

Driver and Truck Analytics (DATA)

Existing fleet performance solutions capture and report on some vehicle and driver performance metrics. To get detailed information, fleets typically have to wait weeks for vehicles to return to the maintenance bay where they can perform data downloads.

Imagine if managers had access to the wealth of performance information coming directly from vehicle engines in real time. They could instantly apply this knowledge to attain new levels of fuel efficiency and safe driving while vehicles are still out on the road.

Imagine being able to see exactly where and how drivers are underperforming and score them on a fair and normalized system. Managers would be able to guide drivers while they compete with each other to improve their performance

to achieve fleet goals. Communication would be simple, immediate, and effective as drivers and managers are seeing the same data as it happens.

Imagine no more; it's real and it's what sets LinkeDrive solutions apart from the crowded market of driver and asset performance systems.

With PedalCoach®, fleets now have a driver-focused application to improve the bottom line by measuring, coaching, and rewarding drivers for safe and fuel-efficient driving. With LinkeDrive's DATA, a cloud-based solution that captures, analyzes and presents information, managers and fleet executives can now optimize the performance of drivers and assets.

DATA
DRIVER AND TRUCK ANALYTICS

WHAT SETS US APART

- REAL-TIME—ABILITY TO INSTANTLY APPLY KNOWLEDGE TO ATTAIN NEW LEVELS OF EFFICIENCY
- FAIR AND NORMALIZED SCORING FOR DRIVERS PROVIDING POSITIVE REINFORCEMENT
- CUSTOMIZABLE SO DATA IS EASILY CONSUMABLE FOR MANAGEMENT AND DRIVER

FAIR DRIVER SCORING

DATA uses a patent-pending approach to evaluate and score all drivers across the fleet. With this score, managers can quickly determine which drivers are outperforming their peers in fuel and driving performance and then provide coaching for those lagging behind.

The score, based on a scale of 100, is fair, normalized and encourages drivers to perform. Drivers see the score at the end of each trip (ignition on/off event) through PedalCoach®.

With DATA, drivers and managers speak the same language.

With DATA, drivers and managers speak the same language. Driver coaching moments are more simple, clearer and on-demand.

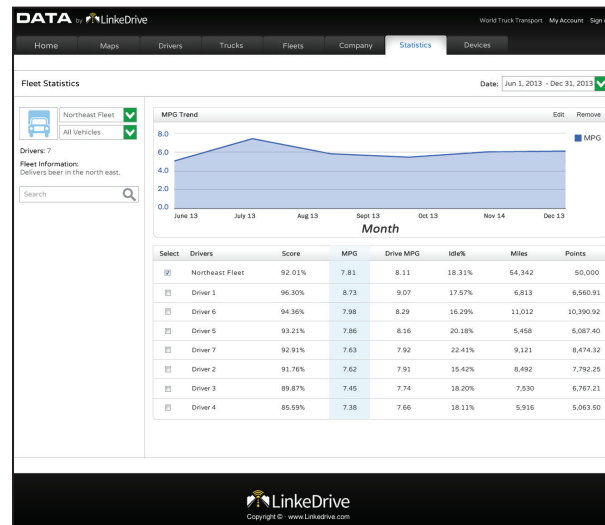
REAL TIME

DATA is constantly receiving information from each fleet vehicle. With its GPS

and mapping support, managers can track the location of each vehicle moving down the road and see how each vehicle and driver is performing. DATA also tracks performance for the entire fleet and by fleet segment.

ALWAYS AVAILABLE

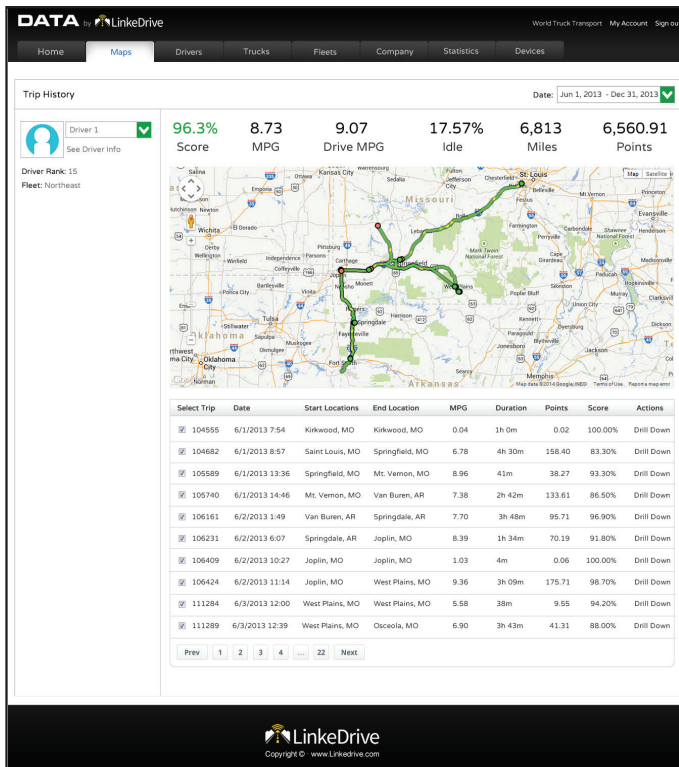
As a fully secure cloud-based solution, the DATA platform provides better reliability, scalability, economy and performance than traditional on-premise driver management systems. This approach also makes DATA simple and efficient for fleets of any size to adopt and to access from anywhere using any device with a browser.



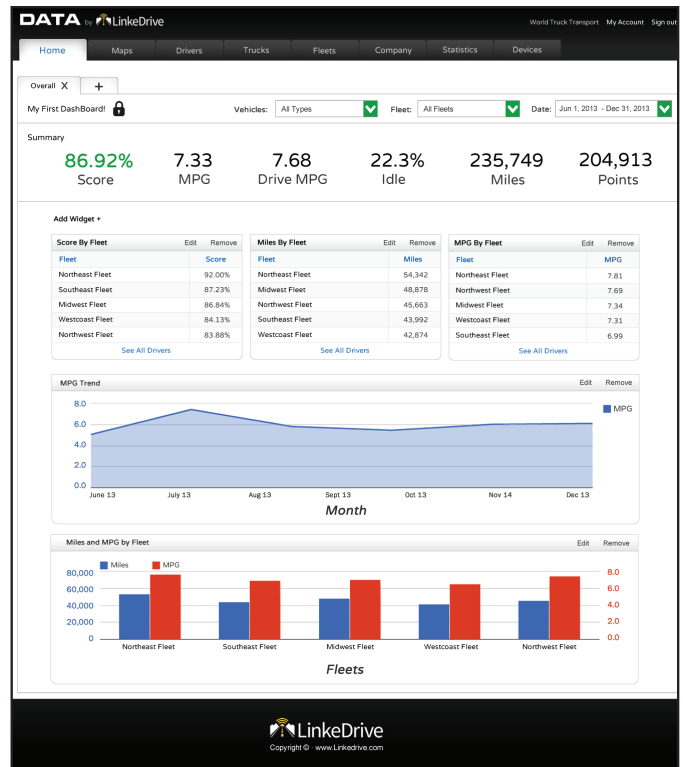
Managers / Executives can see fleet wide performance reports and trends.



MORE



Managers can see historical routes that drivers took and how the driver performed on each of those drives.



Managers / Executives can create custom dashboards to quickly scan the key performance metrics that are most valuable to their business.

EASY COMPARISONS

DATA provides the most detailed driver, truck, and route performance comparisons in the transportation industry. With its comparative analysis tools, driver managers gain instant, drill-down visibility to understand:

- When, where and why drivers are underperforming.
- How drivers are performing in relation to their peers.
- When, where and why drivers are idling.

With DATA, **fleet equipment managers** can conduct A/B testing of aerodynamic equipment and compare performance among different engine and vehicle systems to make smarter spec'ing decisions.

For **senior-level executives**, DATA provides the ability to:

- Measure and compare driver managers
- Measure fleet-wide KPIs such as idling, fuel consumption, and vehicle utilization.
- Identify underperforming assets.

FULLY CUSTOMIZABLE

DATA is more customizable than any other driver management platform on the market. Users can create, save and export driver, fleet and vehicle reports. LinkeDrive can also assist users in creating dashboards and reports that show any KPI that their fleets want to measure and track.

DATA gets information directly from vehicle and engine ECMs and can integrate with third party sources to receive information automatically using APIs.

This customizable platform can present information to users in ways that align with how companies already measure their fleets, managers and drivers, with expanded capabilities for creating new measurements. The sky is the limit.

LINKEDRIVE PERFORMANCE PAY

The DATA platform and its fair scoring system allows LinkeDrive to administer a driver rewards program on its customers' behalf. The LinkeDrive Performance Pay program uses drivers' LinkeDrive Score and driving performance to create an automated system for recognizing drivers for their achievements. LinkeDrive can administer the program or integrate DATA directly with fleets' existing payroll and payment systems to automatically generate the payout.

THE LINKEDRIVE ADVANTAGE

LinkeDrive is an expert in helping commercial carriers achieve greater profitability. We do this by leveraging mobile and cloud technologies combined with data science, vehicle dynamics, and business intelligence. We have extensive experience in web, mobile, cloud and engine software development and a proven track record of deploying high value, game-changing enterprise Software-as-a-Service (SaaS) solutions to motor carriers of all sizes and types of vehicle applications and configurations.

