GEOTAB SUCCESS STORIES

ETI turns fleet data into a sustainability advantage

ETI, a regional life sciences and clinical trial carrier operating in the Northeast US, partnered with Geotab and GreenIRR through their reseller, Assured Telematics, to automate emissions reporting, reduce Scope 1 emissions, and turn sustainability data into a commercial differentiator.

By integrating telematics data from Geotab with GreenIRR's emissions reporting layer, ETI reduced emissions reporting workload by 99%, achieved measurable reductions in fuel use and emissions, and began using standardized sustainability reporting to support RFPs with pharmaceutical and international logistics customers.

Highlights

- **99 percent reduction in emissions reporting effort:** Reduced from approximately 30 hours of manual quarterly work to fully automated reporting
- **Scope 1 emissions reduced 3.1 percent year over year**
- **Fuel spend reduced 2.8 percent year over year**
- **Standardized sustainability reporting across all customers:** Aligned with GHG Protocol and ISO 14064 frameworks
- **Improved competitiveness in RFPs:** Especially with pharmaceutical and EU-regulated customers requiring emissions disclosure

EXCLUSIVE TRANSPORTATION FOR INDUSTRY, INC.
FOUNDED 1977

Fleet profile

Company:

ETI

Industry:

Life Sciences / Clinical Trial Logistics

Based in:

Northeast United States (JFK, Newark, Philadelphia)

Types of vehicles:

Tractor trailer
(Dry & Temp Controlled)
Box Trucks
(Dry & Temp Controlled)
Transit Van (Dry)

Fleet size:

71

Geotab customer since:

2016

Marketplace partner:

GreenIRR

Fleet focus:

Sustainability reporting,
emissions reduction,
ELD compliance, driver safety

The company

ETI is a regional carrier specializing in life sciences, clinical trials, and full truckload services, operating primarily in the JFK, Newark, and Philadelphia corridors. With a fleet of more than 70 vehicles and over 110 employees, the company supports logistics operations where timing, temperature control, and chain-of-custody documentation are critical.

According to Vice President and incoming CEO Brandon Sauers, precision extends beyond logistics into environmental accountability.

> Customers are beginning to ask not just whether we can move freight, but what the environmental impact of that movement is. In some cases, not having that data can be a dealbreaker.
>
> **Brandon Sauers**
> Vice President and incoming CEO

ETI has used Geotab since 2016 for fleet tracking, compliance, and driver visibility. That existing data infrastructure became the foundation for its emissions reporting program.

The challenge: Rising demand for emissions data

As ETI's customer base expanded, particularly in pharmaceutical and international logistics, emissions reporting shifted from a nice-to-have to a requirement in many RFPs.

Customers increasingly requested Scope 1 emissions data and required reporting aligned with recognized frameworks. ETI's existing process relied on manual collection of fuel records and spreadsheet-based calculations completed quarterly. This process required approximately 30 hours per cycle, was difficult to scale, and was not consistently aligned with formal reporting standards.

The company needed a way to generate accurate and repeatable emissions reporting without adding operational overhead or building a parallel reporting system.

The solution: Geotab data operationalized through GreenIRR

The solution came through a connection at a transportation networking event, where Brandon Sauers met Celine King, co-founder of GreenIRR, a sustainability reporting platform built specifically for fleet operators.

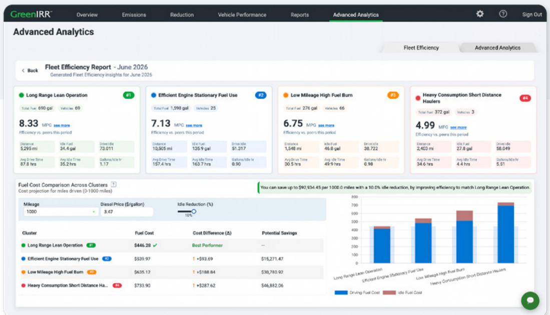
GreenIRR integrates natively with ETI's existing Geotab system, allowing the company to use telematics data it was already collecting without adding new hardware or creating a separate reporting workflow. As Sauers described it, the shift was a "light switch moment." The data was already in place, and GreenIRR provided the layer to translate it into standardized emissions reporting aligned with GHG Protocol and ISO 14064 frameworks.

Geotab continues to serve as the operational foundation, capturing vehicle diagnostics, driver behavior, ELD compliance, and fleet performance data. GreenIRR builds on that foundation by converting this operational data into emissions outputs, fuel efficiency trends, and emissions intensity reporting across the fleet, along with standardized reports that can be used directly in customer RFPs.

The combined system also produces monthly efficiency reports that highlight underperforming assets by fuel economy, enabling ETI to address inefficiencies at the vehicle level before they scale across the fleet.

> GreenIRR captures the trend and quantifies the story, how those operational improvements translate into fuel reduction and emissions reduction over time.

Celine King
GreenIRR founder



For ETI's customers, this has replaced manual spreadsheet-based reporting with ready-to-submit sustainability reports generated in minutes, formatted to recognized international standards.

Supporting this workflow is ETI's long-standing relationship with Assured Telematics Innovation (ATI), its Geotab reseller and technology partner. Over nearly a decade, ATI has supported ETI through fleet expansion and system upgrades, including driver visibility tools, dash camera integration, and ongoing initiatives such as trailer tracking and cargo security. Their role has been less about point implementation and more about ensuring the telematics stack evolves alongside the business.

The results

99% reduction in reporting time

The most immediate impact was operational. What previously required 30 hours of manual data collection, calculation, and formatting now takes a single report pull. The time savings have allowed the sustainability function to scale with the business rather than becoming a bottleneck.

Fuel spend down 2.8% year over year

Fuel spend decreased 2.8% year over year, a direct consequence of improved vehicle efficiency and the company's ability to identify and correct high-consumption patterns at the individual asset level before they become fleet-wide habits.

Scope 1 emissions down 3.1% year over year

Across 2025, ETI reduced its Scope 1 emissions by 3.1% compared to the prior year — a result of both the operational improvements surfaced through Geotab's driver and vehicle data, and the ability to identify and act on underperforming assets that GreenIRR flags in efficiency analytics.

Above-average industry emissions rating

Throughout 2025, ETI consistently maintained an above-average emissions rating compared to a benchmark of over 3,000 fleets, a result that reflects the ongoing driver coaching and performance monitoring capabilities built on the Geotab platform through their reseller, Assured Telematics.

Commercial impact

Sustainability reporting has become an active factor in customer acquisition. ETI now provides standardized emissions reports as part of its customer deliverables, particularly in RFPs involving pharmaceutical and EU regulated supply chains. According to Sauers, this capability has become commercially meaningful.

> Being able to show this data directly impacts whether we are in the conversation for new business. Customers are moving freight at scale, and they want transparency on emissions.

What's next

As the physical footprint grows, the sustainability program will scale with it. Sauers is already planning to extend emissions reporting into Scope 2, covering energy consumption at the new warehousing facility, building toward a comprehensive carbon accounting program that covers both the fleet and the facilities it operates from.

> We're going to be an all-in-one shop in the Northeast, and sustainability is part of that story.
>
> **Brandon Sauers**
> Vice President and incoming CEO

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