

Driving safety, accountability, and efficiency with data for White Cap

As a major supplier to North America's construction sector, White Cap keeps infrastructure projects running on schedule – and that means keeping its fleet running at full speed, safely. With over 1,600 vehicles covering millions of miles each month, White Cap needed a better way to manage risk and promote accountability across a fast-growing fleet. By partnering with Holman and implementing Geotab's telematics solutions, it transformed a sea of unusable data into a driver-focused safety program. The results? Dramatic improvements in compliance, coaching, and operational safety across the board.

Results at a glance

- 97% reduction in excessive speeding events.
- 97% improvement in seatbelt compliance.
- 62% drop in aggressive driving events including sharp cornering, hard acceleration, and harsh braking.



WHITE CAP®

Fleet profile

Company:

White Cap

Industry:

Construction Supply

Fleet size:

1,600+ vehicles

Region:

U.S.A

Geotab products / features:

- Geotab GO9
- MyGeotab
- Driver Safety Scorecards
- Custom DVIRs
- Dashcams
- ELD Logging

The challenge: Bringing fleet safety into focus

White Cap is a one-stop shop for professional contractors. It supplies tools, building materials, safety gear, and more to infrastructure and industrial construction projects across the U.S. White Cap's fleet is essential to service delivery, but growing it introduced new operational complexities.

With legacy systems, decentralized data, and varied safety standards across branches, accountability was difficult to enforce. Previous telematics investments weren't driving behavioral change, and leadership lacked a unified strategy to improve.

"We wanted to not just see the data – but use it to take action."

*– Cyndy James, Sr. Manager,
Transportation (DOT Compliance)*



The solution: Turning telematics into a safety strategy

White Cap partnered with Holman and Geotab to reimagine fleet safety from the ground up. Together, they introduced a four-phase program:

- 1. Define expectations:** a discipline matrix sets clear behavioral standards and escalation protocols.
- 2. Create visibility:** driver safety scorecards were distributed through push reporting to managers.
- 3. Enable real-time coaching:** in-cab and email alerts gave managers timely insights into high-risk behaviors.
- 4. Enhance oversight:** dashcam technology (Surfsight) was introduced for context and evidence-based coaching.

The team also deployed geofencing to allocate costs accurately across branches, customized Driver Vehicle Inspection Reports (DVIRs) to reduce errors, and equipped over 100 drivers with electronic logging tools for compliance.

“Rather than being overwhelmed by the data, our teams now have reports and alerts that help them take action, fast.”

– **Alex McGrainer, Strategic Account Manager, Holman**

The impact: Safer drivers, smarter operations

The safety strategy delivered immediate, measurable results:

- Seatbelt compliance rose by 97%, following a data integrity review.
- Excessive speeding violations were reduced by 97%.
- Aggressive driving behaviors fell by 62% with DOT severity points down 60% year-over-year.

“All of the drivers know what the expectation is. They know what those conversations will look like... most of our drivers are in the low-risk category.”

– **Sarb Gill, Branch Manager**

“The safer our drivers are, the more efficient they can be. It reduces downtime, helps protect them on the job, and that’s something our customers value.”

– **Cyndy James, Sr. Manager, Transportation (DOT Compliance)**



Next steps: Scaling a culture of safety

White Cap is continuing to expand dashcam use and fine-tune coaching processes. With Holman's strategic support around creating actionable insights from Geotab's data, the company is embedding accountability and safety into daily operations while creating a scalable model for long-term fleet performance.

“Data needs to be your North Star. You have to know the trends and act on them. That’s how White Cap has turned insight into impact.”

– *Chris Pellegrino, Senior Strategic Account Manager, Geotab*

What to see Geotab in action?
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