution of intelligent marketing and a patented technologist known for translating complex insights into actionable strategies. She holds an MBA from the Kellogg School of Management and a BS in Business from USC.



SOURCES

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