

motive

Maximize ROI through visibility and control.

Unlock growth by leveraging the only platform that unifies driver safety, fleet management, equipment monitoring, and spend management.



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INTRODUCTION

One platform to manage your operations.

Running a physical economy business is tough. Fuel and maintenance costs are continually rising; finding and retaining skilled workers is a universal challenge; and roads and job sites are dangerous, resulting in skyrocketing insurance, damage, and litigation costs. Through it all, manual workflows are limiting productivity.

Because of these challenges, the people who manage physical operations are struggling. They have too much work to do, too much complexity to manage, and too much risk to process. Their biggest concern is balancing worker safety and optimization with profitability. But current solutions have failed them. Until now.

Motive is the only fully unified Integrated Operations Platform combining Driver Safety, Fleet Management, Equipment Monitoring, and Spend Management in one place, and Motive customers are reaping the benefits. Here's how some of North America's leading companies are leveraging the Motive Integrated Operations Platform to become safer, more productive, and more profitable.

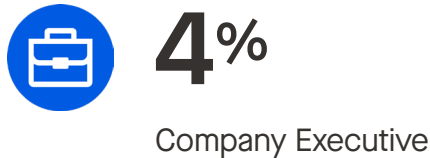
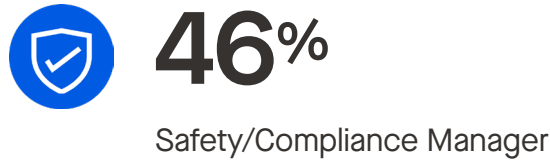


Survey participants.

We surveyed **164** Motive customers to understand where they're finding the greatest ROI from the Motive platform. With an average fleet size of 572 vehicles, respondents spanned several industries and roles.

All responses are self-reported. The results represent the top 25% of responses, not the average.

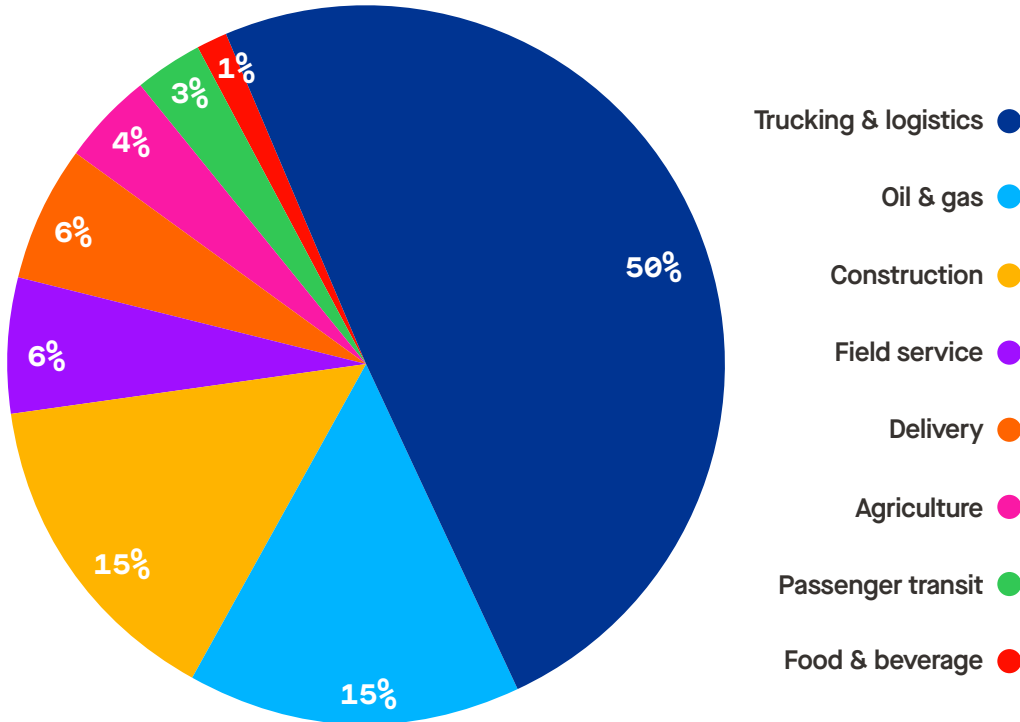
Job Role



Country

United States **86%** Canada **14%**

Primary Industry



Fleet Size

Fleets with 100-749 vehicles **84%** Fleets with 750+ vehicles **16%**

Improve safety, productivity, and profitability.

In today's challenging physical economy, industries face rising costs, dangerous roads, fraudulent spend, and constrained productivity. Fortunately, the rise of artificial intelligence (AI) and automation offers solutions to these challenges.

As global tech investment in AI soars, businesses are redefining fleet management through automation, integrating their systems into a single platform. The result is end-to-end visibility and transformative change.

After surveying Motive customers, the findings were clear. Our customers have used the Motive unified platform to achieve safer performance, better compliance, lower costs, and time saved. They've moved the physical economy forward — and they've done it in ways that are safer, more productive, and more profitable than ever.

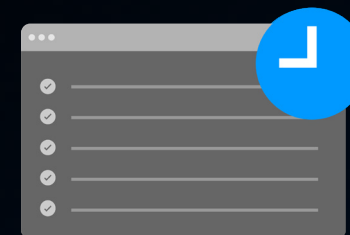
Top findings include:



Safety

91%

of customers reduced at-fault accidents.



Productivity

50%

less time spent on manual paperwork and processes.



Profitability

20%

saved annually across insurance, fuel, and maintenance.



I cannot imagine trying to manage the amount of data and the safety events the technology is pulling in. The efficiencies that the platform has added, where it's doing a lot of that work for us, that's a huge deal.”

Jared Whitson
Director of Safety
Bennett Family of Companies



At the end of the day, the cameras are a win. And seeing the capabilities of Motive and how the Motive team has provided support every step of the way, it's a win-win."

Jon Fontaine
Corporate Fleet Manager
Rosendin Electric



DRIVER SAFETY

Complete visibility, better risk protection.

Being a safety manager has never been easy. And without real-time visibility, it's *really* not easy today. A seconds-long lapse at the wheel by a single driver is all it takes to open the door to a world of problems. Distracted driving is a surefire way to cause a crash and get ensnared in litigation. And when **larger verdicts average \$22 million**, that's not a chance worth taking.

The best fleets protect their people and profits with a holistic solution that brings safety and compliance together. A unified platform gives safety managers the visibility they need to maximize safety, minimize risk, and not have to worry about any of it.

Industry-leading AI drives accident prevention.

Backed by accurate AI detection, Motive customers get real-time accident prevention they can trust. In a Motive-sponsored study conducted by the Virginia Tech Transportation Institute, the Motive AI Dashcam alerted to cell phone use, close following, and rolling stops **up to 4x more successfully** than other solutions.

VTTI tested 234 scenarios using AI-powered dash cams from three vendors in six categories (day, dusk, and night). Cameras were new, professionally installed, and initialized as instructed. Each camera underwent three placement rotations.

motive

86%

of events successfully alerted to at 9.4 seconds.

 **samsara**

21%

of events successfully alerted to at 12 seconds.

lytx.

32%

of events successfully alerted to at 17 seconds.



VTTI conducts research to first and foremost save lives, from driver to passenger to pedestrian. Studies like this one can help progress safety in the transportation industry.”

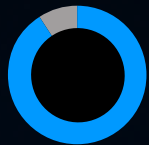
Susan Soccolich
Senior Researcher
Virginia Tech Transportation Institute (VTTI)

Reliable AI prevents accidents and reduces risk.

With industry-leading AI as their co-pilot, Motive customers use real-time risk detection and streamlined driver coaching to improve driver awareness when it's needed most — leading to fewer accidents, lower costs, and time saved.

The impact of these savings can be seen in the incredible ROI Motive customers have generated through our platform.

Through the Motive safety program and dash cams:



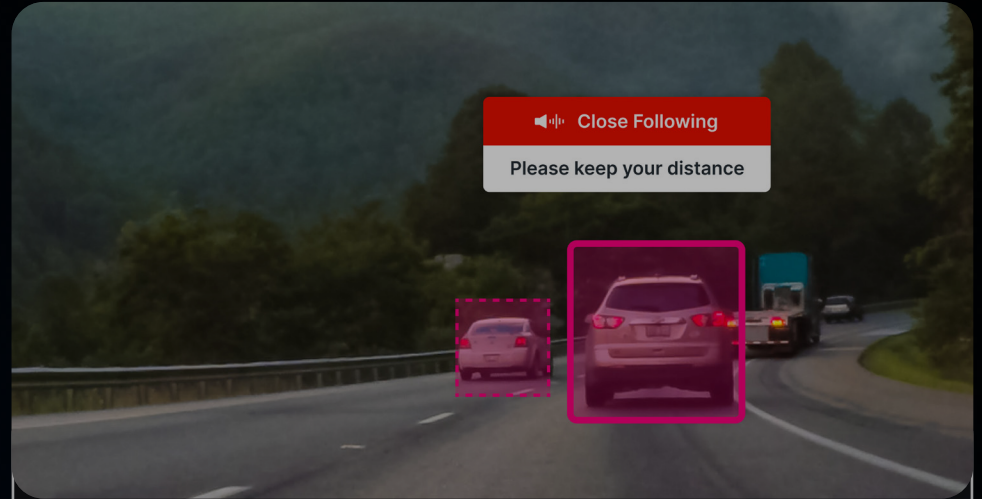
91% of customers reduced at-fault accidents.

Based on a 2023 coaching study, customers have seen:



57% fewer accidents within four months of regular coaching.

Based on preliminary findings. Larger studies are underway.



The accuracy of that AI detection means fewer false alerts for my drivers. When the dash cam alerts drivers about a critical event, they know it matters.”

Director of Safety and Compliance
Groome Transportation

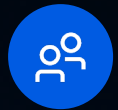
Coach drivers in less time.

Since adopting Motive, customers didn't just see fewer accidents, they also reported spending less time on safety program tasks:



31%

less time spent reviewing dash cam videos and coaching.



12.4hrs

saved weekly per individual on dash cam video review and coaching.

Note: The percentage of time saved per week is based on a 40-hour workweek.



I used to spend four hours a day reviewing safety videos. Now I focus exclusively on drivers who need coaching.”

Heather Walerius
Safety Director
JMS Transportation

Fewer accidents, more money saved.

Since adopting Motive, customers reported:



30% saved annually on accident-related expenses.



\$900K

saved annually by customers with 750+ vehicles.



\$570K

saved annually by customers with 100-749 vehicles.



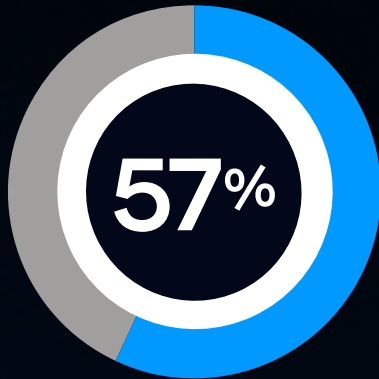
The Motive solution has been an invaluable investment, saving us millions on accident claims.”

Tom Abrams
Co-Founder and CEO
Reliable Carriers

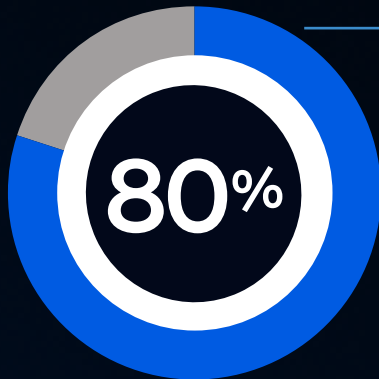
Accident management made easy.

When accidents occur, customers can expedite the management process with immediate HD video evidence and swift claim resolution.

Since adopting Motive:



of customers saved time on insurance claim resolution with Motive dash cams.



of customers were exonerated for not-at-fault accidents.



with the top 10% achieving a 100% exoneration rate.



With the Motive cameras, it took us 17 seconds to understand what happened and exonerate our driver.”


Don Penepent
Concrete Division Manager
Tilcon

Fewer accidents, lower insurance costs.

Since adopting Motive, customers reported:

 **21%** saved annually on insurance expenses.

 **\$930K**
saved annually by customers with 750+ vehicles.

 **\$405K**
saved annually by customers with 100-749 vehicles.

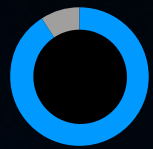


For insurance, we dropped our rates from \$1,200 per driver to \$900 per driver. That all makes a huge impact on where we can take our business.”

Ellen McDonald
Safety Director
Expressway Logistics

Drivers stay with dual-facing dash cams.

Since adopting dual-facing dash cams:



91%

of customers saw less than 5% driver turnover.

Similarly, a 2023 Motive study found that dual-facing dash cams enhance safety without impacting driver retention. There's no retention difference between fleets using Motive dual-facing dash cams, road-facing dash cams, or no cameras.

The study looked at 65 active Motive fleets and 31,028 drivers, over the span of 75 weeks.



This camera's there for my protection. I can make myself a better driver, and the company's definitely going to prosper from that too."

Greg Vander Heide
Driver
Wessuc Inc.



Thanks to real-time location monitoring, we've not only improved driver accountability but also cut down on excessive idle time. If a customer asks, we can promptly check a driver's location and inform them that, based on traffic, the driver will be there in just 15 minutes."

Diane Woodruff
DOT Compliance and Safety Manager
Sabel Steel



FLEET MANAGEMENT

See the whole picture. Right when it develops.

Even in good times, managing a fleet is complicated business. There are routes to navigate, deliveries to schedule, and vehicles to maintain. And when **diesel prices have spiked 57 cents in a month** and **cargo theft is at a 10-year high**, fleet management can feel that much tougher.

To tackle these challenges, physical operations leaders need a holistic, reliable view of everything happening on the road, in the field, and in the back office. Because you can only manage what you can see.

Motive offers unparalleled visibility into the location, utilization, and health of fleet vehicles, automating major operational workflows for fleet managers, dispatchers, and maintenance teams.


In today's high-pressure environment, automation is the key to transformation. It leads to instant responsiveness, incredible savings, and unrivaled efficiency and safety.

Do more with less.

By connecting operations end-to-end, Motive customers get the visibility and control they need to significantly reduce manual workloads and automate tasks. Through our integrated platform, Motive customers spend **35% less time on back-office tasks**, allowing them to focus on the things that really matter.

Since adopting Motive, customers reported:

 **48%**
less time spent tracking vehicles and assets.

 **50%**
less time spent on manual paperwork and processes.

 **21%**
less time spent planning and scheduling dispatches.

Note: The percentage of time saved per week is based on a 40-hour workweek.

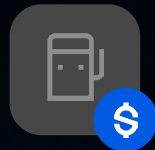


We have noticed a reduction in time spent on paperwork and an improvement in process efficiency. We don't cut corners in our business, and Motive doesn't either."

Anthony Coruccini
Chief Operating Officer
All Chemical Transport

Fuel company growth with lower fuel expenses.

Since adopting Motive, customers reported:



20% saved annually on fuel expenses.



\$465K

saved annually by customers with 750+ vehicles.



\$405K

saved annually by customers with 100-749 vehicles.



What we do can cause not only a serious safety hazard, but an environmental hazard, so we want to be conscientious. You can use the Motive portal to monitor fuel consumption and your carbon emissions.”

Marc Vanco
Safety Manager
Duncan Oil

Minimize maintenance costs and downtime.

Since adopting Motive, customers reported:



20% saved annually on maintenance expenses.



29%

less time spent managing vehicle repairs and downtime.



11.4hrs

saved weekly per individual on managing vehicle repairs and downtime.

Note: The percentage of time saved per week is based on a 40-hour workweek.

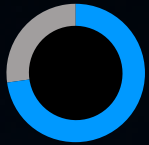


By reducing the number of trucks we have out of service, we're saving \$150,000 to \$200,000 a year in maintenance costs. That's another area where we save so much money with Motive."

Stefan Varagic
President and Founder
Cargo Network Solutions

Run a more compliant business.

Since adopting Motive:



73%

of customers decreased HOS violations.

Customers also reported:



41%

improvement in CSA scores.



25%

less time spent assigning unidentified trips



Motive transforms things like compliance, which can be cumbersome and difficult to understand, into something simple.”

Ryan Duffy
DOT Compliance and Safety Manager
Heritage Crystal Clean



Having that tracker gives us peace of mind. It's nice to know that I can log in from my phone or my computer at home and get immediate visibility into our trailers' performance."

Marc Cain
Transportation Manager
Mayer Brothers



EQUIPMENT MONITORING

Monitor equipment to see where and how it is.

For physical operations leaders, managing equipment comes with operational challenges — preventing theft and loss, tracking utilization, minimizing downtime, and much more. When theft is on the rise and **downtime costs up to \$760 a day**, having real-time visibility into equipment and assets can reduce loss and keep teams moving.

Motive fleets have unparalleled visibility into the location, utilization, and health of their equipment, making it easy to track asset availability, usage patterns, and maintenance scheduling. Automated workflows for equipment managers, dispatchers, and maintenance teams allow physical operations leaders to effectively allocate dormant assets and send the right equipment to the right job.

Cut costs with preventive maintenance.

Since adopting Motive, customers reported:



20% saved annually on maintenance expenses.



29%

less time spent managing asset repairs and downtime.



11.4hrs

saved weekly per individual on managing asset repairs and downtime.

Note: The percentage of time saved per week is based on a 40-hour workweek.



Maximize utilization and protect your assets.

Since adopting Motive, customers reported:



70%

increase in asset utilization.



62%

less equipment downtime.



72%

decrease in asset theft and misuse.



\$220K

saved by reclaiming stolen and misplaced assets.

Based on a 2023 Equipment Monitoring survey of 94 customers. All responses are self-reported, and respondents spanned several industries and roles. The results represent the top 25% of responses, not the average.



Our CFO is happy to see the cost savings from the Motive Card. We, as the users, are excited about the capabilities and ease of it. We're not having to struggle or worry about drivers not being able to get fuel or the card being declined."

Loretta O'Rourke
VP, HR and risk management
Smart Chemical Solutions



SPEND MANAGEMENT

Track your fleet and spend in one place.

As costs rise, finance teams have to unearth savings any way they can. A simple fuel card seems like the most obvious way to offset expenses, but the savviest fleets know they can save more by managing their fleet and spend management in a single platform. In addition to fuel discounts, a unified platform provides cost savings through enhanced productivity and fraud reduction.

Motive is the only platform that unifies fleet and spend data, giving Motive customers 360-degree visibility and complete control over fleet spend. Managers can see instantly where they're spending and where they're saving, allowing them to make informed decisions and catch issues before they become big problems — including fraud.

Manual processes like IFTA filing are automated too, speeding up the process considerably. As businesses become more concerned about fuel theft, they're turning to AI-enabled technology to reduce fraud and secure their operations.

Full visibility is key.

When asked what they value most in a spend management platform, 26% of customers stated full visibility.

Customers can also achieve:



\$2,808

fuel savings per vehicle annually*.



7%

reduction in operating costs through productivity gains.



5%

savings by reducing fraud.

**Based on a 1,300-gallon vehicle.*



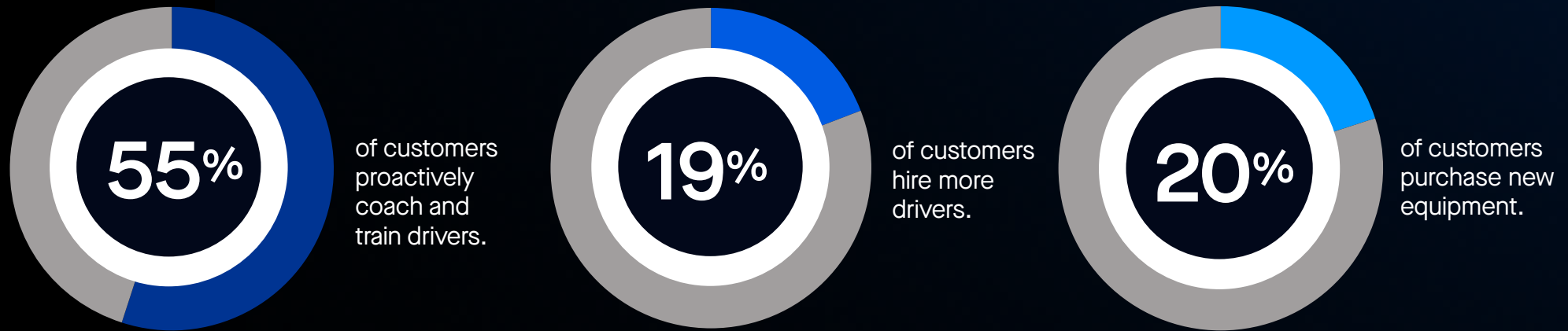
Setting up the program and issuing cards to drivers is easy. And since Motive Card spend reporting is accurate, Fleet Manager Mike Meeker no longer has to spend his weekends figuring out billing.

Architectural Surfaces
Case Study

CONCLUSION

Drive business growth with time and money savings.

Customers have made remarkable gains with Motive. Here's how they've made use of the time and money they've saved.



These are just some of the notable returns Motive customers are producing through our Integrated Operations Platform.

CONCLUSION

Infinite possibilities start here.

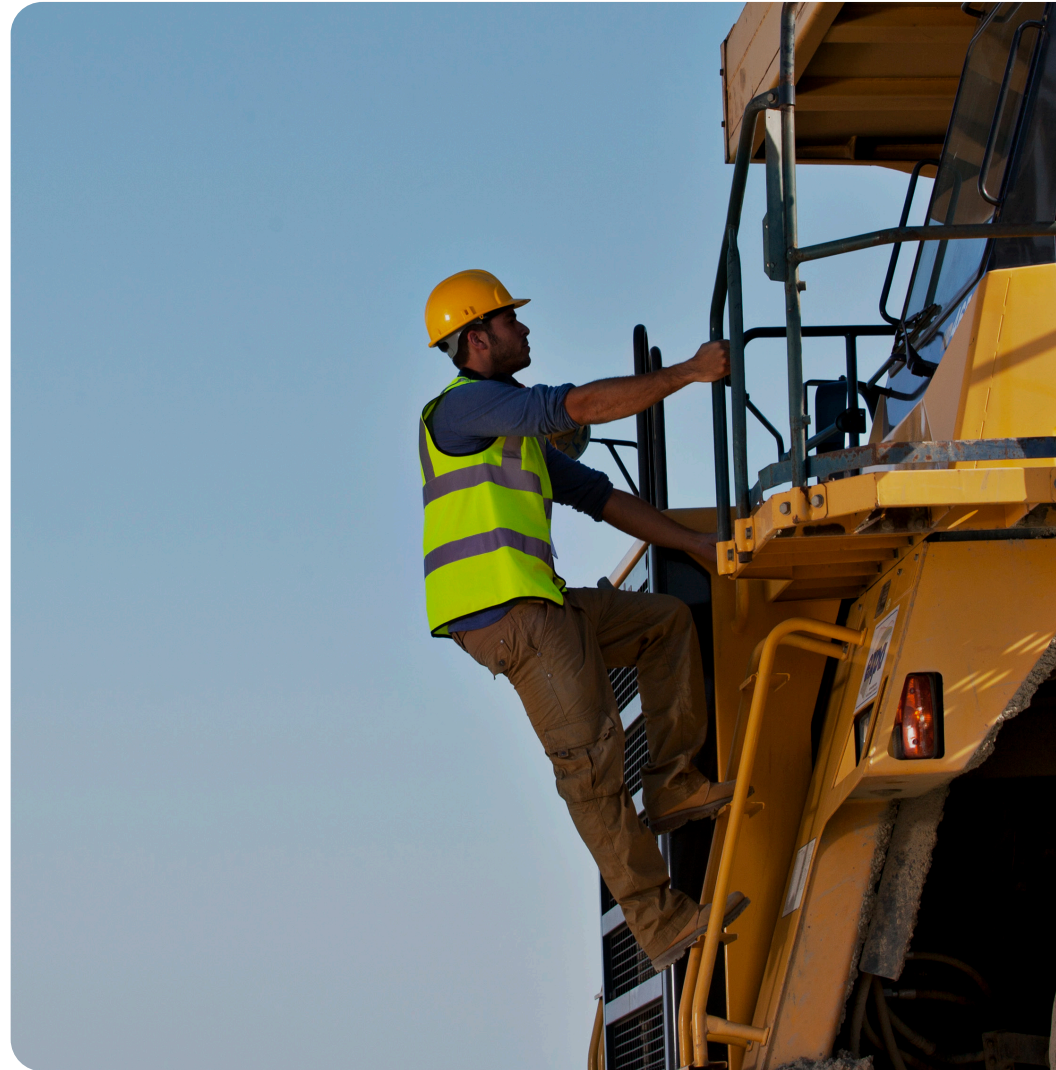
A higher ROI doesn't manifest on its own. Within the physical economy, progress comes at the hands of people. Whether they operate on the remote roads of oil country or in the heart of downtown, an Integrated Operations Platform empowers people to be safer and more productive in all they do.

We're at an exciting time in history, when physical operations leaders can manage all their operations in a single system. The result is complete visibility and control — and limitless potential for everyone.

Ready to unlock your people's potential?

Learn how the Motive Integrated Operations Platform can help your business become safer, more productive, and more profitable every step of the way.

Contact sales today.



About Motive

Motive empowers the people who run physical operations with tools to make their work safer, more productive, and more profitable. For the first time ever, safety, operations and finance teams can manage their drivers, vehicles, equipment, and fleet related spend in a single system.

Motive serves more than 120,000 customers – from Fortune 500 enterprises to small businesses – across a wide range of industries, including transportation and logistics, construction, energy, field service, manufacturing, agriculture, food and beverage, retail, and the public sector.

Visit gomotive.com to learn more.

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