Building Industry Comparative
&
Benchmarking Capabilities

Mace Hartley – Executive Director, AfMA

Brodie Ruttan - CAO & Founder, Fleetr

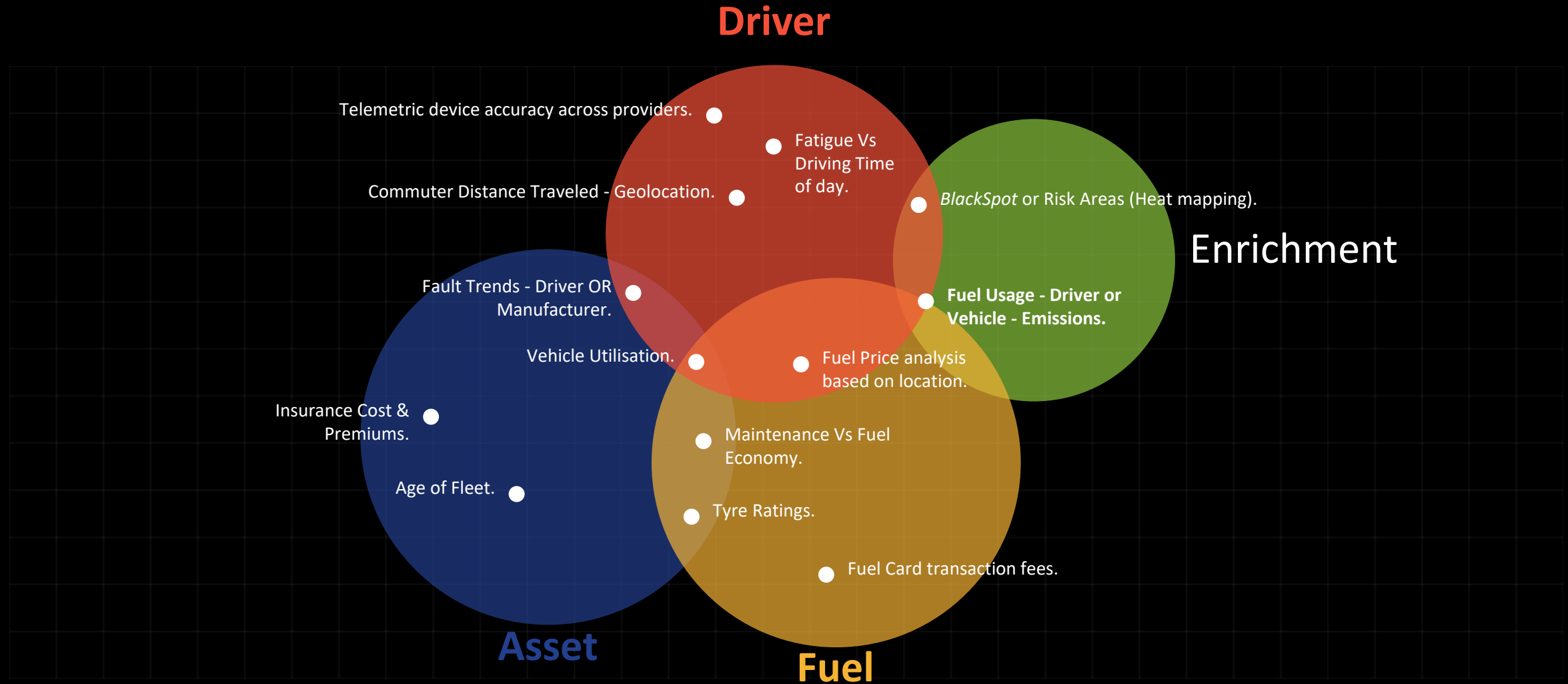# AfMA's Industry Ambition

Benchmarking, Comparative and KPI's

Explore Metric Types

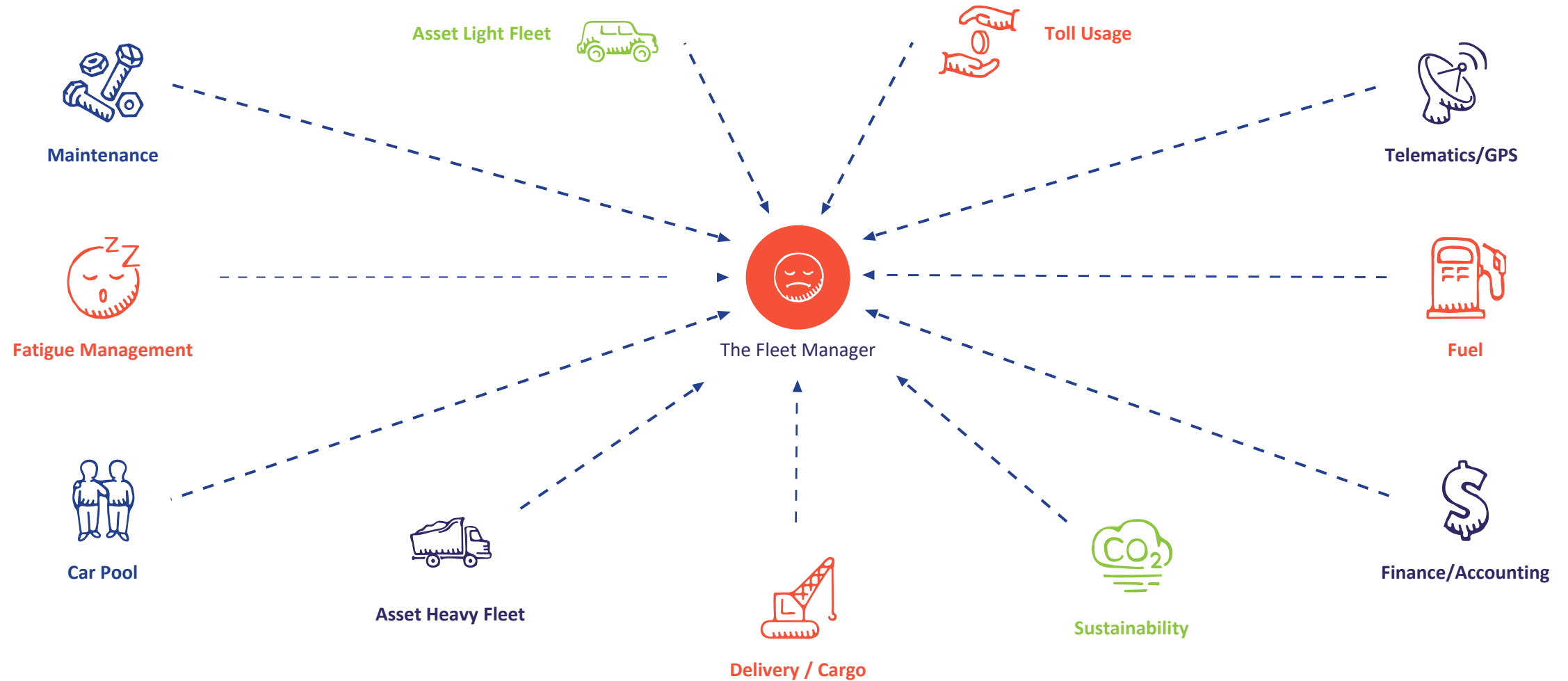- Driver Risk

- Operational

- Maintenance

Benchmarking Opportunities

We are only limited by the access to data. Connecting data can create increased opportunities to benchmark.

Driver

Enrichment

Asset

Fuel

Telemetric device accuracy across providers.

Fatigue Vs Driving Time of day.

Commuter Distance Traveled - Geolocation.

BlackSpot or Risk Areas (Heat mapping).

Fault Trends - Driver OR Manufacturer.

Fuel Usage - Driver or Vehicle - Emissions.

Vehicle Utilisation.

Fuel Price analysis based on location.

Insurance Cost & Premiums.

Maintenance Vs Fuel Economy.

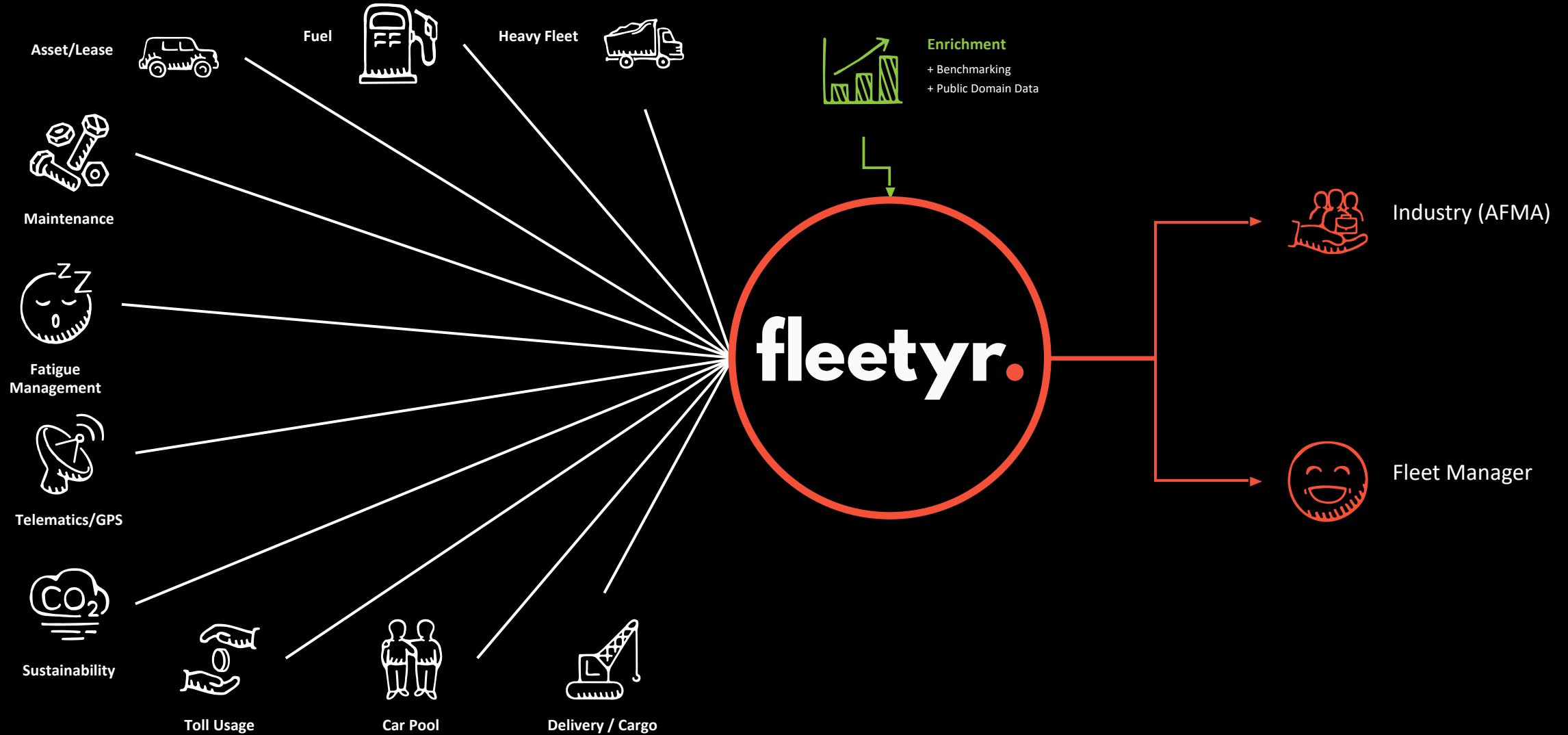Age of Fleet.

Tyre Ratings.

Fuel Card transaction fees.

The **Issues** Fleet Managers Face

A fleet managers has multiple sources of data that are not connected. To find solutions to problems, the Fleet Manager has to look at multiple dashboards, manually create insights, and store data across various locations.

Asset Light Fleet

Toll Usage

Maintenance

Telematics/GPS

Fatigue Management

The Fleet Manager

Fuel

Car Pool

Asset Heavy Fleet

Delivery / Cargo

Sustainability

Finance/Accounting

The Fleetyr Solution

Fleetyr connects, stores, and enriches data — then presents this data into analytical dashboards.

Asset/Lease

Fuel

Heavy Fleet

Maintenance

Fatigue Management

Telematics/GPS

Sustainability

Toll Usage

Car Pool

Delivery / Cargo

Enrichment
+ Benchmarking
+ Public Domain Data

fleetyr.

Industry (AFMA)

Fleet Manager

What We Do

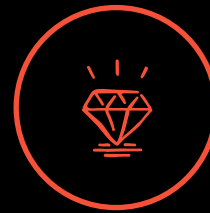We **connect, clean, enrich** and make your data talk through **visualisations**.

Our analysis provides you with **actionable insights** that help you to create a safer, healthier, cost-effective fleet.

CONNECT

CLEAN

ENRICH

VISUALISE

Agnostic Data Collection = Benchmark Opportunity

Having access to clean and accurate data is imperative in decision-making and continuous improvement..
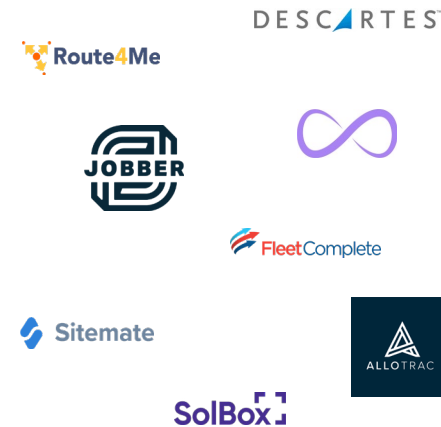
TELEMATICS

GEOTAB
Teletrac Navman
OCTO
GARMIN
webfleet solutions — a Bridgestone company
samsara
TELTONIKA
Omnitracs

FUEL & EV

WEX
AMPOL
Fleet Card
bp
FLEETCOR
DKV
Esso

ACCOUNTS

sage
myob
ROSSUM
xero
intuit quickbooks
JD EDWARDS
fiskl
FreshBooks

MAINTENANCE

Fleetio
KEEP TRUCKIN
FULLBAY
UpKeep
MIDAS
emaint
whip around
DRIVEROO

OPERATIONS

DESCARTES
Route4Me
JOBBER
FleetComplete
Sitemate
ALLOTRAC
SolBox

SAFETY

seeingmachines
mobileye An Intel Company
SafetyTek
riskware — Enterprise Risk Intelligence Software
lytx
JESI
DriveRisk — MANAGE · MOTIVATE · MITIGATE
donesafe

What things do you measure?

Roadside Assistance by call out type

Traffic Infringements   Time on site

Fuel consumption   **Infringements**   Demerit Points   Age of Fleet

Utilisation

Idle time   Toll

WOL   **Pool vehicle utilisation**

Total Cost per Km

Churn   week   **day**   **Co2 Emissions**

kms per tyre   use

time

End value of vehicles   Trends of all costs

Accident types

Cost per km   kms per driver private verse buisness

TCO across brands   Private use v business use

Low emission vehicles in fleet v opportunity

How we make this work?

Privacy

Blind Benchmarking

Participation

More the merrier

Agree

Pick one topic to benchmark

Community
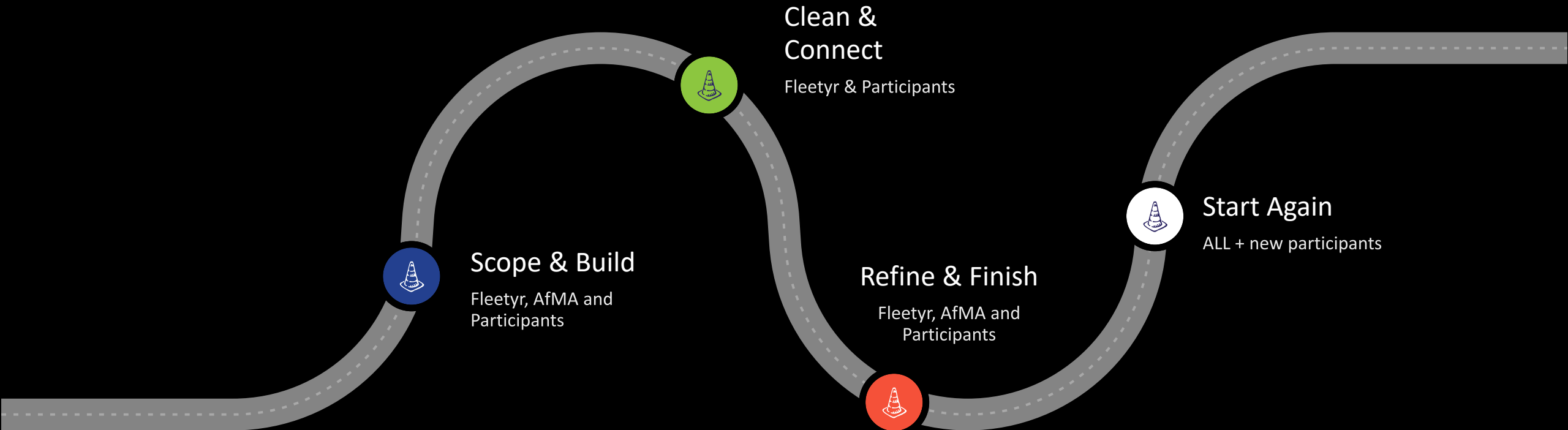
Discuss the results

Deep diving
Look Like?
—

"We **reduced CO2 by 963 tonnes** when we extended the green traffic light time by 7 seconds."

"If we buy those tyres, the stopping distance will be **an extra 18 metres** than with our usual tyres."

"We **reduced operating costs by 34%** when we swapped 12 of our fleet vehicles to EV."

Next Steps

Scope & Build
Fleetyr, AfMA and Participants

Clean & Connect
Fleetyr & Participants

Refine & Finish
Fleetyr, AfMA and Participants

Start Again
ALL + new participants

First Step

Register your interest with AfMA

Email info@afma.org.au of Call 03 9866 6056