



# An easy way to keep drivers safe

TomTom WEBFLEET OptiDrive™

Partner Product Sales kit

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# Our complete safety proposition

TomTom helps drivers relax

TomTom helps drivers keep their eyes on the road

TomTom helps drivers keep their hands on the wheel

TomTom helps drivers drive responsibly

TomTom helps management to promote a safe driving style

TomTom helps management to quantify impact

TomTom helps management make decisions

## **WORKsmart-Safety**

Help drivers to look after themselves, their vehicles and other road users.

New features:

Active Driver Feedback

WEBFLEET OptiDrive™

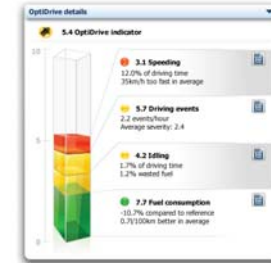
# The business needs...



# Safer, better, greener driving



Empower the driver  
with  
Active Driver Feedback



Easy management  
with  
WEBFLEET OptiDrive™



# Value of OptiDrive™ & ADF

# Business benefits



**Drive safe** – Keep your staff safely on the move

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**Drive efficient** – Reduce fuel and other vehicle related cost

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**Drive green** – Downsize your impact on the environment

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# Business benefits (feature match)



## Promote responsible driving

Speeding  
Harsh steering and breaking



## Reduce vehicle cost (30% of TCO is fuel and maintenance)

Drive more fuel efficient  
Reduce maintenance cost  
Lower risk, damages, insurance cost



## Downsize your footprint

Drive more fuel efficient  
Ban excessive idling



# Active Driver Feedback

# Real-time Feedback for Safer Driving!

With Active Driver Feedback the driver gets immediate response to his driving style.

Additional warnings in the driving view:

- Driving events
- Fuel consumption and efficiency
- Idling

## ecoStatistics:

ecoStatistics is a new tool to give the driver insight in his driving style over a selected period (trip, day, total)



# Driving Events



- Every time a driver brakes or steers harsh a notification appears in the Driving View.
- Vehicle type specific thresholds
  - 3x categories, defined by vehicle type in WEBFLEET
- Icon reflects severity of event
- Better driver feedback:
  - Promote driver safety
  - Allows better driver feedback as driver and dispatcher have access to same information
- Hardware requirements:  
LINK 300/310 and PRO 7xxx series



# Fuel Consumption and Efficiency



- Current (1) and trip average (2) fuel consumption are displayed in the status bar (per default)
- The fuel efficiency indicator (3) reflects the fuel efficiency of the current fuel consumption – only shown if (1) is disabled
- The font colour of the fuel consumption reflects its fuel efficiency
  - Green = consumption 10% below defined average
  - Red = consumption 10% above defined average\*
- Benefit: Driving costs down
  - HW requirements: LINK 300/310 and PRO device + ecoPLUS



1)

2)



3)

\*Same definition of the average fuel consumption as for ecoPLUS - Dispatcher defined vehicle/fleet value or longterm ecoPLUS average

# Idling Warner



- After 5 min of idling in stand-still an idling warning is issued indicating to the driver the amount of fuel he has wasted so far
- Benefit: driving costs down
- HW requirements:
  - LINK 300/310 and PRO device
  - Optional: ecoPLUS required to display information on wasted fuel



# EcoStatistics



- EcoStatistics provides a snap-shot of the driver behaviour over a selected period (trip, day, total)
  - Distance & time travelled
  - Driving events: quantity and average severity
  - Fuel consumption: total and average
  - Idling: time and wasted fuel  
Only idling >5min reported (consistency with the WEBLEET reporting)
- Accessible via WORK menu
- Benefit: Raise driver awareness for a safer and more fuel efficient driving
- HW requirements:  
LINK 300/310 and PRO device + ecoPLUS



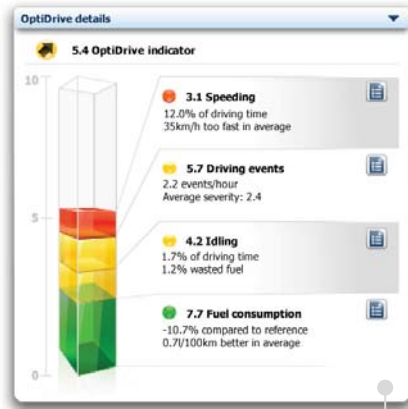
# Details

- Feedback on driving events and idling only available if unit is configured accordingly
  - Driving events via “basic settings”
  - Idling using report idle events via “input settings”
  - Idling via Digital Tachograph or ecoPLUS: automatic activation
- SW requirements:
  - LINK 300/310 and PRO need to be updated to benefit from the new features
    - LINK 300/310 Firmware: 1.90
    - PRO Series application: 10.130
- NAV and LIVE Tariff supported



# WEBFLEET OptiDrive™

# 3 main features of WEBFLEET OptiDrive™



Safety and efficiency indicator

Speeding 12.4% of driving time  
18 km/h too fast in average

4.5

Date / Time	Vehicle	Duration / Limit	Avg / Top speed	Start / End location
04/03/11 11:24	597 - LA6478H00227	0 min	204 km/h	22.8 km north east Halle (Saale) near Zörbig, B183 (DE 06
04/03/11 11:24	597 - LA6478H00227	100 km/h	204 km/h	22.0 km north east Halle (Saale) near Zörbig, B183 Jeßnitz
04/03/11 11:17	597 - LA6478H00227	6 min	192 km/h	15.7 km north west Leipzig near Schkeuditz, 15 Ak Schkeu
04/03/11 11:24	597 - LA6478H00227	140 km/h	204 km/h	23.0 km north east Halle (Saale) near Zörbig, B183 (DE 06

Extended driver menu

OptiDrive report

Driver: All drivers  
Period: 01/03/2011 - 31/03/2011

TOMTOM WEBFLEET

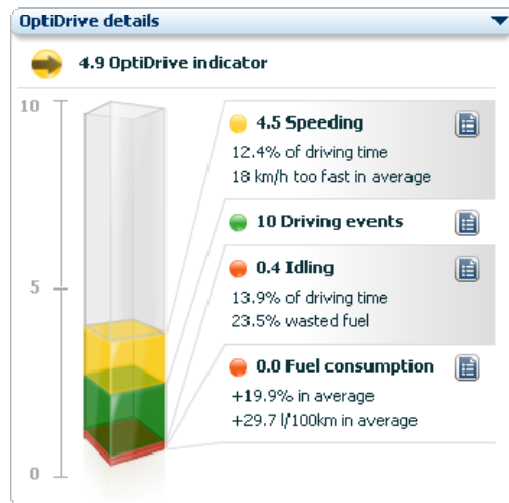
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Driver	Distance / Total consumption / Wasted fuel	Speeding / Idle Time	Driving events	Average severity	Fuel consumption / Idling	Driving events / Speeding	Driver score	Trend
00541 - Peter P.	26.8 km 30 min	42 min		6.7	10.0	10.0	8.3	
0815 - Alfred A.	52.3 km 1 h 23 min	3.5 l 0.7 l	59	3	5.8	7.5	3.0	
10101 - Bob B.	26.0 km 19 min			0.6	10.0	10.0	9.6	
1111111 - Steve S.	74.5 km 2 h 12 min	3.8 l	15 min	4.7	10.0	10.0	7.9	

Reporting & Dashboard

# What's new?

- Detailed feedback on real-time and historical data for driver performance
- Compare drivers, groups and fleet against benchmark
- Monitor trends and developments
- Find saving potential and reward environmental responsibility
- Simple and rapid capture by graphical treatment of the OptiDrive chart



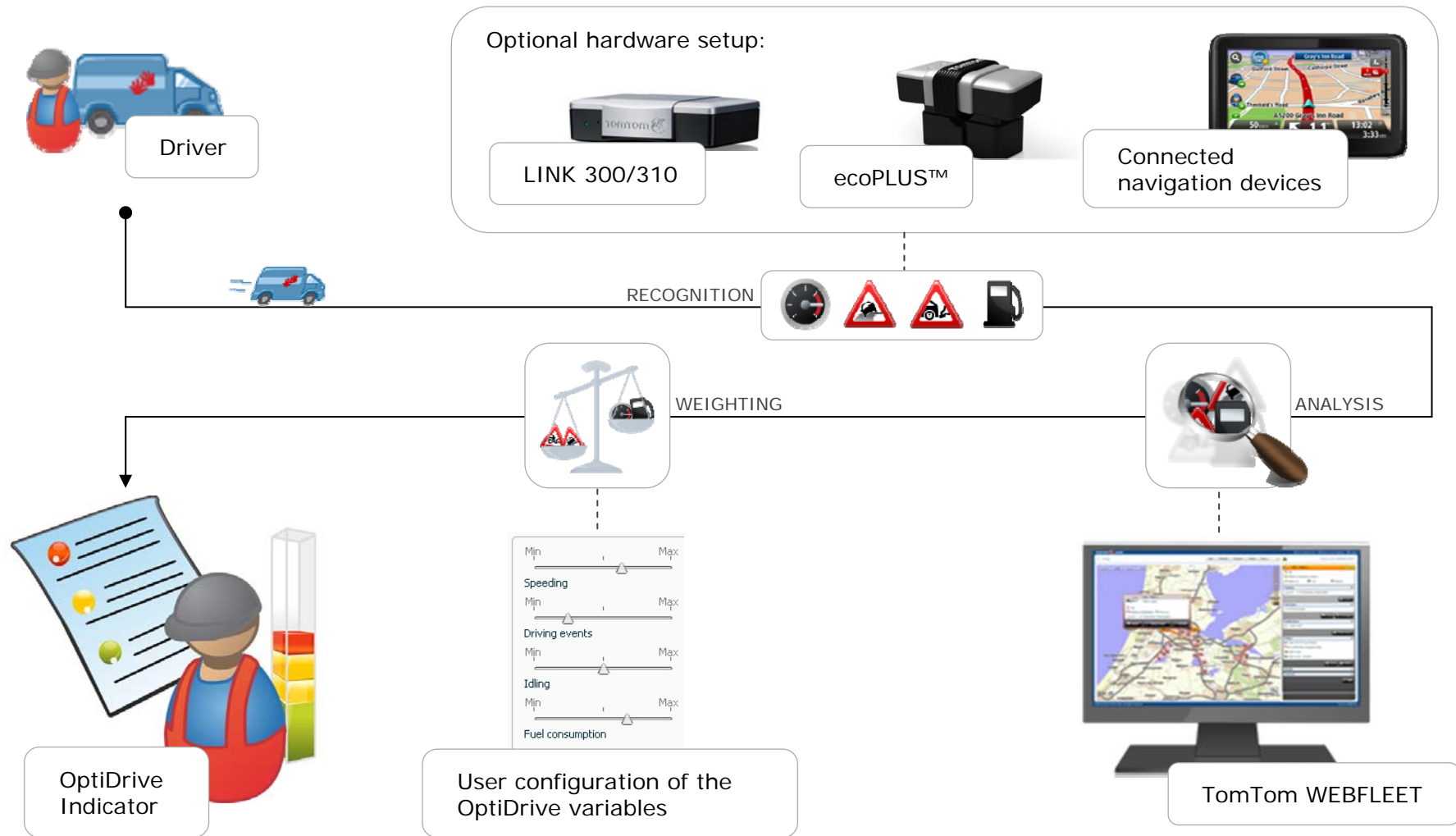
**Speeding** | Driving events | Idling | Fuel consumption

--- All vehicles --- | 04/03/11 - 04/03/11

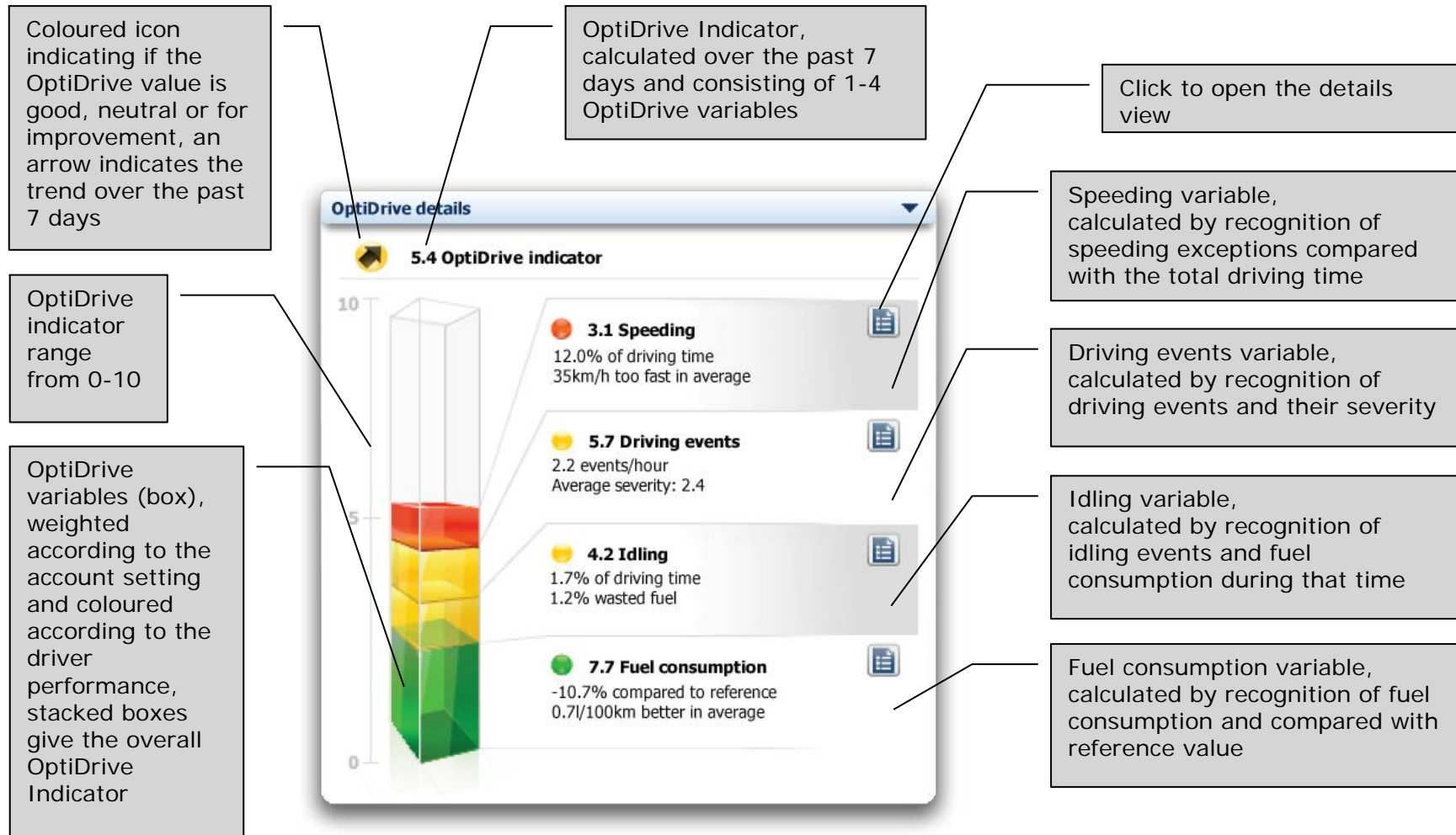
4.5 — 12.4% of driving time  
18 km/h too fast in average

Date / Time	Vehicle	Duration / Limit	Avg / Top speed	Start / End location
04/03/11 11:24	537 - LA6478H00227	0 min	204 km/h	22.8 km north east Halle (Saale) near Zörbig, B183 (DE 06)
04/03/11 11:24	537 - LA6478H00227	100 km/h	204 km/h	22.0 km north east Halle (Saale) near Zörbig, B183 Jeßnitz
04/03/11 11:17	537 - LA6478H00227	6 min	192 km/h	15.7 km north west Leipzig near Schkeuditz, 15 Ak Schkeu
04/03/11 11:24	537 - LA6478H00227	140 km/h	204 km/h	23.0 km north east Halle (Saale) near Zörbig, B183 (DE 06)

# How does it work?



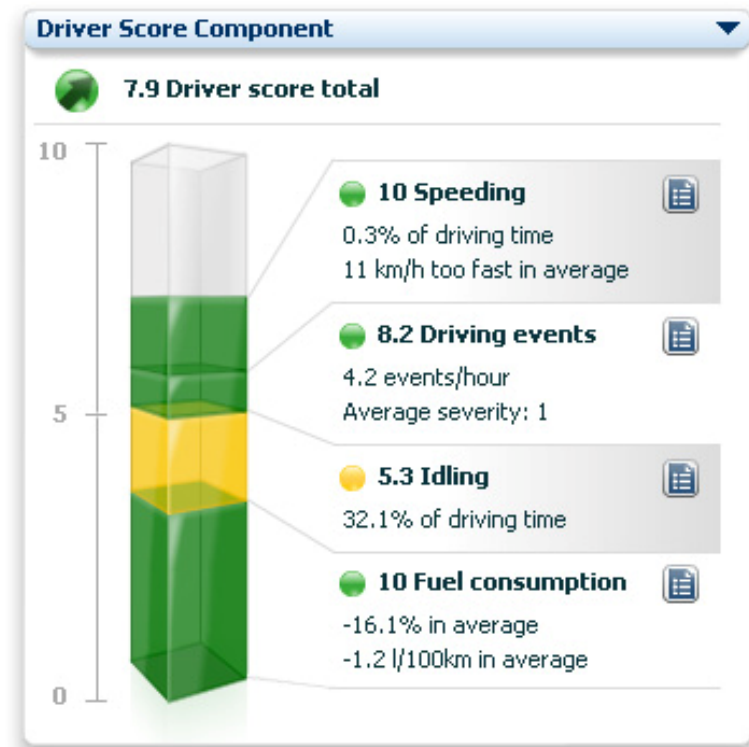
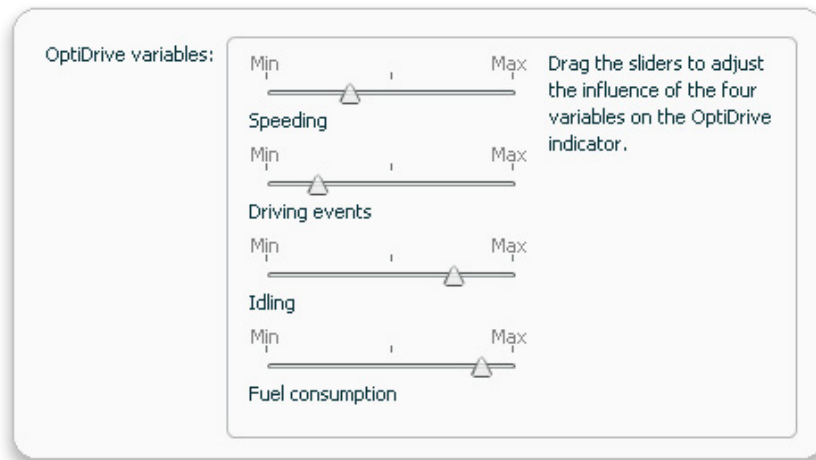
# The safety and efficiency indicator



# Customisable

Dynamic composition of OptiDrive Indicator is possible

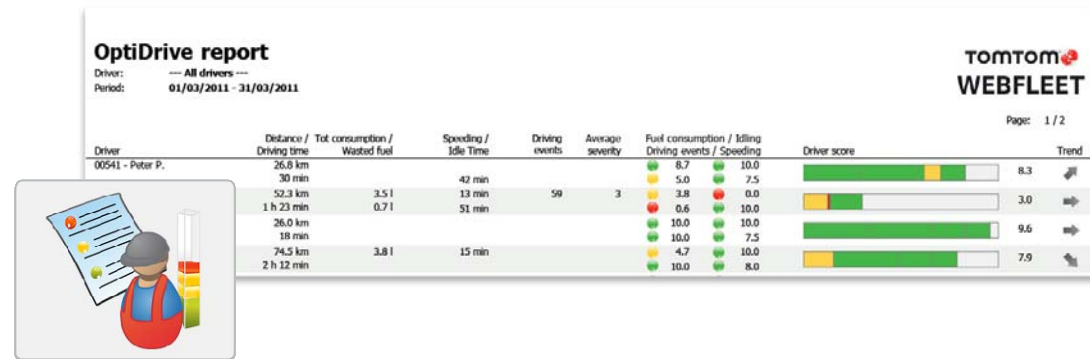
Individual configuration of variables weights



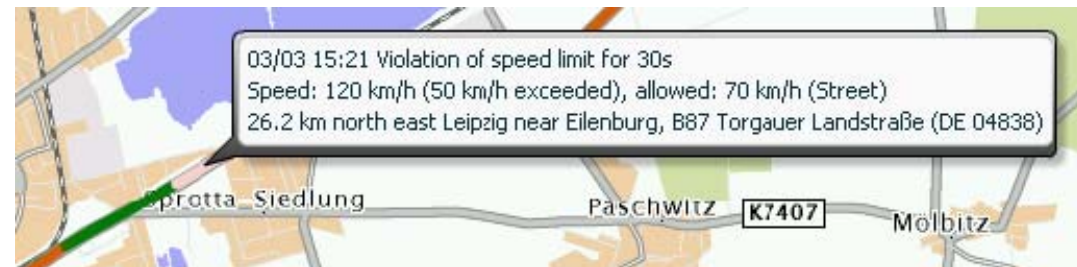
# Dashboard & reporting

OptiDrive KPI in the Dashboard

OptiDrive PDF-report










Improved speeding information



# Drivers menu

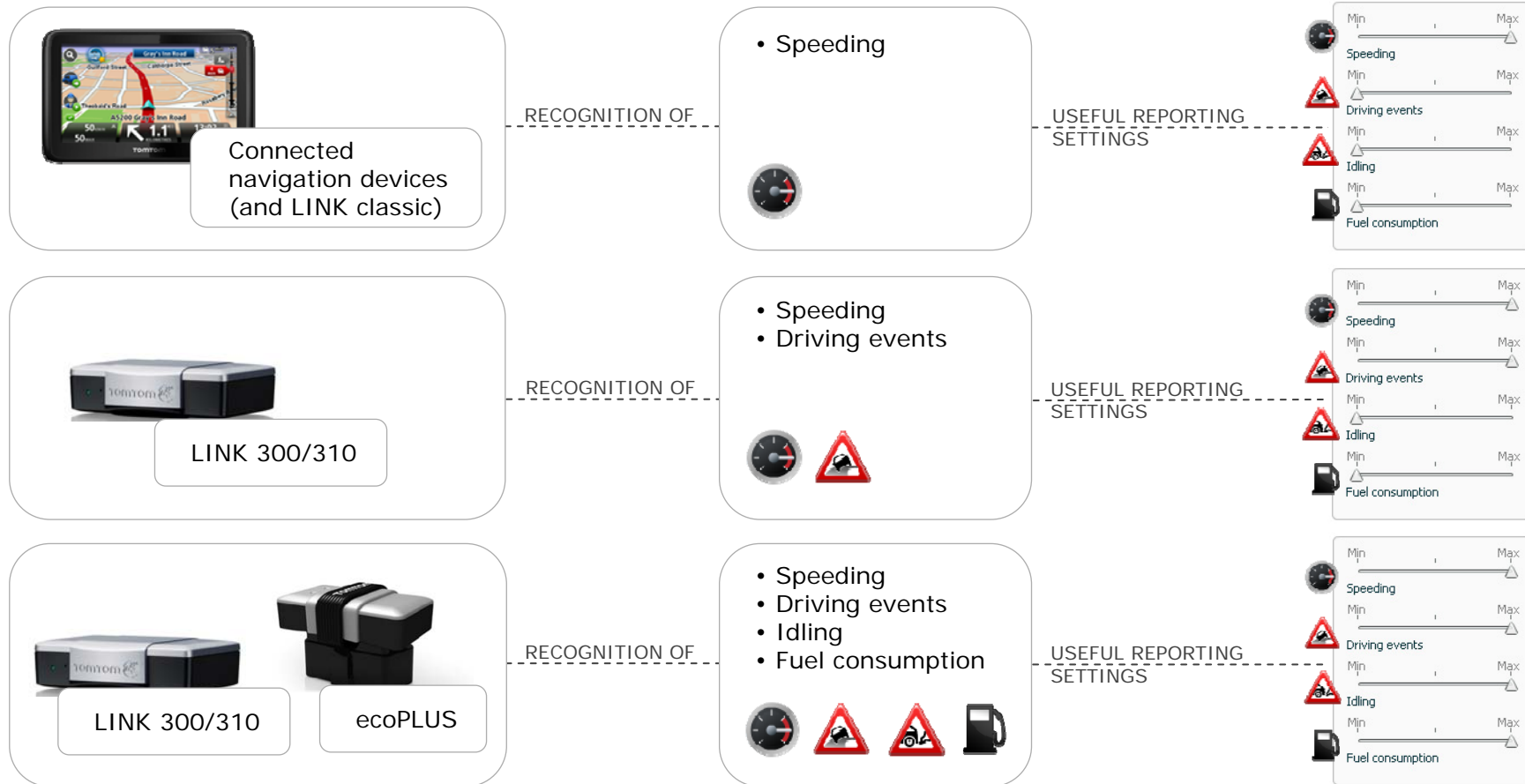
Extended 'Drivers menu' introducing 'OptiDrive Indicator' and 'Trend'

Trend: Information about efficiency and safety development

No.	Name	Vehicle	Status	Daily total	OptiDrive indicator ▼	Trend
555	Peter P.	 597 - LA6478H00227			 9.6	
189	Sarah S.	 581 - LA6478H00470	 Work finished	 3h 6min	 6.3	
666667	Christoph C.	 611 - LB1260K90004			 4.9	
10101	Michael M.				 3.0	

# Compatibility

All devices are supported! Combination of LINK 300/310 with ecoPLUS™ provides the full range of the feature



**Let's drive business™**

[www.tomtom.com/business](http://www.tomtom.com/business)