

Comprehensive fleet safety and compliance

Introducing Applied Companion

Artificially intelligent fleet solutions from the smartphone already in your drivers' pockets

No need to install devices to get advanced fleet safety and driver-management

Applied Companion uses patented artificial intelligence and on-device processing to identify risky driving behaviors and then correct them with an included service called Triggered Training™.

Not only does Triggered Training reduce your road-based risk, it also dramatically reduces the time fleet managers spend counseling drivers about risky driving behaviors. In most instances, Triggered Training corrects those behaviors before other fleet products can even identify them and inform the manager.

Applied Companion complements Applied Driving Techniques' (ADT) comprehensive fleet services that reduce your organization's risk and ensures compliance.

Reduce time spent managing drivers

With proprietary Triggered Training™

See page 4 >

No Installations



Travels with the driver, vehicle to vehicle

Patented technology compliant with GDPR principles future-proofs Applied Companion for evolving global privacy laws

Respects the privacy and dignity of your drivers

Making adoption, recruitment and retention easier | See page 5 >

All the safety and compliance solutions your fleet will ever need

In addition to our Applied Companion offering, Applied Driving Techniques provides complete professional services that maximize your fleet safety, reduce your risk and ensure compliance with laws, regulations and best practices, as well as keep your fleet operating at peak performance.

Services Overview



Best practices for safety, risk and compliance

Tweak operations to benefit from identified risks and opportunities

- Organizational review and best practice benchmarking
- Driver compliance checking and risk assessment



Applied Companion

Reduce time spent managing drivers

With Triggered Training™

- Risky driving detection
- Alerts and messaging
- Automated assessments for driver training
- Automated delivery and tracking of training assignments



Continuously improve performance

Keep your fleet performing at its best

- Data and performance analysis
- Virtual reality and personal training
- Ongoing reporting and compliance benchmarking
- Just Culture adoption

We're Global



Training available in over 100 languages

Organizational Benefits

Our same solutions that increase driver safety, also reduce—

- Incident rates
- Vehicle operations costs
- Insurance premiums
- Injury compensation claims
- Medical costs
- Management costs
- Corporate risk
- Lost productivity

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Service Details: Professional Services

Best practices for safety, risk and compliance

Tweak operations to benefit from identified risks and opportunities

Organizational review and best practice benchmarking

Knowledge is the most powerful tool you can possess to improve your fleet's safety. Our service works by building a detailed understanding of the risks your fleet and drivers face.

We measure your performance and safety culture against international best practices by assessing your pre-existing systems, covering: assessment, implementation, maintenance and monitoring.

The fleet review provides comprehensive insight for organizations from which effective solutions can be implemented. This allows management teams to make well-informed investment decisions.

Driver compliance checking and risk assessment

Our strategy is based on a detailed understanding of the risk factors drivers are exposed to on an individual level. The risk assessment covers three fundamental areas of fleet safety: the driver, the journey and the vehicle.

After completion of an online questionnaire, drivers are assigned an individual risk rating. We analyze both the individual and collective results and, where applicable, make recommendations for targeted interventions for higher risk drivers.

We award drivers who have successfully passed the process with a "Permit to Drive," so fleet managers know who is approved to drive for business. These permits are routinely checked and updated.

- Fleet Safety Policies and Performance
- Organizational Risk Assessments
- Compliance Benchmarking and Recommendations
- Best Practice Recommendations
- Vehicle Maintenance and Security
- Financial Risks – Claims cost analysis with potential savings and cost reduction recommendations.

- Pre-employment checks
- License validation and monitoring
- Driver risk assessments, based on driver history, assigned vehicles and routes.
- Risk, training, safety and compliance recommendations
- Risk assessments routinely checked and updated

What you get

ASSESSMENT REPORT

Our final report identifies where you are most at risk, making recommendations on how risk factors can be eliminated, replaced, or reduced. Our report covers best practices, legislation, financial risks, duty of care and risk of harm, among other topics.

What you get

PERMIT TO DRIVE

Once drivers have passed our assessments, they are provided a Permit to Drive. This permit indicates they are in good standing, legal and compliant with your internal standards.

What you get

ROADMAP TO SUCCESS

Our fleet assessments, analysis and recommendations give organizations a detailed roadmap to capitalize on opportunities and make changes to eliminate or reduce risk, while also building an internal culture of safety.



Service Details: Applied Companion

Reduce driving risks and time spent managing drivers—with Triggered Training™

Applied Companion's artificial intelligence analyzes driving data generated by smartphone sensors. This analysis identifies risky behaviors and patterns, which then triggers event notifications. When events are triggered, we send real-time alerts to drivers, giving them instant awareness to adjust driving behaviors.

Plus, when we recognize risky driving trends, Triggered Training automatically sends e-training modules to the driver that are customized to curtail identified risks.

All this happens without management involvement. Often the risky driving behavior is corrected before a manager even knows there was a problem.

Applied Companion greatly mitigates your fleet risk. Why stay reactive, when you can proactively address problems before they turn into incidents?

Superior algorithm to detect risky driving

Our patented, AI algorithm is superior to other available solutions. Our algorithm means you get more reliable, accurate data.

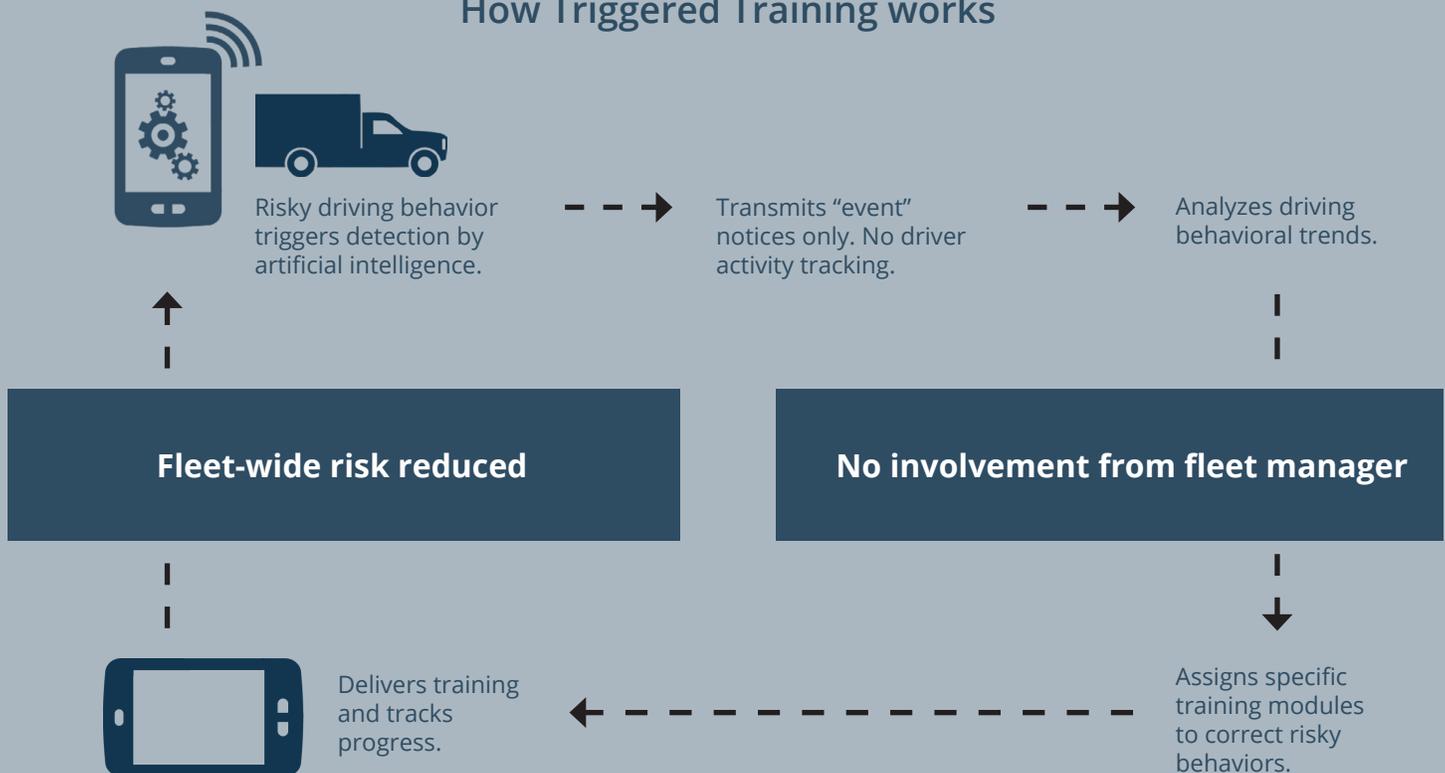
Driver awareness with alerts and messaging

When not in motion, drivers receive alerts and messages for risky driving behaviors, reminding them to correct unwanted habits.

Automated delivery and tracking of driver training assignments

A customized training regimen is automatically delivered to drivers with behavioral patterns indicating risk. Training progress is tracked and reported. This automation removes the time consuming and sometimes adversarial task of meeting with individual drivers about their driving.

How Triggered Training works



Get started today

www.applieddriving.co.uk/applied-companion

With us, you respect your drivers

Our products respect driver dignity and privacy

Many fleet products provide advantages to the fleet manager, but leave drivers feeling disrespected because their privacy is compromised. As a result, driver respect has become a key issue for fleet organizations, affecting employee-employer relationships, driver retention and performance.

Most fleet products have dubious practices with regards to driver privacy, from lack of control over internal data access, to a lack of dividing line between work and home. The worst offender of all is in-cab cameras. Drivers are posting their dissatisfaction on the Internet, tarnishing the brands of their employers and giving a bad name to the industry. This makes recruitment of drivers difficult, time-consuming and expensive.

Applied Companion's driver-centric approach is different. It was built around GDPR data minimization principles with the intention of respecting driver dignity and privacy. See below and the next page for more info about how Applied Companion minimizes data transfer and protects driver privacy.

Applied Companion transmits "event" notifications only.

It does not transmit driver data, tracking or activities.

This ensures data privacy, making adoption and acceptance by drivers easier.

Sometimes you show drivers respect with what you don't do



We don't point cameras or use microphones in the cab

We don't record imagery that can be hacked, misused or compromised, eroding driver privacy and dignity.



We don't track drivers or their activities

Edge computing means only "event notices" are transmitted, not all driver activities, which meets GDPR data minimization principles.



We don't send data when drivers are off duty

Drivers have the ability to "clock out" so that no driving data is sent to their employer during off hours or breaks.



We are not random or subjective

Our approach supports Just Culture methodologies and manages individual drivers based on data, not subjective measures.



We are not punitive

Our training solutions are customized to specific driving issues, and are encouraging and educational, with the objectives of increasing awareness and positive driving habits.

The benefits of Applied Driving and Sfara's integrated driving detection technologies

Artificially intelligent and smartphone-based are just two

Avoid costly, time-consuming device installations

The mobile-based solution avoids the pitfalls of costly hardware and time-intensive installations and complex customizations.

Transport services with the driver, vehicle to vehicle

Applied Companion uses the driver's smartphone instead of an embedded device in the vehicle. There's no need to assign and reassign vehicles when a driver switches transport.

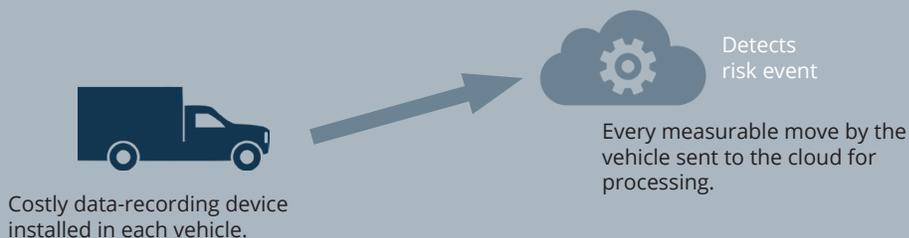
Use the budget you save to grow your business

Since there are no costly devices in the vehicles and minuscule data transport costs, the overall cost for implementing and maintaining Applied Companion is significantly less than with most available fleet products.

Better performance, security and speed with patented, on-device processing

Sfara created the technology and owns the patent for on-device data processing. As a result, Applied Companion is uniquely and purposefully designed to comply with GDPR data minimization principles. Other solutions use the smartphone as a data collection device. They transfer that collected data—every measurable move by the owner—to the cloud for processing. This makes privacy compliance incredibly difficult, some might say impossible, to achieve. Sfara's on-device processing also helps with performance and speed.

How other fleet services process data with installed data recorders



- Data and privacy vulnerabilities
- Latency issues
- Heavy data transport costs

How Applied Companion processes data with Sfara's on-device computing



- No private or tracking data sent
- Data secure on phone
- Ultra-fast response times
- Minuscule data transport costs

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Service Details: Professional Services

Continuously improve performance

Keep your fleet performing at its best

Ongoing reporting and compliance checking

At Applied Driving, we'll be there for you during the entire life cycle of your fleet business, quarter after quarter, year after year. You can even outsource your entire fleet safety operations to us, where we'll act as if we were part of your internal team.

Or, bring us in periodically to run checks, analyze data and ensure progress on recommendations we made in the assessment phase.

Data and performance analysis

We utilize your data to provide better insights and reduce areas of high risk. By using real-time and historical data, we can analyze fleet performance to highlight areas of improvement and ensure total legal compliance. This helps to drive down accident rates and protect both employees and the public.

This will reduce fleet costs, increase productivity and improve the reputation of the business.

Virtual reality and personal training

For high-risk drivers who don't respond well to the e-learning modules, we offer a complement of personalized, hands-on training services, including in-vehicle, simulator, and virtual reality training.

Our virtual reality training makes driver training as immersive and engaging as it gets, making the nearly impossible a reality: getting drivers excited by the prospect of training.

Significant risk reductions occur when a combination of e-training and hands-on methods are used to address high-risk drivers.

Just Culture

Best practice identifies that a healthy safety culture is central to delivering sustainable driver and fleet safety outcomes. We help clients obtain and sustain a Just Culture environment.

Just Culture promotes the ideas that organizations should focus less on events, errors and outcomes, and more on risk, system design, management of behavioral choices, and a free and open reporting environment.

What you get PERMIT AND COMPLIANCE CHECKING

Permit and compliance reporting isn't finished after the initial assessment. Local regulations change, permits and licenses expire, drivers lose their licenses due to off-duty incidents. We'll stay on top of the changes for you, so you don't have to.

What you get RISKMAP PORTAL

Our Riskmapp portal provides real-time access to essential fleet data, analysis and documentation.

Driver training and license monitoring details are easily accessible. Riskmapp makes fleet compliance and risk management easy. Drivers use the portal to update license and contact info.

What you get INCREASED PERFORMANCE, DECREASED RISK

All of our clients witness significant, measurable successes after implementing our driver and fleet safety management services. We're sure you will to.

Dedicated to increasing the safety of drivers

We're never satisfied and are continually working to improve our already impressive fleet offerings. We're devoting 2019 to integrating additional safety features so that you can provide a comprehensive Sphere of Safety™ for your drivers. Stay tuned for updates.



Virtual reality (VR) training

Our virtual reality training makes driver training as immersive and engaging as it gets, making the nearly impossible a reality: getting drivers excited by the prospect of training.

AI-based fuel consumption index

Despite what other fleet products tell you, the most important factor in determining fuel consumption isn't idling (that has proven to be a myth), it's driving behaviors. As a result, you don't need a device plugged into your vehicle to determine fuel usage by driver. Our artificially intelligent algorithm analyzes driving behavioral data to assign a more accurate fuel consumption index to your drivers. A safe driver does not necessarily make a "green" driver.

Built to the specifications any Fortune 50 would expect

Our solutions are built on a flexible, Fortune 50-quality platform leveraging artificial intelligence, edge computing, and an AWS infrastructure.

Global presence

Founded in the UK, with offices in Australia and the US, Applied Driving Techniques has expanded to service clients around the world. From the ground up, we have ensured that a dynamic approach, combined with international best practice and fully-managed solutions, are the heart of our business.



Pilot Programs Available
Get started today

