

# Vision 24

Motive  
Innovation  
Summit



**.motive**

## OUR MISSION

To empower the people who run physical operations with tools to make their work safer, more productive, and more profitable.



rosendin.com

**KNAPHEIDE**

**100**  
SHARED SUCCESS SINCE 1913

ROSENDIN





## Challenges

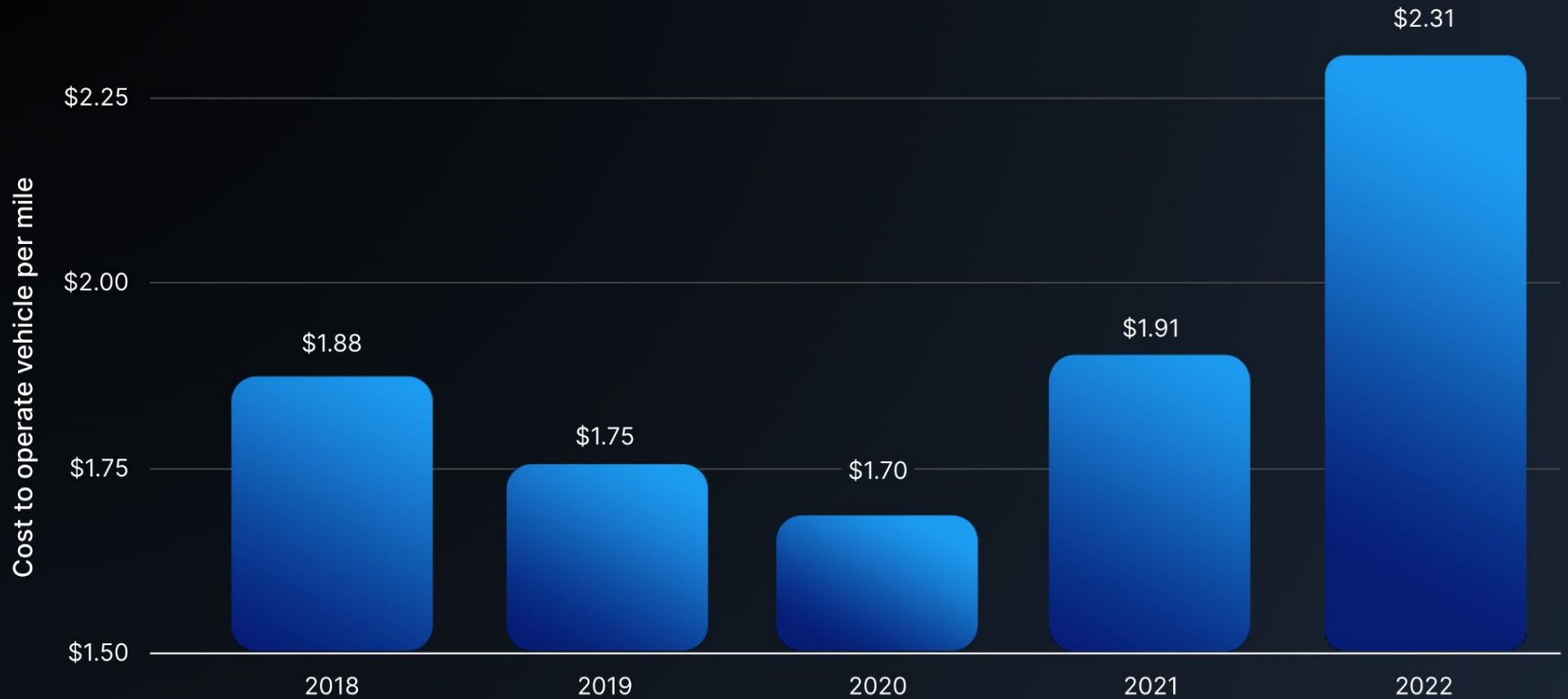


Rising costs

Constrained labor market

Worker safety

Fuel, maintenance, and insurance costs are up sharply.



Labor force participation remains lower than pre-COVID levels.





# Roads are more dangerous than ever.





**SAFETY**

**OPERATIONS**

**FINANCE**



SAFETY

FINANCE

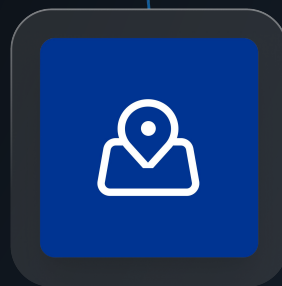
OPERATIONS



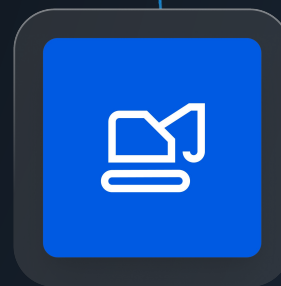
DRIVER SAFETY



SPEND MANAGEMENT



FLEET MANAGEMENT



EQUIPMENT MONITORING



# Driver Safety



# 91%

of customers surveyed  
report that Motive has  
reduced at-fault accidents.

## Motive AI Dashcam

# 3-4x

more accurate  
than competitors



VIRGINIA TECH  
TRANSPORTATION INSTITUTE



## Unsafe Behavior Detection

Cancel

Save

### Close Following

AI detection of driver tailgating or following a vehicle too closely at an unsafe distance.

Event capture

[SHOW BASIC](#)



RECOMMENDED

In-cab alert

[SHOW ADVANCED](#)

Lowest (Default)

55 mph

### Stop Sign Violation

AI detection of a driver passing through a stop sign at an unsafe speed or without stopping.

Event capture

In-cab alert

[SHOW ADVANCED](#)

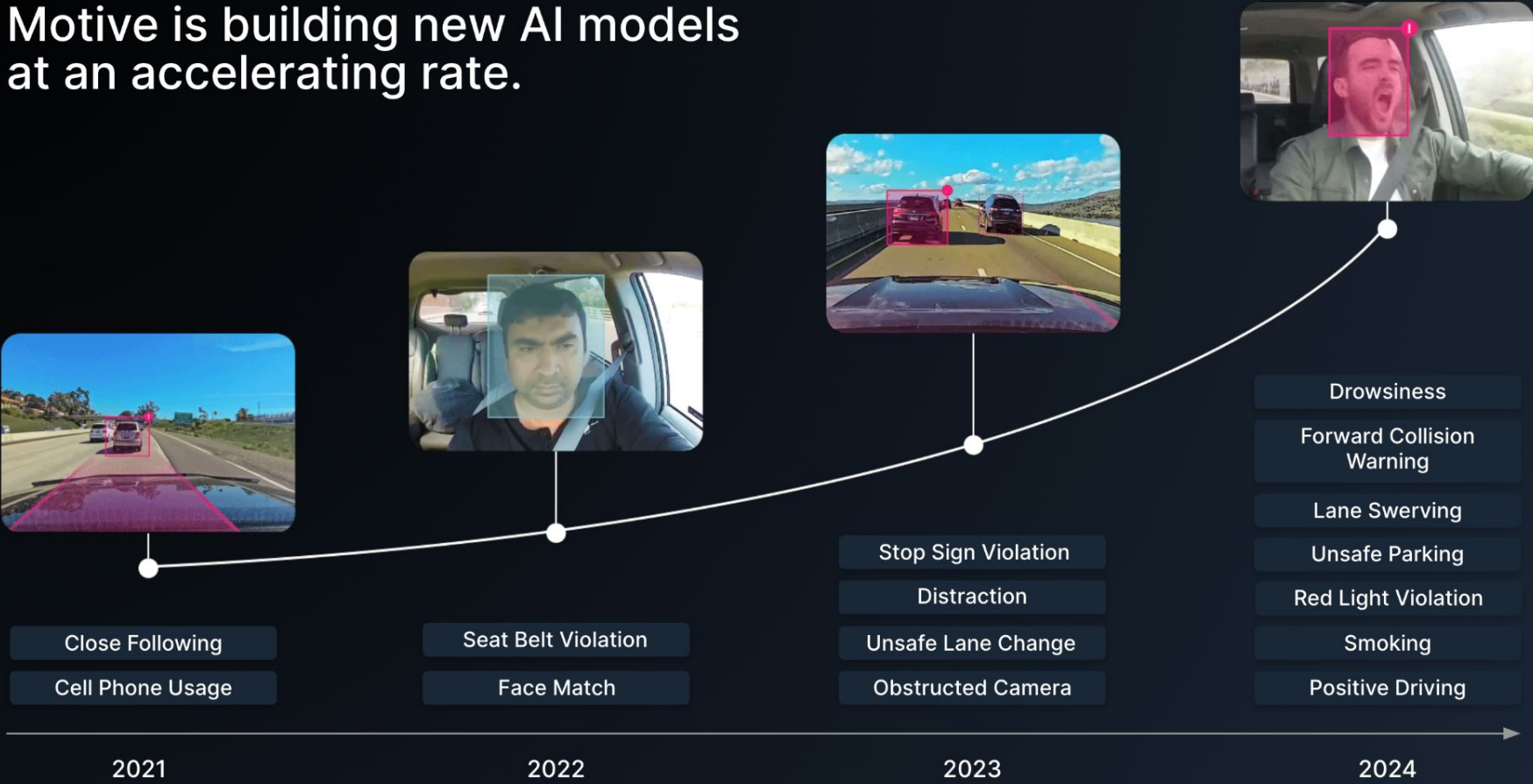
Medium





# Driver Safety

# Motive is building new AI models at an accelerating rate.



DRIVER SAFETY

# Driver Fatigue

54

MPH

55 LIMIT

AI Vision On

Drowsiness



54

MPH

55 LIMIT

AI Vision On

Drowsiness



DRIVER SAFETY

# Forward Collision Warning

26

MPH

55 LIMIT

AI Vision On

3.4s Time-to-Hit



DRIVER SAFETY

# Unsafe Parking



0

MPH

55 LIMIT

AI Vision On

Unsafe Parking 02:36



DRIVER SAFETY

# Positive Behaviors

59  
MPH

AI Vision On

Time-to-Hit





# Driver Safety

DRIVER SAFETY

# Accident Response



# 54%

of fatal crashes involving  
large trucks are in rural areas.



# 19 min

for help to arrive at the  
scene of a crash.



# 13%

reduction in fatalities for every minute that first responders arrive faster at the collision site.





DRIVER SAFETY

# First Responder



ACCIDENT DETECTED



20 SECONDS



MOTIVE CLOUD



30 SECONDS



MOTIVE SAFETY TEAM



**motive**

SAFETY ALERT

Severe collision detected involving Joe Vignolo  
in vehicle PT4739



Motive automatically initiated a call to the nearest EMS for this collision

[View updates and details](#)



## MOTIVE COLLISION DETAILS



## EMS DASHBOARD

```
{  
  "event type": "collision",  
  "created_at": "2024-04-10T14:12:43",  
  "Lat": "39.17233",  
  "Lon": "112.49475",  
  "Nearest_intersection":  
    "W Hwy 50 & Old Hwy 6",  
  "Airbag_deployed": "yes",  
  "Vehicle_orientation": "rollover",  
  "Vehicle_make_model": "Freightliner  
  Cascadia",  
  "Vehicle_OEM": "Daimler",  
  "Vehicle_color": "white",  
  "Vehicle_license_plate": "1SAM50F",  
  "Driver_name": "Joe Vignolo",  
  "Driver_DOB": "Mar 19, 1981"}  
}
```

Search

📞	1-435-555-0145	14:12
📞	1-435-555-0144	14:12
📞	1-435-555-0143	14:12
📞	1-435-555-0142	14:12
📞	1-435-555-0141	14:12
📞	1-435-555-0140	14:12
📞	1-435-555-0139	14:12
📞	1-435-555-0138	14:12
📞	1-435-555-0137	14:12
📞	1-435-555-0136	14:12
📞	1-435-555-0135	14:12
📞	1-435-555-0134	14:12
📞	1-435-555-0133	14:12
📞	1-435-555-0132	14:12
📞	1-435-555-0131	14:12
📞	1-435-555-0130	14:12
📞	1-435-555-0129	14:12
📞	1-435-555-0128	14:12
📞	1-435-555-0127	14:12
📞	1-435-555-0126	14:12
📞	1-435-555-0125	14:12
📞	1-435-555-0124	14:12
📞	1-435-555-0123	14:12
📞	1-435-555-0122	14:12
📞	1-435-555-0121	14:12
📞	1-435-555-0120	14:12
📞	1-435-555-0119	14:12
📞	1-435-555-0118	14:12
📞	1-435-555-0117	14:12
📞	1-435-555-0116	14:12
📞	1-435-555-0115	14:12
📞	1-435-555-0114	14:12
📞	1-435-555-0113	14:12
📞	1-435-555-0112	14:12
📞	1-435-555-0111	14:12
📞	1-435-555-0110	14:12
📞	1-435-555-0109	14:12
📞	1-435-555-0108	14:12
📞	1-435-555-0107	14:12
📞	1-435-555-0106	14:12
📞	1-435-555-0105	14:12
📞	1-435-555-0104	14:12
📞	1-435-555-0103	14:12
📞	1-435-555-0102	14:12
📞	1-435-555-0101	14:12
📞	1-435-555-0100	14:12
📞	1-435-555-0099	14:12
📞	1-435-555-0098	14:12
📞	1-435-555-0097	14:12
📞	1-435-555-0096	14:12
📞	1-435-555-0095	14:12
📞	1-435-555-0094	14:12
📞	1-435-555-0093	14:12
📞	1-435-555-0092	14:12
📞	1-435-555-0091	14:12
📞	1-435-555-0090	14:12
📞	1-435-555-0089	14:12
📞	1-435-555-0088	14:12
📞	1-435-555-0087	14:12
📞	1-435-555-0086	14:12
📞	1-435-555-0085	14:12
📞	1-435-555-0084	14:12
📞	1-435-555-0083	14:12
📞	1-435-555-0082	14:12
📞	1-435-555-0081	14:12
📞	1-435-555-0080	14:12
📞	1-435-555-0079	14:12
📞	1-435-555-0078	14:12
📞	1-435-555-0077	14:12
📞	1-435-555-0076	14:12
📞	1-435-555-0075	14:12
📞	1-435-555-0074	14:12
📞	1-435-555-0073	14:12
📞	1-435-555-0072	14:12
📞	1-435-555-0071	14:12
📞	1-435-555-0070	14:12
📞	1-435-555-0069	14:12
📞	1-435-555-0068	14:12
📞	1-435-555-0067	14:12
📞	1-435-555-0066	14:12
📞	1-435-555-0065	14:12
📞	1-435-555-0064	14:12
📞	1-435-555-0063	14:12
📞	1-435-555-0062	14:12
📞	1-435-555-0061	14:12
📞	1-435-555-0060	14:12
📞	1-435-555-0059	14:12
📞	1-435-555-0058	14:12
📞	1-435-555-0057	14:12
📞	1-435-555-0056	14:12
📞	1-435-555-0055	14:12
📞	1-435-555-0054	14:12
📞	1-435-555-0053	14:12
📞	1-435-555-0052	14:12
📞	1-435-555-0051	14:12
📞	1-435-555-0050	14:12
📞	1-435-555-0049	14:12
📞	1-435-555-0048	14:12
📞	1-435-555-0047	14:12
📞	1-435-555-0046	14:12
📞	1-435-555-0045	14:12
📞	1-435-555-0044	14:12
📞	1-435-555-0043	14:12
📞	1-435-555-0042	14:12
📞	1-435-555-0041	14:12
📞	1-435-555-0040	14:12
📞	1-435-555-0039	14:12
📞	1-435-555-0038	14:12
📞	1-435-555-0037	14:12
📞	1-435-555-0036	14:12
📞	1-435-555-0035	14:12
📞	1-435-555-0034	14:12
📞	1-435-555-0033	14:12
📞	1-435-555-0032	14:12
📞	1-435-555-0031	14:12
📞	1-435-555-0030	14:12
📞	1-435-555-0029	14:12
📞	1-435-555-0028	14:12
📞	1-435-555-0027	14:12
📞	1-435-555-0026	14:12
📞	1-435-555-0025	14:12
📞	1-435-555-0024	14:12
📞	1-435-555-0023	14:12
📞	1-435-555-0022	14:12
📞	1-435-555-0021	14:12
📞	1-435-555-0020	14:12
📞	1-435-555-0019	14:12
📞	1-435-555-0018	14:12
📞	1-435-555-0017	14:12
📞	1-435-555-0016	14:12
📞	1-435-555-0015	14:12
📞	1-435-555-0014	14:12
📞	1-435-555-0013	14:12
📞	1-435-555-0012	14:12
📞	1-435-555-0011	14:12
📞	1-435-555-0010	14:12
📞	1-435-555-0009	14:12
📞	1-435-555-0008	14:12
📞	1-435-555-0007	14:12
📞	1-435-555-0006	14:12
📞	1-435-555-0005	14:12
📞	1-435-555-0004	14:12
📞	1-435-555-0003	14:12
📞	1-435-555-0002	14:12
📞	1-435-555-0001	14:12
📞	1-435-555-0000	14:12

1-435-555-0145

MOTIVE CRASH ALERT

1m ago

Details

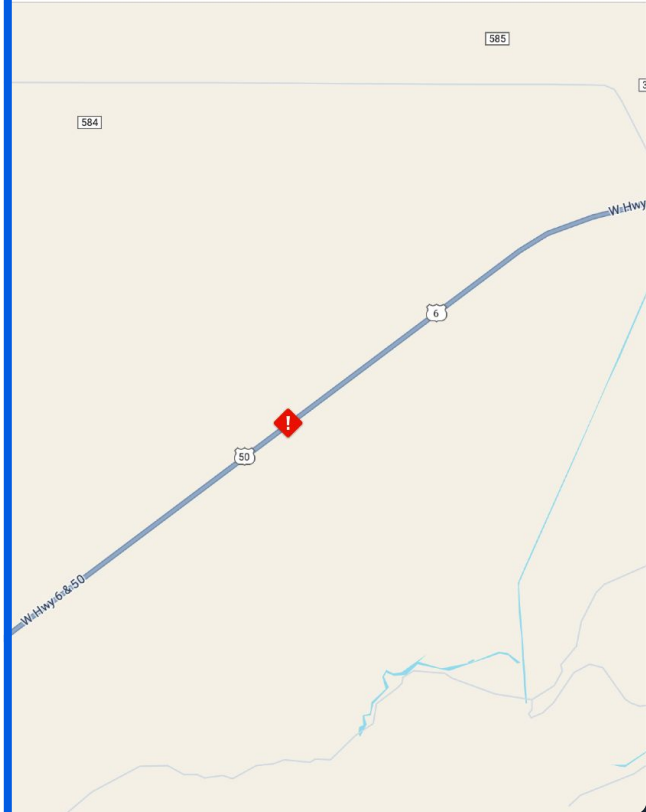
Lat/Long	Nearest intersection
39°17'23.3" N	W Hwy 50 & Old Hwy 6
112°49'47.5" W	
Time of impact	Airbag deployed
14:12:43 GMT	Yes
Vehicle orientation	Occupant condition
Rollover	Injured

Vehicle

Make / Model	Color
2019 Freightliner Cascadia	White
License plate	OEM
1SAM50F	Daimler

Driver

Name	DOB
Joe Vignolo	Mar 19, 1981



## Collision

### ⚠️ Severe collision detected

Motive automatically initiated a call with the nearest EMS.

The collision details below were shared with EMS.

#### Live updates

- Call initiated with Millard County, UT EMS  
2:12 PM GMT
- Call initiated with Millard County, UT EMS  
2:13 PM GMT
- **Call completed**  
2:17 PM GMT

Collision details

[Show](#)

Critical

Needs review



Needs review

< 1 / 120 >

### ⚠️ Severe collision detected

Motive automatically initiated a call with the nearest EMS.

The collision details below were shared with EMS.

#### Live updates

- Call initiated with Millard County, UT EMS  
2:12 PM GMT
- Call in progress with Millard County, UT EMS  
2:13 PM GMT
- **Call completed**  
2:17 PM GMT

Collision details · [Show](#)





# Driver Safety

Driver Fatigue

Forward Collision Warning

Unsafe Parking

Positive Behaviors

First Responder



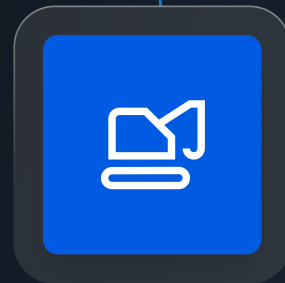
DRIVER SAFETY



SPEND MANAGEMENT



FLEET MANAGEMENT



EQUIPMENT MONITORING

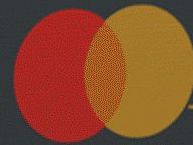




# Spend Management

Commercial

**motive**



SPEND MANAGEMENT

# Savings Network

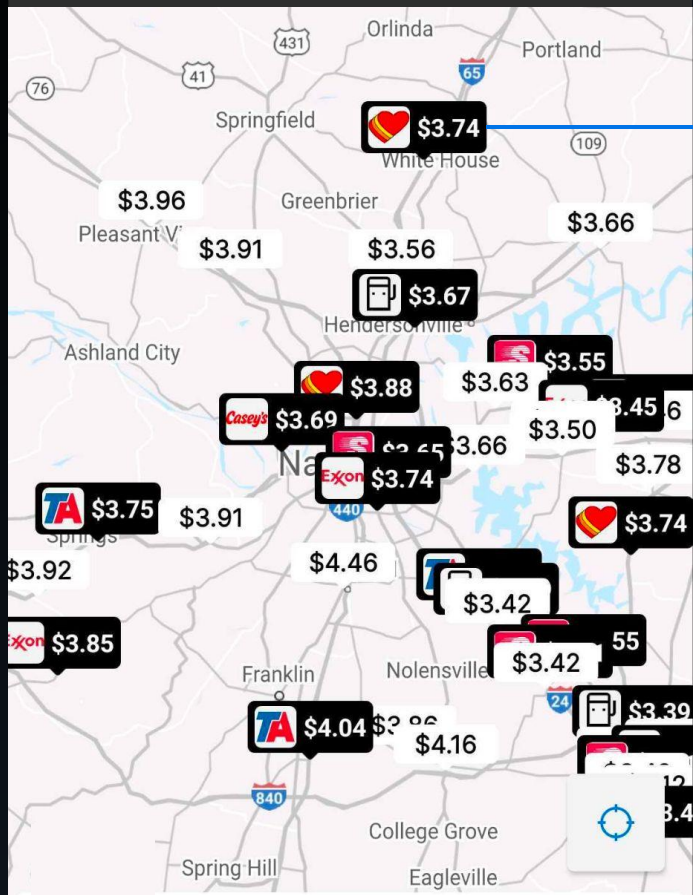
25,000+

Locations across  
North America





# Savings Finder



## In Network



Love's

Diesel

~~\$3.95~~ **\$3.74**

Price updated 1h ago

Save 21¢/gal

[Take me here](#)

SPEND MANAGEMENT

# Missed Savings

## FUEL - EXIT 56



Shifty's  
**\$3.99**



Love's  
**\$3.74**



# Cards

Go to Admin

Overview Transactions Cards Missed Savings Benefits

Cardholders Merchants

Posted date Mar 1 – Mar 29

**\$981,071.96**  
Spend

**\$42,186.48**  
Missed Savings

**4.3%**  
Percent of Spend

Cardholder	Spend	Missed Savings	Percent of Spend
Jerome Bell	\$5,242.52	\$199.20	3.8%
Nathan Scott	\$5,449.50	\$228.88	4.2%
Ariel Brown	\$5,589.85	\$223.59	4.0%
James Cooper	\$5,642.77	\$203.14	3.6%
Allen Hughes	\$7,166.25	\$200.66	2.8%
Hunter Thompson	\$5,451.775	\$185.36	3.4%





# Cards

Go to Admin

Overview Transactions

Cardholders Merchants

**\$981,071.96**  
Spend

Cardholder

Brian Ling

Mike Haysman

Jerome Bell

Nathan Scott

Ariel Brown

James Cooper

Allen Hughes

Hunter Thompson

## Mike Haysman



Mar 1 - Mar 29

**\$17,566.01**  
Spend

**\$1,018.82**  
Missed Savings

**5.8%**  
Percent of Spend

### Merchants

**Shifty's Diesel** **\$803.84** ▾  
 5625 W Main Blvd, Winnemucca, NV 89445  
 Missed Savings  
 Alternative: Love's Travel Stop (0.9 mi)

**Jamie's Fuel Center** **\$40.55** ▾  
 790 S Meadows Pkwy, Reno, NV 89521  
 Missed Savings  
 Alternative: Travel Centers of America (0.5 mi)

**Red Sparks Travel Plaza** **\$27.04** ▾

↑↓ Missed Savings ▾

Missed Savings Percent of Spend

\$335.02 5.2%

\$320.95 5.8%

\$199.20 3.8%

\$228.88 4.2%

\$223.59 4.0%

\$203.14 3.6%

\$200.66 2.8%

\$185.36 3.4%

Cards

Overview Transactions

Cardholders Merchants

\$981,071.96

Spend

\$4

Miss

Cardholder

Brian Ling

Mike Haysman

Jerome Bell

Nathan Scott

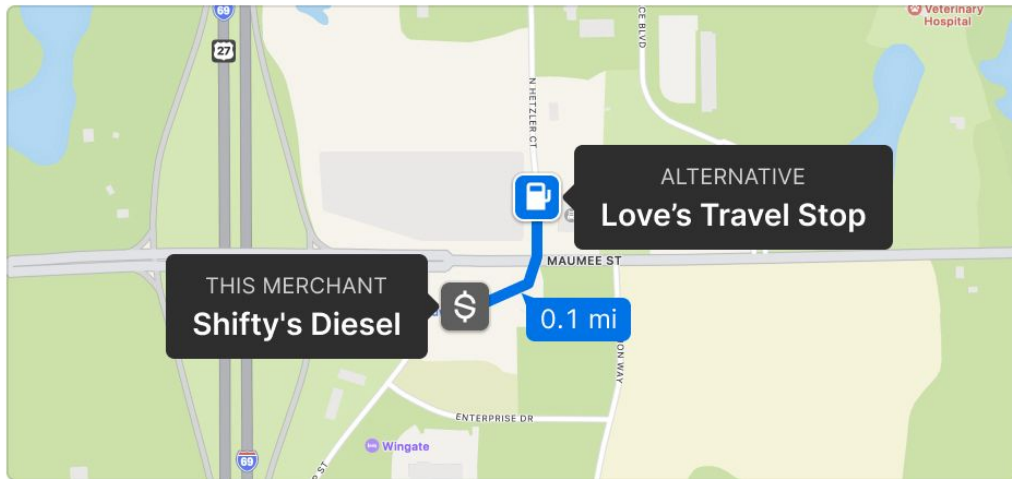
Ariel Brown

James Cooper

Allen Hughes

Hunter Thompson

Choose Love's Travel Stop (0.1 miles) to save on fuel.



Message driver

Block merchant

ORIGINAL

**Shifty's Diesel**

5625 W Main Blvd  
Winnemucca, NV 89445

ALTERNATIVE

**Love's Travel Stop**

3550 W Main Blvd  
Winnemucca, NV 89445

↑↓ Missed Savings

Missed Savings	Percent of Spend
\$335.02	5.2%
\$320.95	5.8%
\$199.20	3.8%
\$228.88	4.2%
\$223.59	4.0%
\$203.14	3.6%
\$200.66	2.8%
\$185.36	3.4%



# \$430K

in estimated annual savings  
for a 1,000 vehicle fleet.

SPEND MANAGEMENT

# Fraud Detection



# 42%

of leaders say fraud is one of the biggest threats to their business.

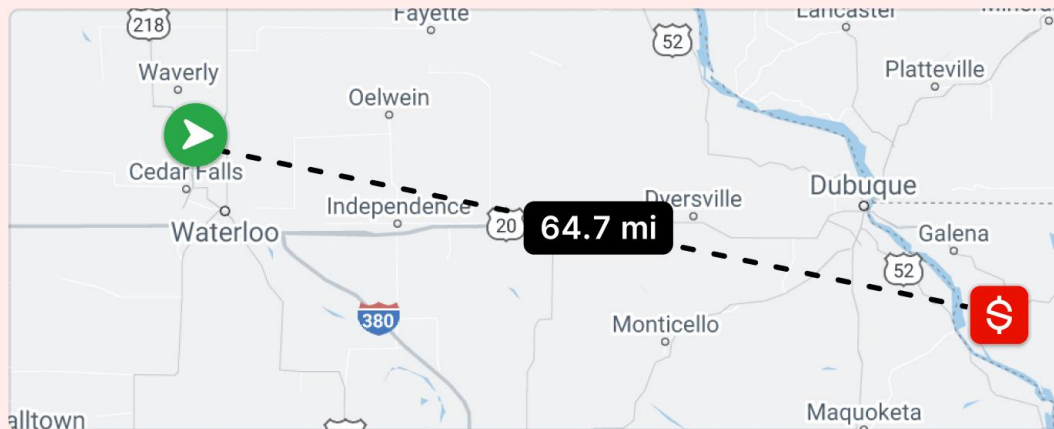


# 19%

of current fleet spend is lost to fraud – but you don't know where to find it.

## Vehicle & spend location mismatch

The vehicle was located **64.7 mi** from the merchant when the transaction took place. You may view the [vehicle's location history](#) to investigate further, or [freeze the card](#) used to make this transaction.



## Security

Edit

### Auto-decline transactions

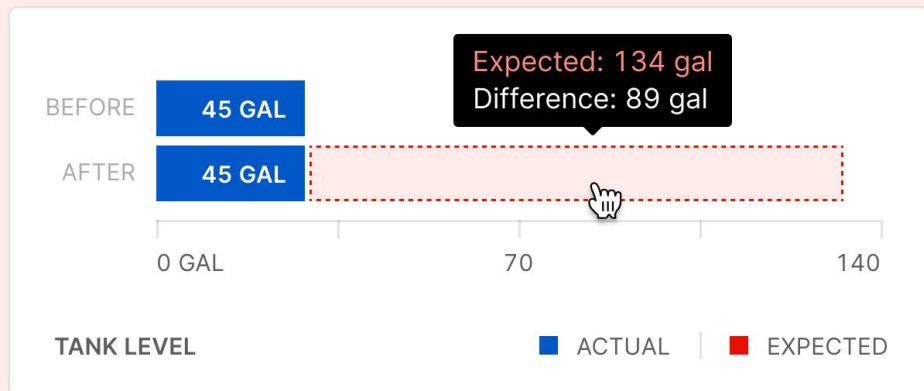
Transactions matching specific criteria will be declined.

- When vehicle and card swipe locations do not match (fuel transactions only)

## Fuel level & spend mismatch

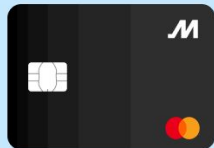
**89.4 gallons** were purchased, however, the fuel tank level of the vehicle **did not increase** at all.

View the [vehicle's history](#) to investigate further, or [freeze the card](#) used to make this transaction.



BASED ON EST 140 GALLON TANK





CARD ID

**100537**

Jasper Benjamin

ZIP: 10946

Unlock your card >

**\$224.79**

Available to spend today

View spend limits >

### Recent Transactions →

Love's

**\$141.75**

May 16, 8:30 PM EDT

Pending >

Card: Jasper Benjamin

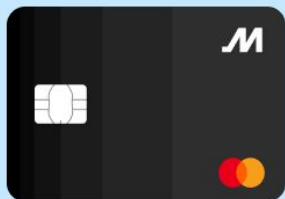
Pilot Flying J

**\$50.00**

May 14, 1:25 PM CST

Declined >

Card: Jasper Benjamin



CARD ID

**100537**

Jasper Benjamin

ZIP: 10946

Unlock your card



View spend limits



### Recent Transactions



Love's

**\$141.75**

May 16, 8:30 PM EDT

Pending



Card: Jasper Benjamin

Pilot Flying J

**\$50.00**

May 14, 1:25 PM CST

Declined



Card: Jasper Benjamin



# Spend Management

Savings Network

Missed Savings

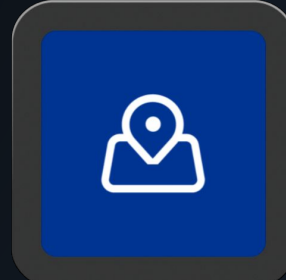
Fraud Detection



DRIVER SAFETY



SPEND MANAGEMENT



FLEET MANAGEMENT



EQUIPMENT MONITORING



# Fleet Management



# Fleet Management

FLEET MANAGEMENT

# Driver Coaching



# 50%

reduction in coachable  
safety events within 4  
months of regular coaching.





Safety



Compliance



Fuel Efficiency



Missed Savings

Today's session

- Driver overview
- Missed savings
- Idling
- Shift violations
- Close following
- Coaching summary

Coaching History

Mar 18 · 3:48 PM PT

Coached on close following and idling by Mary Shepherd

Mike acknowledged

Feb 02 · 11:43 AM PT

Coached on close following and idling by Jonathan Shepherd

Mike acknowledged

Jan 12 · 10:06 AM PT

Coached on close following by Mary Shepherd

### Missed Savings

Ignore

Mark as coached

#### Merchants with missed savings (3)

<b>Shifty's Diesel</b> \$803.84	Jamie's Fuel Center \$40.55	Red Sparks Travel Plaza \$27.04
------------------------------------	--------------------------------	------------------------------------

#### Shifty's Diesel - Winnemucca, NV

[Dismiss](#) · [View details](#)

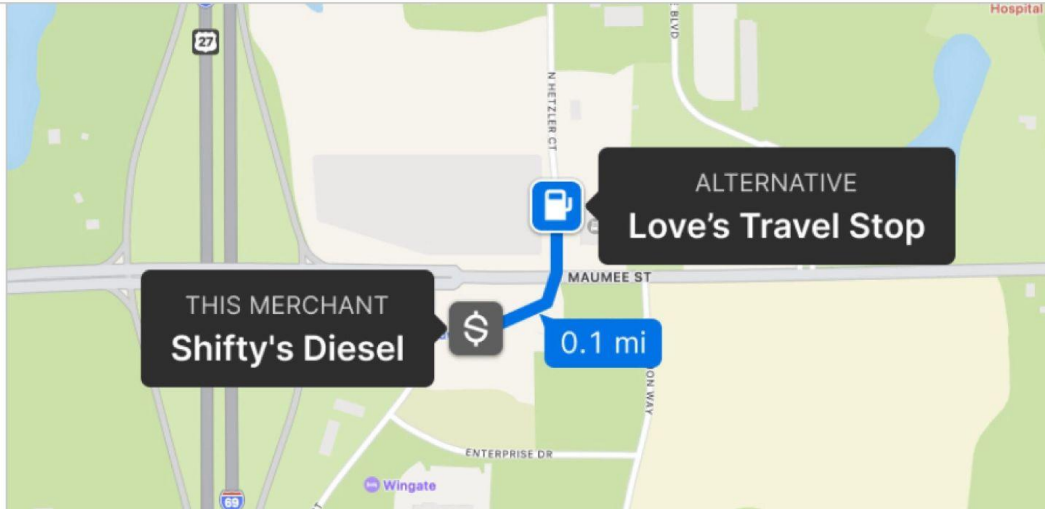
TRANSACTIONS (03/01-03/29)  
6

ADDRESS  
6625 W Main Blvd  
Winnemucca, NV 89445

TOTAL SPEND  
\$13,859

MISSED SAVINGS  
\$803.84 (5.8%)

ALTERNATIVE  
Love's Travel Stop



Today's session

- Driver overview
- Missed savings
- Idling**
- Shift violations
- Close following
- Coaching summary

Coaching History

Mar 18 · 3:48 PM PT

Coached on close following and idling by Mary Shepherd

Mike acknowledged

Feb 02 · 11:43 AM PT

Coached on close following and braking by Jonathan

Mike acknowledged

Jan 12 · 10:06 AM PT

Coached on close following by Mary Shepherd

# Idling

Ignore

Mark as coached

Mark as coached

## Idling events (8)

<b>17m 8s</b> 0.2 gal	23m 18s 0.3 gal	20m 12s .4 gal	8m 07s .03 gal	7m 53s .05 gal	25m 35s .6 gal	>
--------------------------	--------------------	-------------------	-------------------	-------------------	-------------------	---

Apr 04, 6:25 PM PT - Chandler, AZ

[Dismiss](#) · [View details](#)

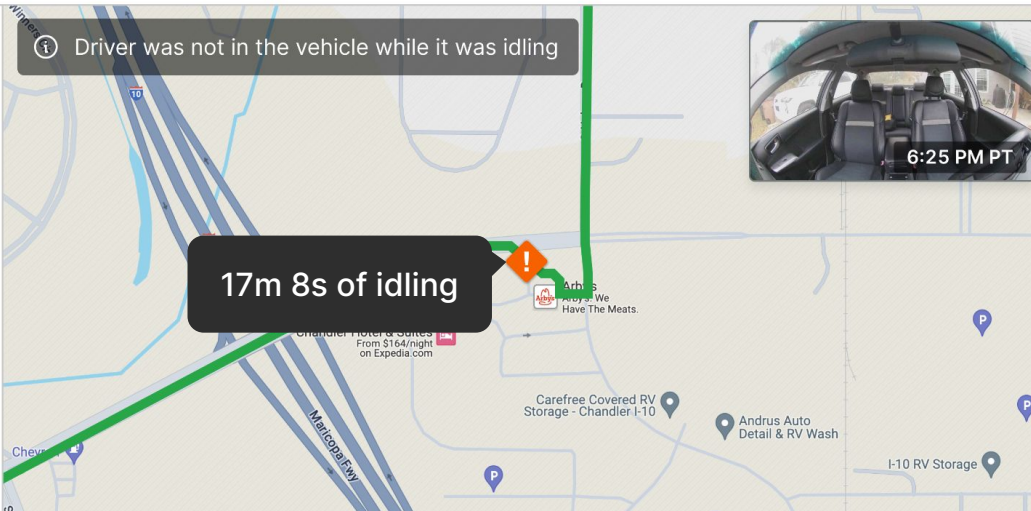
DURATION  
17m 8s

FUEL USED  
0.2 gal

VEHICLE  
**KW482**  
2019 Ford F-150

LOCATION  
7001 W Sundust Rd  
Chandler, AZ 85226

OUTSIDE TEMP  
64° F



Today's session

- Driver overview
- Missed savings
- Idling
- Shift violations**
- Close following
- Coaching summary

Coaching History

Mar 18 · 3:48 PM PT  
Coached on close following and idling by Mary Shepherd

Mike acknowledged

Feb 02 · 11:43 AM PST  
Coached on close following and braking by Jonathan

Mike acknowledged

Jan 12 · 10:06 AM PST  
Coached on close following by Mary Shepherd

# Shift Violations

Ignore

Mark as coached

Mark as coached

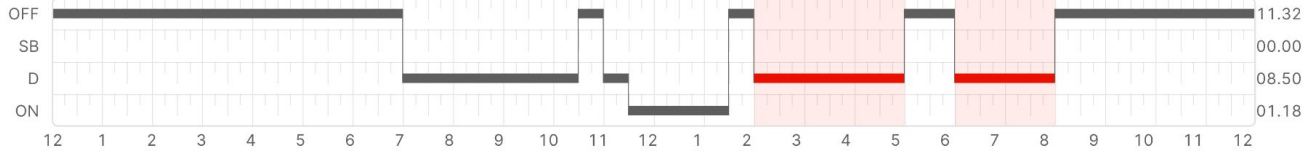
## Logs with shift violations (2)

**Mar 28**  
14h shift violation

**Mar 23**  
14h shift violation

🚨 14h shift violation · Mar 28

📍 USA Passenger 70h / 8d · [Dismiss log](#) · [View details](#)



Status	Time (PST)	Duration	Location	Notes
OFF	12:00 AM	07:00:00	Fresno, CA	Off-duty
D	07:00 AM	03:15:00	Fresno, CA	Drop off
OFF	10:15 AM	00:15:00	Three Rivers, CA	Break

Today's session

- Driver overview
- Missed savings
- Idling
- Shift violations
- Close following**
- Coaching summary

Coaching History

Mar 18 · 3:48 PM PT

Coached on close following and idling by Mary Shepherd

Mike acknowledged

Feb 02 · 11:43 AM PT

Coached on close following and braking by Jonathan

Mike acknowledged

Jan 12 · 10:06 AM PT

Coached on close following by Mary Shepherd

# Close Following

Ignore

Mark as coached

Mark as coached

## Close following events (4)



High

Apr 02, 2:30 PM PT - Tempe, AZ

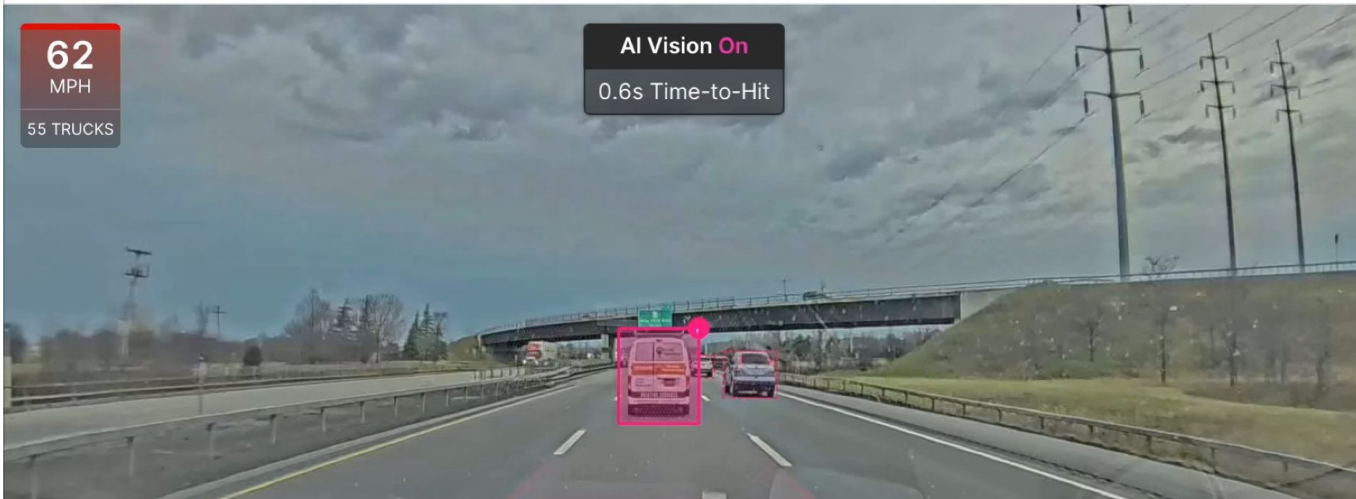
[Dismiss](#) · [View details](#)

**62**  
MPH

55 TRUCKS

AI Vision On

0.6s Time-to-Hit

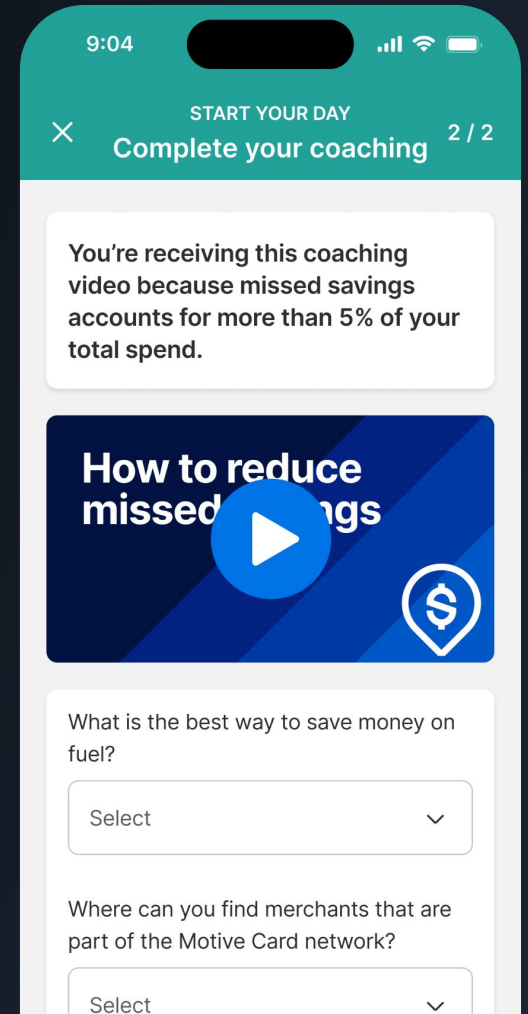
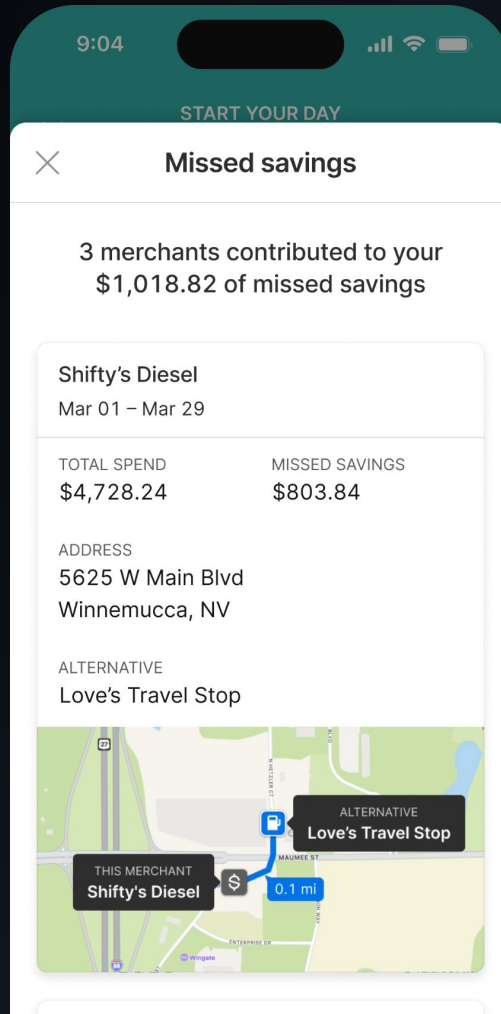


FLEET MANAGEMENT

# Motive Coach

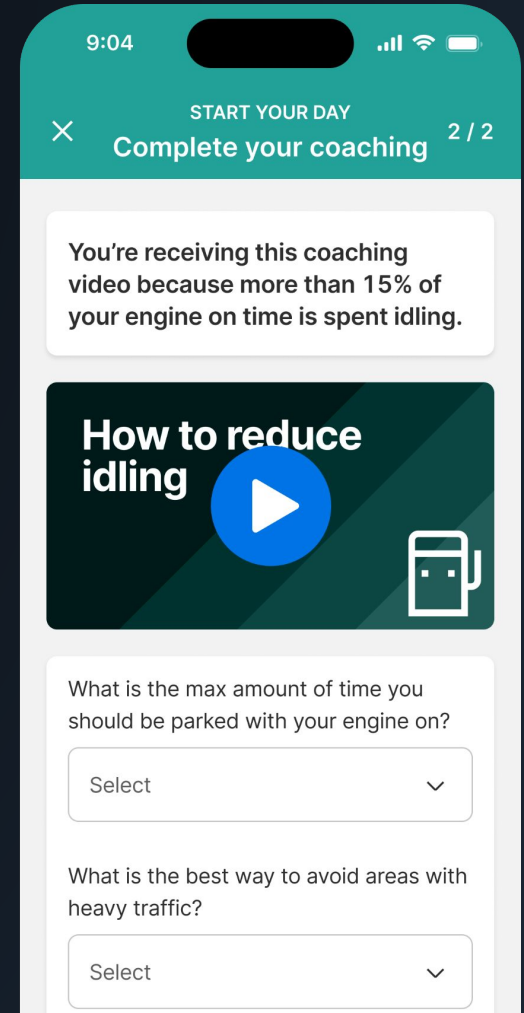
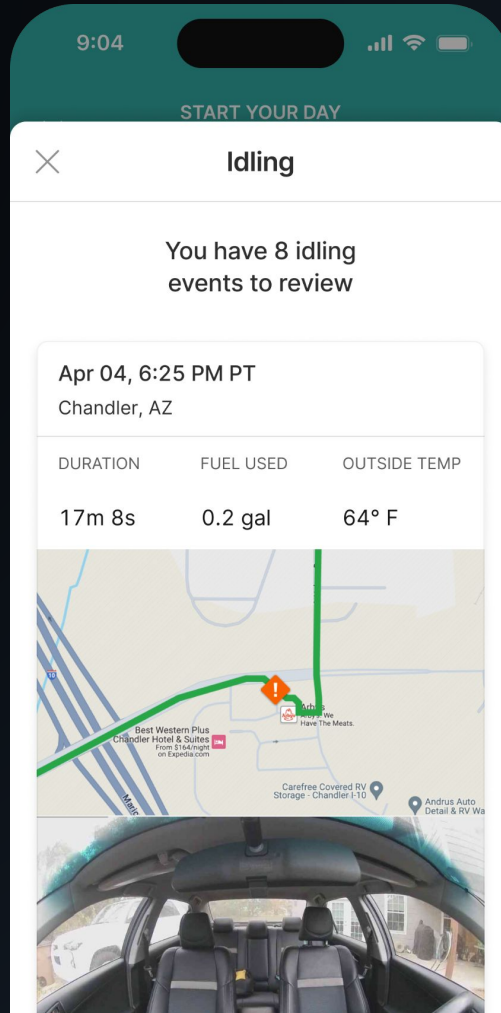
MISSED SAVINGS

> 5% TOTAL SPEND



**IDLING**

**> 15% ENGINE  
ON TIME**

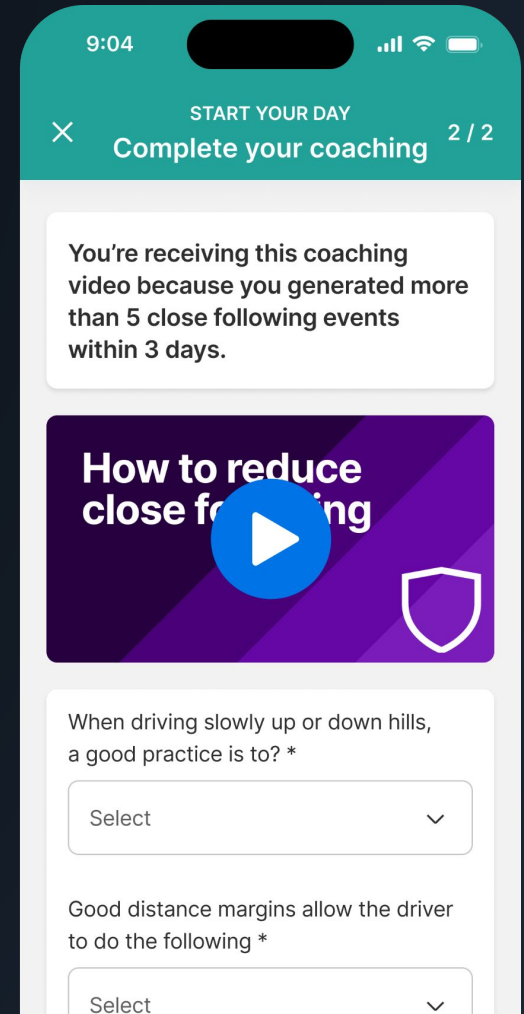
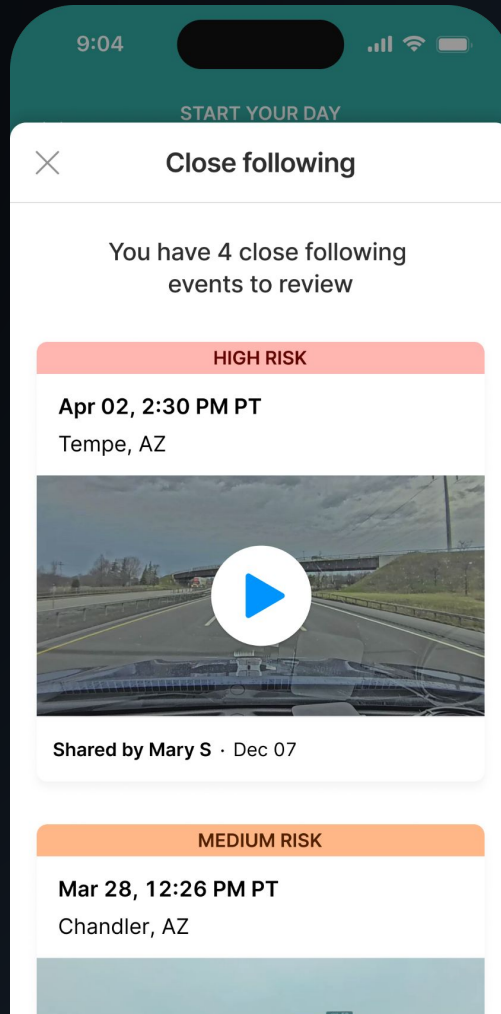




CLOSE FOLLOWING

> 5 EVENTS

IN 3 DAYS





# Fleet Management

EV Support

Custom Walkthroughs

Integrated Coaching

Motive Coach



DRIVER SAFETY



SPEND MANAGEMENT



FLEET MANAGEMENT



EQUIPMENT MONITORING



# Equipment Monitoring



# 44%

of operations leaders report  
losing track of their equipment  
at least once a month.





# Equipment Monitoring





EQUIPMENT MONITORING

# Motive Beacon

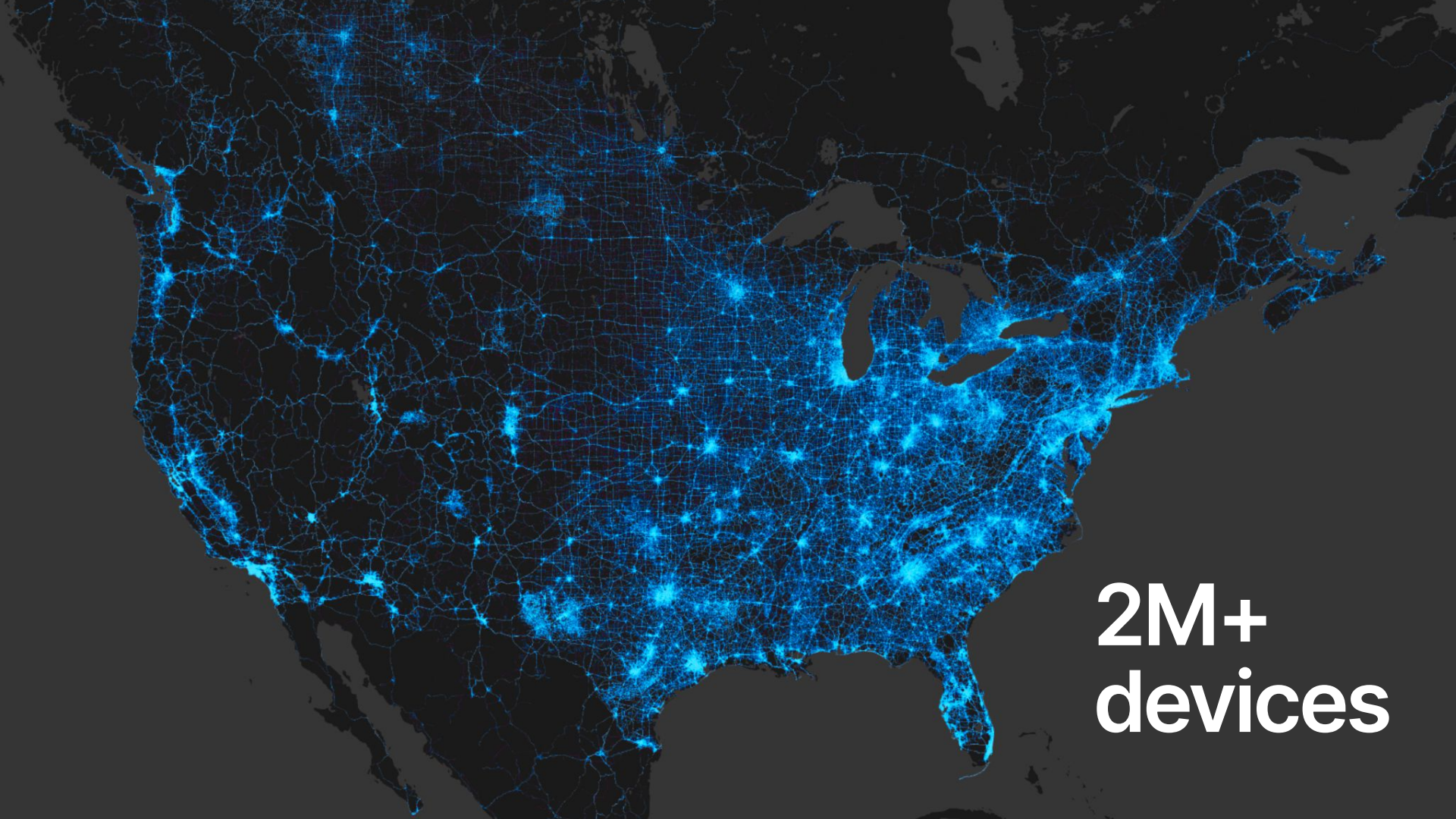


BUILDING  
TOMORROW

Legend

7785-12-051

7785-12-051



**2M+**  
**devices**



# Equipment Monitoring

Asset Gateway Mini

Locate My Asset

Reefer Monitoring

Motive Beacon



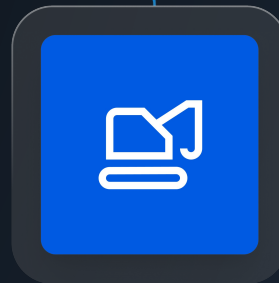
DRIVER SAFETY



SPEND MANAGEMENT



FLEET MANAGEMENT



EQUIPMENT MONITORING



# AI Omnivision





IP69K

4G/LTE connectivity

8 days of storage

AI on the edge



Construction



Oil and Gas



Field Service



Passenger Transport



Waste Services



Trucking



Delivery



Agriculture



Food and Beverage



Public Sector





DRIVER SAFETY



SPEND MANAGEMENT



FLEET MANAGEMENT



EQUIPMENT MONITORING



AI OMNIVISION

## OUR MISSION

To empower the people who run physical operations with tools to make their work safer, more productive, and more profitable.

---

Platinum



---

Gold



---

Silver



---

Corporate

