

Stop watching footage, start driving results

6 intelligent dashcam tactics
to improve safety and boost ROI



BEYOND THE LENS

From raw footage to clear ROI

As of 2025, about **63% of fleets use dash cams**. Having a dash cam solution for your fleet is not only beneficial for driver safety, it can also deliver a significant ROI. It can provide irrefutable video evidence for legal claims, lower insurance premiums, identify driver coaching opportunities, support compliance and drive down incident costs.

For fleet managers, dash cams are the ultimate double-edged sword. You have access to a powerful piece of hardware that can transform your fleet into a well-oiled machine but it often means sifting through hours of footage manually risking missed critical events that could have been avoided if caught sooner.

You're overwhelmed with data and underwhelmed by the results.

This guide is your blueprint for moving beyond basic recording to an integrated, AI-powered strategy. It's about turning your video data into a high-impact asset.



In this guide, we will show you how to:



Move from reactive to proactive

Stop manually searching for incidents. Learn how AI-powered analytics can automatically surface the high-risk events that demand your attention before they become catastrophic.



Unlock true ROI

Stop paying for siloed data. Discover how integrating video and telematics into a single source of truth slashes administrative hours spent reviewing incidents and provides the indisputable evidence needed to immediately reduce claim costs and exonerate drivers.



Build a coaching culture, not a gotcha culture

Use targeted, data-backed insights to deliver effective driver coaching that reduces risk, improves retention, and protects your bottom line.



Stop watching footage, start driving results

GEOTAB



Table of contents

TACTIC
01
Choosing your
“eyes on the road”

TACTIC
02
The AI
advantage

TACTIC
03
The path to
proactive safety

TACTIC
04
Simplifying
compliance

TACTIC
05
The ROI of
smart video

TACTIC
06
Predictive
insights



Stop watching footage, start driving results

TACTIC 1

Choosing your “eyes on the road”

In 2025, the global dash cam market is valued at over **\$4.3 billion**, with tens of millions of devices installed across consumer and commercial vehicles. For fleets, this creates a crowded field of choices. So how do you select the right one for your operations?

Choosing a dash cam — you'd compare video resolution and storage capacity. But today, high-resolution hardware is a given. This rapid improvement solved the problem of image quality, but created a much larger one: a tsunami of high-definition footage that no one has time to review.

This is why the focus has shifted. It's no longer just about recording an event in clear detail, it's about identifying that event in real-time, without human review. A passive camera that just records terabytes of video is a data liability. A smart camera that analyzes the video as it happens and surfaces the critical moments is a business asset.

That's why the real value isn't in the lens, it's in the intelligence behind it.

Beyond the basics: What to look for

Fleets no longer need passive recorders, but an intelligent video system that actively supports safety and profitability goals.

Here's the difference that matters:



From raw video to actionable insight: Look for a system that moves beyond simple G-force event recording. The right solution uses AI-powered analytics to identify and prioritize what truly matters — from critical near misses to subtle patterns of risky driving. It should automatically filter out the noise, presenting you with a short, curated list of coachable moments instead of hours of irrelevant footage.



Complete context: An event is always more than just a video clip. An effective system seamlessly integrates video with rich telematics data. This means you see not just what happened, but also the vehicle's speed, RPM and location. This gives you the complete, undeniable context needed for effective coaching and faster, more accurate claims management.



TACTIC 2

The AI advantage

A camera can show you what happened in the past. AI can help you change what happens in the moment and in the future. AI is the proactive co-pilot that transforms raw video from a simple recording into a powerful decision-making tool, working in real-time to protect your drivers and your business.

The critical difference: Edge AI vs. Cloud AI

Not all AI is created equal. Where the analysis happens makes all the difference in whether your system is reactive or proactive. Let’s talk about the two main types of computing.

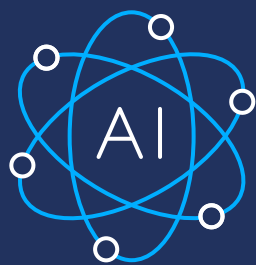
Cloud AI

Most systems rely on Cloud AI. The camera records a video, which is then uploaded to a central server for analysis. This process is slow and results in delayed feedback. By the time an event is flagged, the driver is miles down the road, and the coaching opportunity has passed.

Edge AI

A more advanced approach is Edge AI, where the analysis happens directly on the device in the vehicle. This onboard intelligence acts as a real-time analyst, constantly watching for high-risk scenarios you define, such as distracted driving, tailgating or rolling stops.

Because the processing happens instantly with edge computing, the system doesn’t just record an event — it acts. It can trigger immediate in-cab audio alerts, giving the driver a chance to self-correct in the moment. For managers, it means the end of alert fatigue. Instead of a flood of notifications, you get a curated clip of a specific, coachable event when it’s needed.



By leveraging Edge AI with your fleet’s dash cams — such as the **GO Focus Plus** — you shift your safety program from being reactive to proactive, and from being time-consuming to highly efficient.



01 Choosing your “eyes on the road”

02 The AI advantage

03 The path to proactive safety

04 Simplifying compliance

05 The ROI of smart video

06 Predictive insights

TACTIC 3

The path to proactive safety

Dash cam footage offers enormous potential for fleet safety, but many fleets miss opportunities to use it proactively. By focusing on prevention and continuous improvement, managers can turn video insights into a foundation for safer driving and a culture of trust.



A modern coaching workflow

An effective coaching strategy has two critical parts: immediate correction and long-term development.

Geotab’s native solution, **GO Focus Plus**, is designed to power both.

GEOTAB
GO Focus Plus™



In-the-moment feedback

“Tailgating”



“Put your phone down”

The first step in correcting behavior is making the driver aware of it. The system provides real-time, in-cab verbal alerts for specific actions like tailgating or cell phone use. This isn't a reprimand from a manager, it's an immediate, private clear reminder that helps the driver self-correct on the spot.

01 Choosing your “eyes on the road”

02 The AI advantage

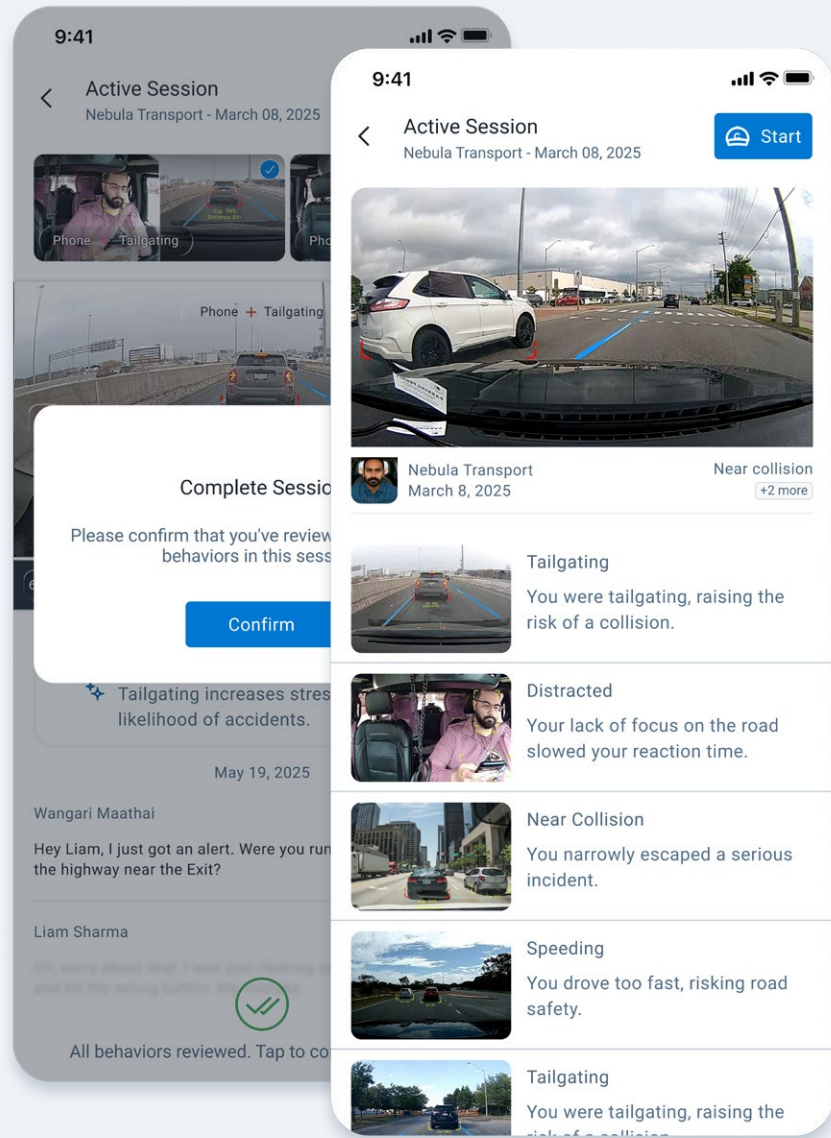
03 The path to proactive safety

04 Simplifying compliance

05 The ROI of smart video

06 Predictive insights

Tailored coaching at scale



Your time is valuable. A modern system understands that managers can't personally review every event or conduct a formal sit-down session for every minor infraction.

Instead, the system's AI acts as the first-line coach. It automatically identifies and prioritizes the highest-severity events and initiates a seamless coaching workflow. Drivers can receive automated push notifications on a mobile app, allowing them to review their own specific video events and self-coach immediately. This frees the manager to focus on what matters most.

Tracking progress

Use a single platform, like MyGeotab, to see which drivers have reviewed their events, track improvements, and identify repeat offenders who may need a 1-on-1 session.

Mitigating liability

This automated workflow creates a digital paper trail. You have documented proof that drivers were alerted to and reviewed unsafe events, which is critical for reducing your liability should an incident occur.

Recognizing safety

The same data that flags risky behavior also highlights great driving, allowing you to track and reward top performers.

Facilitating communication

The platform creates an easy, two-way channel. If a driver has a question or disputes an event, they can flag it for review, creating a simple, documented interaction for you and your driver.



This approach ensures drivers feel supported and invested in, not spied on. You're giving them the specific tools and feedback they need to master their skills, which directly leads to lower risk, fewer incidents, and a safer, more professional fleet.



01 Choosing your “eyes on the road”

02 The AI advantage

03 The path to proactive safety

04 Simplifying compliance

05 The ROI of smart video

06 Predictive insights

TACTIC 4

Simplifying compliance

For modern fleets, ELD compliance is not optional, it's the cost of entry. While a compliant ELD solution handles the basics, integrating video data transforms your compliance from a reactive chore into a proactive, automated and indisputable record.

No more paper trails, no more guesswork

Your dash cam should support your ELD solution to create a single, unified source of truth. For example, an ELD may flag a potential HOS violation when a driver's status is unclear. Integrated video can instantly verify if the driver was legitimately on-duty but not driving (e.g., waiting at a loading dock), providing crucial evidence for audits and preventing unfounded violations.

The Geotab advantage: certified and contextualized

Geotab’s ELD solutions are FMCSA-certified, providing automated HOS logs and proactive violation alerts to keep your fleet compliant.

HOS

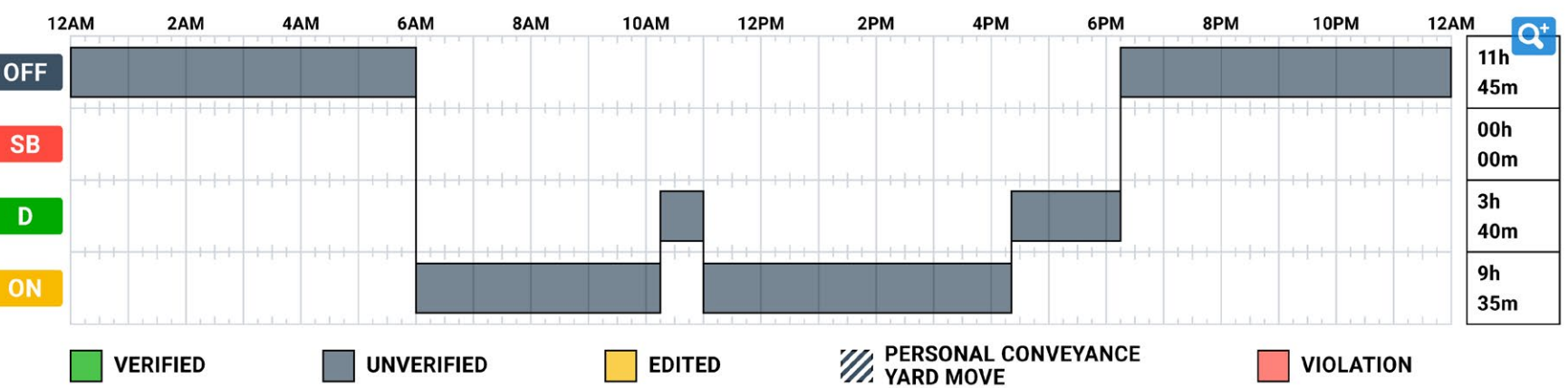
User Name

18

Status

Logs

Verify



Total driving distance: 3.7 km

Total hours on duty: 6:31

OFF

Feb 17, 2021 5:17 PM

7km SSW Mississauga

Forgot to go OFF duty

ON

Feb 17, 2021 5:16 PM

7km SSW Mississauga

Dashboard

HOS

DVIR

Messages

HOS

18

1:26 left

OFF

SB

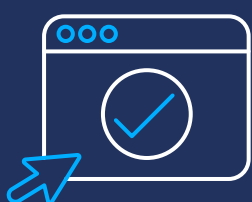
D

ON

USA Property 70-hour/8-day

Rest in 8:00
Driving left 1:26
Workday left 1:26
Cycle left 57:26

Dashboard HOS DVIR Messages More



AI-enabled video telematics elevates this by adding indisputable visual proof to that data. When you pair these systems, you're not just logging hours or flagging events, you're creating a comprehensive, verifiable record. This automated, dual-layered approach reduces ambiguity during inspections, simplifies reporting and provides objective evidence that protects both your drivers and your business.

TACTIC 5

The ROI of smart video

While video telematics helps reduce risk and realize insurance savings, the true financial impact goes much deeper. An intelligent video solution is an investment in operational efficiency, delivering tangible returns by actively reducing your largest variable costs.

The real-world payback



Reduce accident costs

Proactive, AI-powered coaching directly lowers your incident rate. Fleet logistics leader **D.M. Bowman** proved this by reducing accident costs by 20% using Geotab's safety programs to correct unsafe driving habits.



Secure insurance savings

A data-driven safety program is proof of reduced risk. A **Domino's Pizza** franchise used Geotab's camera and scorecard solution to achieve over \$100,000 in annual insurance savings.



Cut fuel and maintenance costs:

The same behaviors that cause accidents — harsh acceleration, speeding, and idling — also burn fuel and wear out components. Monitoring these behaviors leads to lower costs for fuel, brakes, and tires.



01 Choosing your
“eyes on the road”

02 The AI
advantage

03 The path to
proactive safety

04 Simplifying
compliance

05 The ROI of
smart video

06 Predictive
insights

Unlocking hidden efficiencies

Beyond direct cost savings, an integrated video system unlocks powerful productivity gains and operational insights.

Boost productivity

Time is money. Video evidence can instantly exonerate drivers in not-at-fault incidents, getting them back on the road faster. It streamlines claims processing from days to minutes and can be used to verify service or delivery, eliminating time-consuming disputes.

Reduce vehicle wear and tear

The benefits of coaching extend directly to your maintenance bay. Real-time, in-cab alerts for harsh braking and acceleration don't just improve safety, they actively reduce stress on your vehicles. By coaching drivers to operate more smoothly, you make a real, measurable impact on the lifespan of brakes, tires, and suspension components. Furthermore, the primary goal of coaching — reducing collisions — also means less vehicle damage, fewer major repairs and significantly less unexpected downtime.



TACTIC 6

Predictive insights

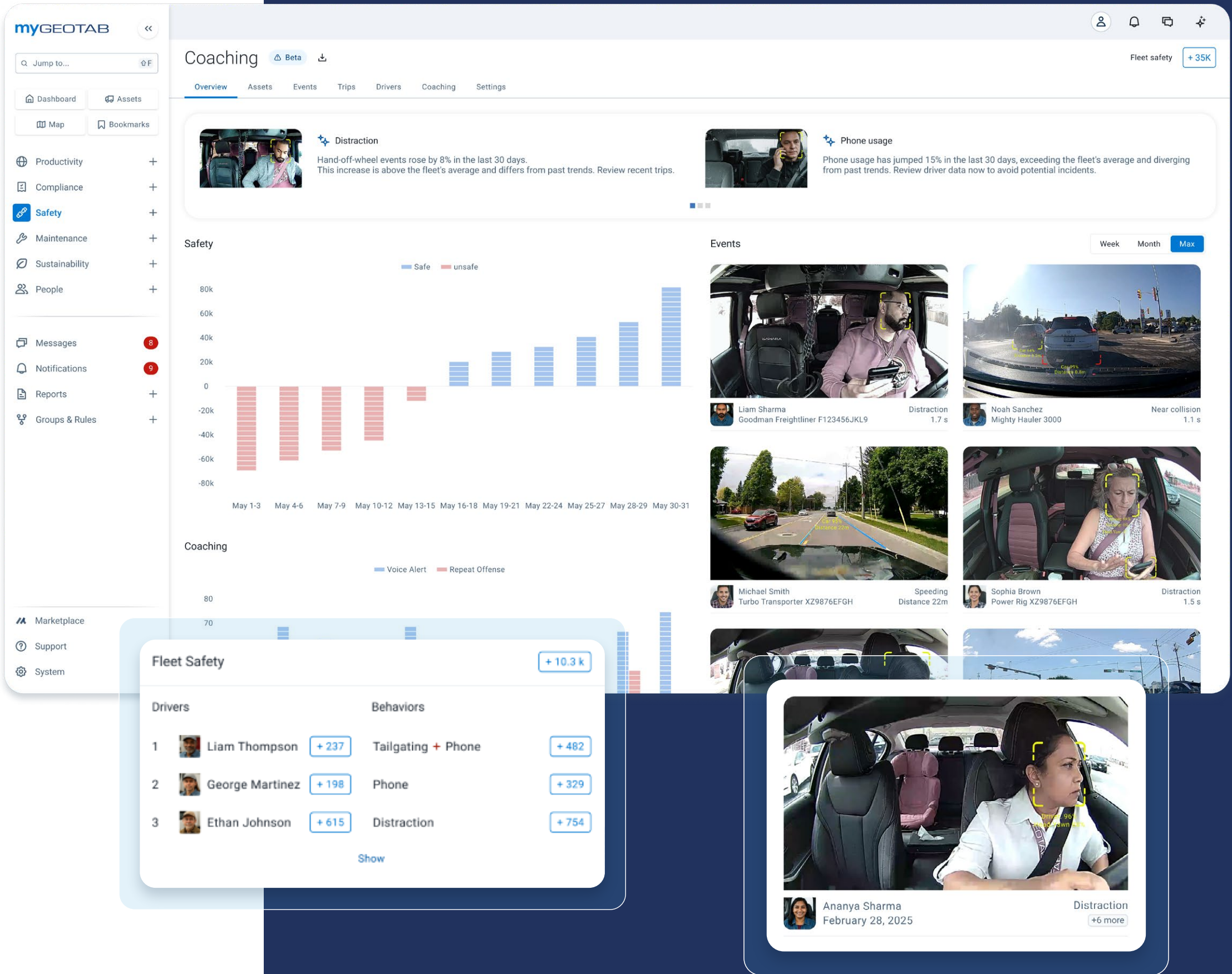
For years, telematics has been about reacting to what’s already happened — a speeding event, a harsh braking alert, or a check engine light. Most video telematics providers are stuck in this same reactive loop. They can show you an incident after it occurs, but they offer little power to prevent it from happening in the first place.

True fleet intelligence isn't just about seeing the past more clearly, it's about using contextual data to chart a safer and more efficient future.

Preventing the unpredictable

Geotab’s GO Focus Plus camera leverages the power of AI and one of the world's largest telematics datasets to move beyond reactive alerts. By analyzing historical collision data, speed patterns, weather, and driver behavior across millions of vehicles, our system uncovers hidden patterns and identifies high-risk areas and conditions before they lead to an incident.

This is the power of predictive analytics. It allows you to implement targeted interventions where they matter most. Imagine knowing which routes are statistically most dangerous for your fleet at certain times of day, or identifying which specific driving habits are the leading indicators of a future collision. This is how you stop chasing incidents and start preventing them.



01 Choosing your “eyes on the road”

02 The AI advantage

03 The path to proactive safety

04 Simplifying compliance

05 The ROI of smart video

06 Predictive insights

The Geotab differentiator: Moving from insight to impact

You've seen how the right strategy can transform a flood of raw footage into a stream of actionable intelligence. From leveraging edge AI to building a proactive coaching culture, the path to a safer, more efficient fleet is clear. The era of passively recording video is over. The time for intelligent action is now.

This isn't just a theoretical concept; it's a reality made possible by tools like the Geotab telematics combined with GO Focus Plus. This is where the tactics in this guide come to life. With AI-powered, in-cab voice alerts, drivers get the real-time feedback needed to correct risky behaviors on the spot. For managers, it means a system that automatically surfaces critical events, ending the hunt for the "needle in the haystack" and creating an integrated coaching workflow right inside MyGeotab.

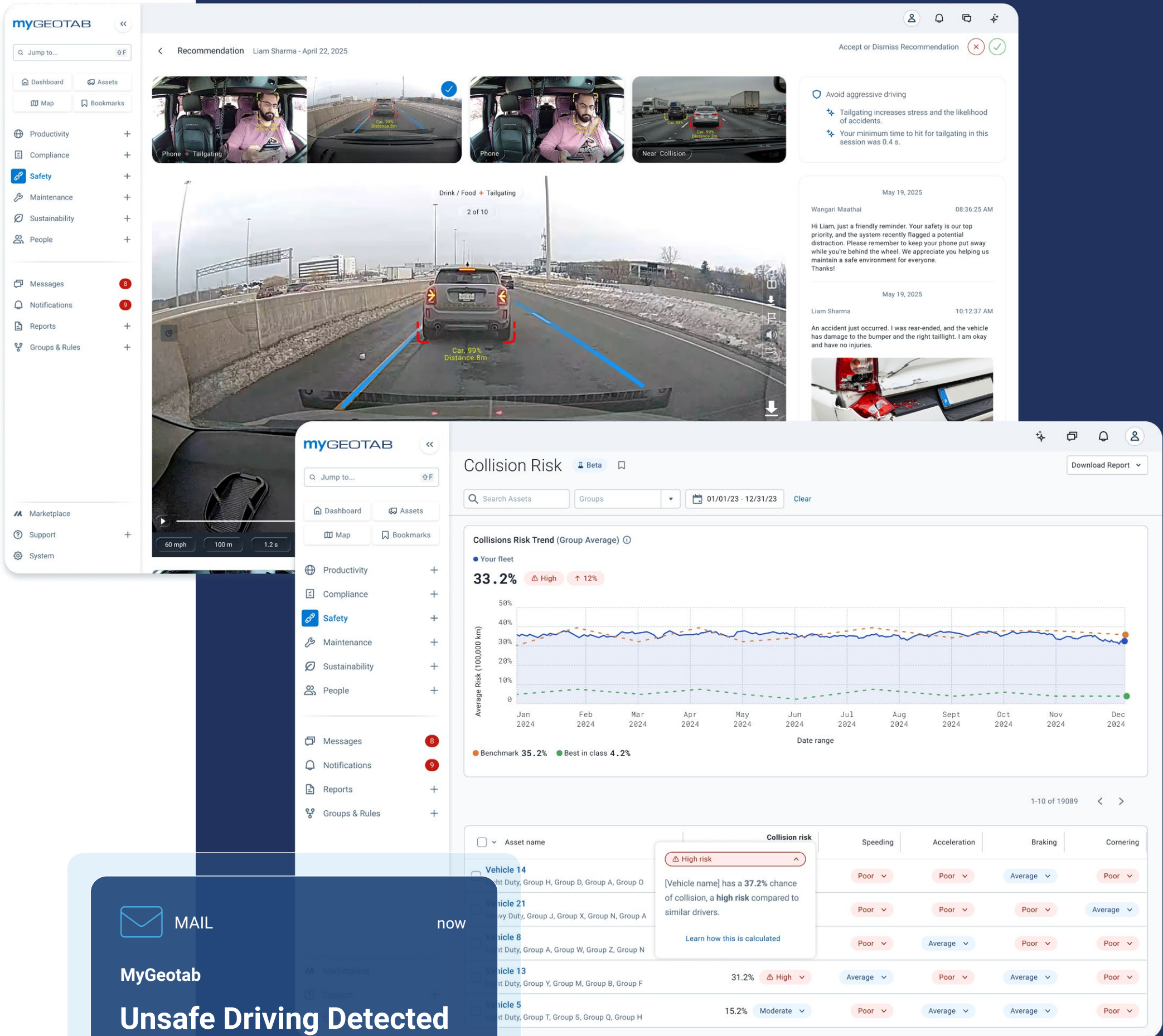
You're no longer just managing your fleet's incidents — you're shaping the future of safety.



Your next step

The journey to operational excellence begins with a conversation about your fleet's unique challenges.

Let our experts show you how Geotab's flexible, open platform can be tailored to solve your specific pain points. [Request a demo today.](#)



01 Choosing your
“eyes on the road”

02 The AI
advantage

03 The path to
proactive safety

04 Simplifying
compliance

05 The ROI of
smart video

06 Predictive
insights

About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab’s open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data.

The in-vehicle device provides additional functionality through IOX Add-ons as an IoT hub. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, focus on sustainability, optimize fleets by reducing fuel consumption, enhance driver safety and achieve strong compliance to regulatory changes. Geotab’s products are represented and sold worldwide through Authorized Geotab Resellers.

To learn more, please visit www.geotab.com and follow us [@GEOTAB](#) and on [LinkedIn](#)

This ebook is intended to provide information and encourage discussion on topics of interest to the telematics community. Geotab is not providing technical, professional or legal advice through this white paper. While every effort has been made to ensure that the information in this white paper is timely and accurate, errors and omissions may occur, and the information presented here may become out-of-date with the passage of time.

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