GEOTAB

UNIFIED VIDEO SAFETY SOLUTION GUIDE

How telematics, video and predictive analytics work together to reduce collisions.



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CHAPTER 1

THE SAFETY PROBLEM

Why “reactive” approaches fail

Most fleet safety strategies center on what happened in the past where managers piece together incidents after the fact, compiling reports and analysing retrospective data. And while manual reviews and incident reporting look backward, risk keeps moving forward. Habits slip through unnoticed, and each delay in detection leaves fleets exposed to preventable collisions, mounting claims and higher insurance costs.

There's a second, newer problem – an excess of footage and alerts to review. Safety managers now face a daily queue of clips and alerts, most of which don't require any action.

And both problems scale together. Every vehicle added to your fleet adds road risk and footage to the queue. The longer a risky habit sits unreviewed, the more likely it ends in a collision.

Put simply, reactive systems only offer context once damage is done – and when most alerts turn out to be false positives or minor events, managers stop reviewing them. Prevention starts with a system that unifies safety data, detects risk early and enables managers to act fast.



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With an integrated video safety platform, managers can:

- See unified, up-to-date risk across every vehicle and trip.
- Work from an AI-triaged event queue instead of a chronological pile of footage.
- Deliver immediate, practical feedback that helps drivers adjust before incidents escalate.
- Use context-rich event data for fast claim resolution, accountability and compliance reporting.
- Track coaching impact and safer habits over time, reinforcing ongoing improvement.
- Capture measurable ROI with fewer collisions, claims and reduced downtime.

This guide shows how fleets are replacing fragmented, after-the-fact safety routines with a connected solution for real-time improvement and measurable control.

Fleet safety: Past vs. now

Past = Reactive



Fragmented data, delayed review, slow feedback.

Now = Connected



Real-time digital data, instant alerts, proactive safety.

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CHAPTER 2

TELEMATICS AND SAFETY DATA

Your evidence for prevention

If you can't measure it, you can't manage it – a core principle made famous by Peter Drucker. Legacy systems like paper logs, incident reports and static scorecards leave managers asking when, where and how risk appears.

Integrated telematics changes fleet safety from speculation into hard evidence:

- Real-time tracking of behaviours like speeding, harsh braking and aggressive driving.
- Compliance-critical monitoring of behaviours, such as seatbelt use, stop sign violations and trip accountability.
- Detection of distraction and fatigue captured instantly when combined with AI cameras.

With driver action and event captured, timestamped and geolocated in one platform, managers get accurate, centralised safety data they can use immediately for coaching, compliance and faster incident response.



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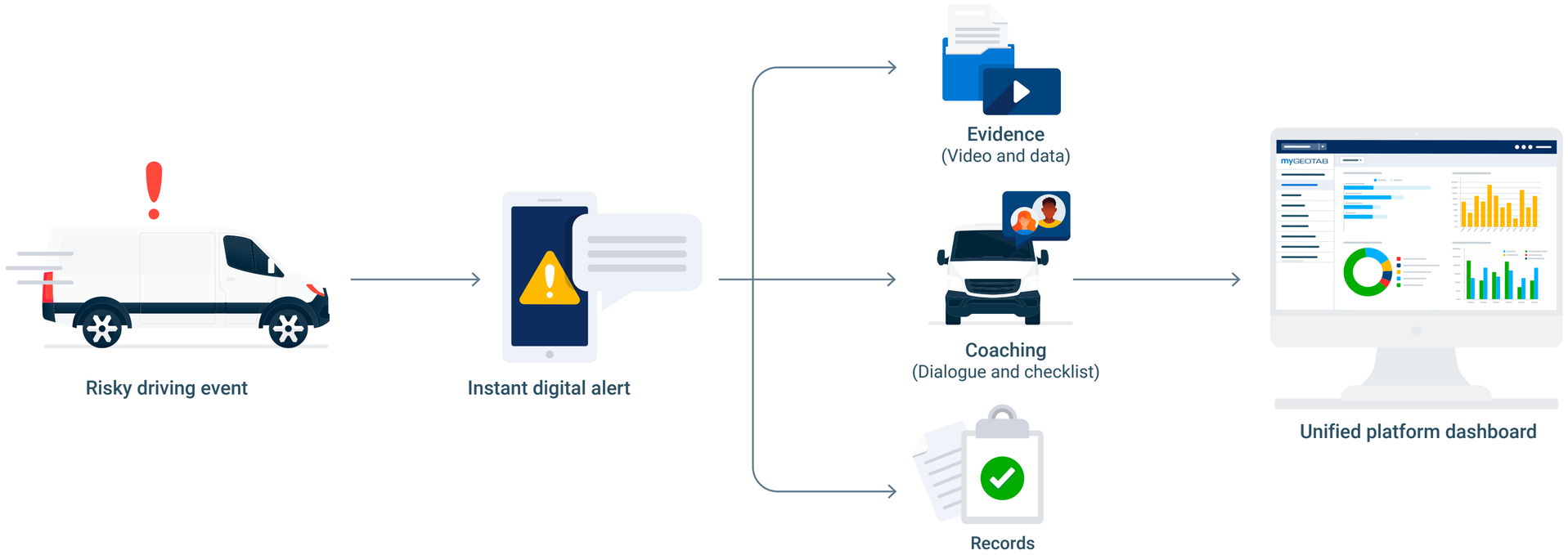
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What does this mean for the safety manager?

It means the platform does the sorting. AI validates each detection, drivers self-correct most risks in the cab and only persistent or high-severity behaviors reach your desk. The safety manager gets:

- Confidence that drivers receive real-time, in-cab voice alerts when risks are detected so they can adjust on the spot.
- High-severity dashboards that rank the fleet's most urgent risks first.
- Automatically surfaced trends making it easier to spot and address repeat risks early.
- Direct access to video evidence for events, simplifying coaching, exoneration and audits.
- All data fully oorganised and ready for reporting.

Modern fleet safety data flow



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CHAPTER 3

BUILDING A CONNECTED SAFETY PROGRAM

You likely have the pieces already: a scorecard, cameras, an incident review process. Run separately, each one catches individual events. Connected, they show whether the same driver, route or habit keeps producing those events and that pattern is what drives collisions and claims.

An all-in-one video safety platform brings together four essential layers, each with a distinct role:



Scorecards: The foundation for communication and trending

Scorecards remain the necessary baseline for tracking history, identifying repeat behaviors and giving managers a record to discuss with drivers. However, standard scorecards often hit an improvement “plateau” because they lack context, ignoring where and when someone drives. To be effective, the scorecard must evolve from a simple tally of errors to a context-aware tool.



Collision risk model: Predict and prioritise what’s next

A predictive model analyses both historical patterns and present signals to identify drivers and vehicles most likely to be involved in a future incident. Accuracy here depends on scale – models trained on high volumes of quality data become smarter and more reliable over time. Predictive capabilities focus attention and resources on emerging risk, enabling targeted intervention.



Advanced video intelligence and coaching: Correct behavior in real time

Where scorecards and risk models reveal who and when, video intelligence answers what happened and why. Integrated AI dash cams detect unsafe actions as they occur, providing managers with critical event context and opportunities for targeted, actionable coaching. Drivers receive immediate in-cab voice feedback – specific prompts like "Put your phone down" or "Eyes on the road" – that changes habits on the spot. Newer systems also triage what reaches the manager: event clips are trimmed to the seconds where the risk occurred, and review queues are ranked by severity, so managers coach the highest-risk behaviors first.

Context changes the benchmark

Standard scorecards miss the full picture. Geotab compares your fleet against a massive dataset of peers operating in similar conditions. By factoring in road type, weather and vehicle class, the platform shows you what "good" looks like for your fleet’s specific reality over a generic average.

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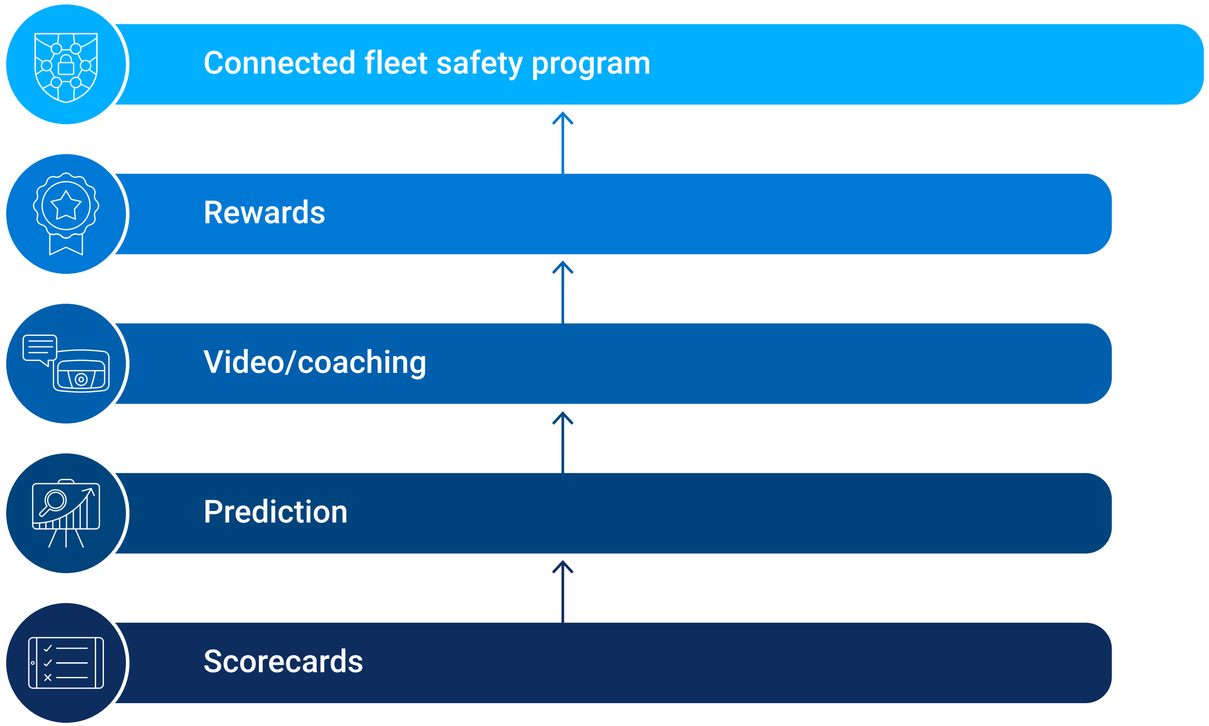
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Behavior change via rewards: Turn insight into a safety culture

Long-term change depends on reinforcement and employee buy-in. Rewards and recognition programs turn corrective actions into lasting habits by making improvement visible, positive and fair. When drivers see safer outcomes recognised and measured transparently, engagement improves and a true culture of safety takes hold.

Fleets that unify these layers in a connected safety program see measurable gains, including reductions in risky driving and overall incident rates. The more unified and behavior-focused the program, the greater the sustained safety impact across the operation.



What each tier solves in an all-in-one video telematics safety solution

- **Scorecards:** Set benchmarks and guide clear driver conversations.
- **Collision risk model:** Focus attention where new risk is emerging.
- **Video & coaching:** Address root causes and correct unsafe actions immediately.
- **Rewards:** Reinforce improvement until it becomes culture.

A connected platform means every intervention, every insight and every improvement builds on the last.

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CHAPTER 4

CHOOSING SAFETY TECHNOLOGY FIT FOR YOUR FLEET

An all-in-one video telematics safety solution pairs the telematics device directly with the dash cam, using edge AI to process vehicle data and video together in real time. How well that technology fits comes down to your safety, operational and compliance workflow—and what your exposure, needs and workforce demand.

Start with these questions:

- Are most of your incidents driver behavior-related or situational (backing, maneuvering, etc.)?
- Is privacy non-negotiable due to union or regional policies?
- Do you need a solution for exoneration, for coaching or both?
- Who reviews the footage and how many hours a week can they actually give to it?



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A tiered approach

The right fit means selecting the hardware along with a connected platform that can unify risk detection, real-time intervention and performance improvement so that incidents, alerts and reports are part of a seamless safety strategy.The table below summarises how different technology fits align with typical fleet priorities.

How to read this table:



Use case

What is your top operational priority right now? Is it driver exoneration, active coaching or all-around liability control?



Visibility

What level of camera coverage – road-only, road+driver or complete 360° – aligns with your collision profile and privacy requirements?



Privacy

How important are privacy constraints for your organisation?



Coaching workflow

Is your team ready for real-time in-cab guidance, or do you want to keep reviews post-event?



Example fleet need

Which profile matches your operation's day-to-day realities?

Technology fit table

Use case	Visibility	In-cab feedback	Privacy level	Coaching workflow	Example fleet need
Behavior change + context	Road and driver	Yes (voice)	Medium	Real-time guided	High collision, high behavior risk
360° protection/liability	All directions	Possible	Medium	Integrated	Urban delivery, high value cargo

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GO Focus family of AI powered video telematics: Match the right camera to your fleet's needs

The GO Focus Family is Geotab's line of native AI dash camera solutions. Fleet risk profiles and operational priorities vary. That's why the GO Focus Family includes three models, each designed to solve persistent challenges that managers face.

GEOTAB GO Focus Plus™



Best for: Fleets focused on improving driver behaviour and real-time risk reduction

- Adds a driver-facing lens for expanded coverage.
- Using an advanced sensor and firmware, it delivers immediate in-cab voice prompts for active coaching on distraction, fatigue and tailgating.
- Smart Driver ID identifies the driver at vehicle entry and assigns every event and score to them.
- Smart Sequence™ surfaces the riskiest events first and cuts each event clip down to the seconds where the behavior occurred.
- Manager-ready event reports in a unified dashboard.

GEOTAB GO Focus Pro™



Best for: Fleets needing coverage for complex vehicles, urban delivery or full liability control

- As the most comprehensive native solution, it includes all GO Focus Plus capabilities (voice coaching, event detection, etc.), plus full 360° camera coverage.
- Supports up to five auxiliary cameras and a zero-latency monitor for backing and docking.
- Ideal for blind spots, tight yard maneuvers, high-value cargo.
- Captures side impacts, reversing, loading/unloading and all-around incidents.
- Near Collision Warning alerts drivers before impact (available only on Pro).

How this fits together

The GO Focus Family isn't a hierarchy of "good, better, best." It's a set of targeted solutions: each model is tailored for when privacy, in-cab correction or full environmental coverage is the top operational concern. This helps you to invest only in the technology that addresses your fleet's true exposures and workflow realities.

Solution fit snapshot

- Need to address driver privacy head-on? Choose GO Focus Plus - road facing only
- Want real-time coaching and behavior change? Go dual-facing, with immediate alerts and feedback.
- Facing incidents in yards, at loading docks or crowded urban roads? 360° visibility defends against blind spots and disputed claims.
- Overwhelmed by footage? Smart Sequence™ trims each event to the critical seconds, and severity-ranked dashboards put the most urgent events first.
- Prioritise systems that fully integrate with the rest of your safety ecosystem. Data silos lead to wasted time and missed risks.
- Ensure the workflow matches your team's capacity: simple event review for small teams, deeper coaching and tracking for more complex operations.

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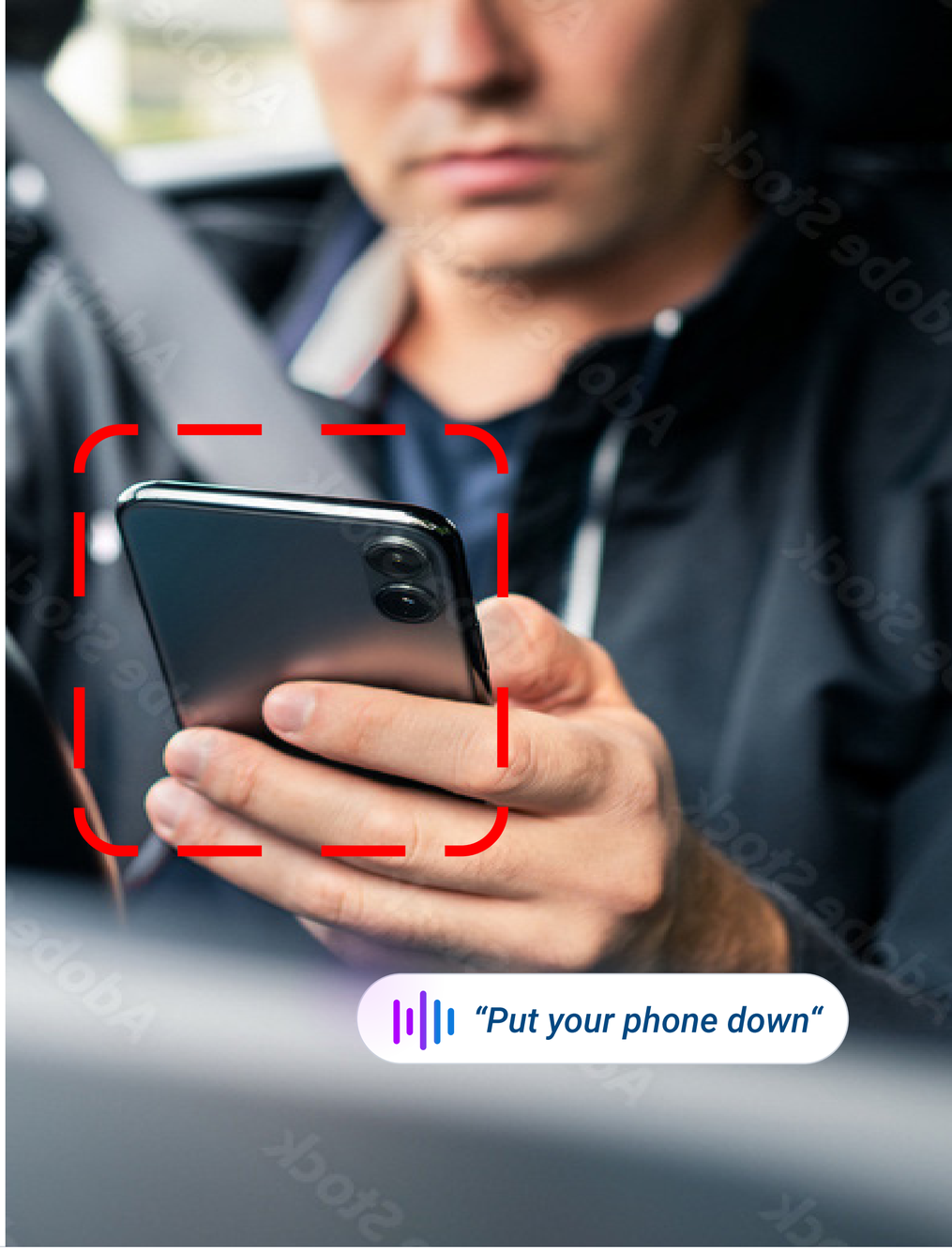
CHAPTER 5

HOW REAL-TIME CORRECTION CHANGES RISKY DRIVING ON THE SPOT

True fleet safety means addressing risky driving habits as they happen. Traditionally, coaching occurs days or weeks after an event. With today's connected technology, the greatest protection comes from real-time detection and instant driver feedback.

How real-time correction works:

- In-cab voice prompts (e.g., "Eyes on the road," "Put your phone down") immediately notify drivers the moment a risky behaviour is detected, allowing them to self-correct on the spot.
- On-device event recognition means that alerts are generated for high-impact risks, reducing false positives and making feedback fair, fast and actionable.
- Smart workflows link every intervention to the responsible driver, so follow-up coaching is accurate and outcomes can be tracked over time.
- Fleet management dashboards give managers a unified view: urgent patterns are surfaced for review first, not buried in endless footage.



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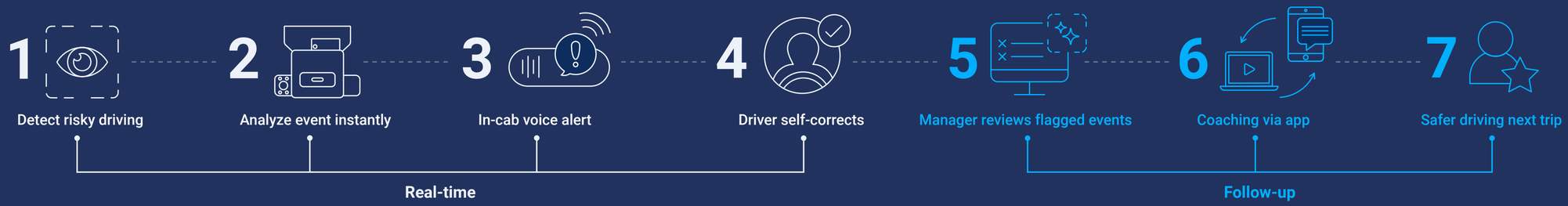
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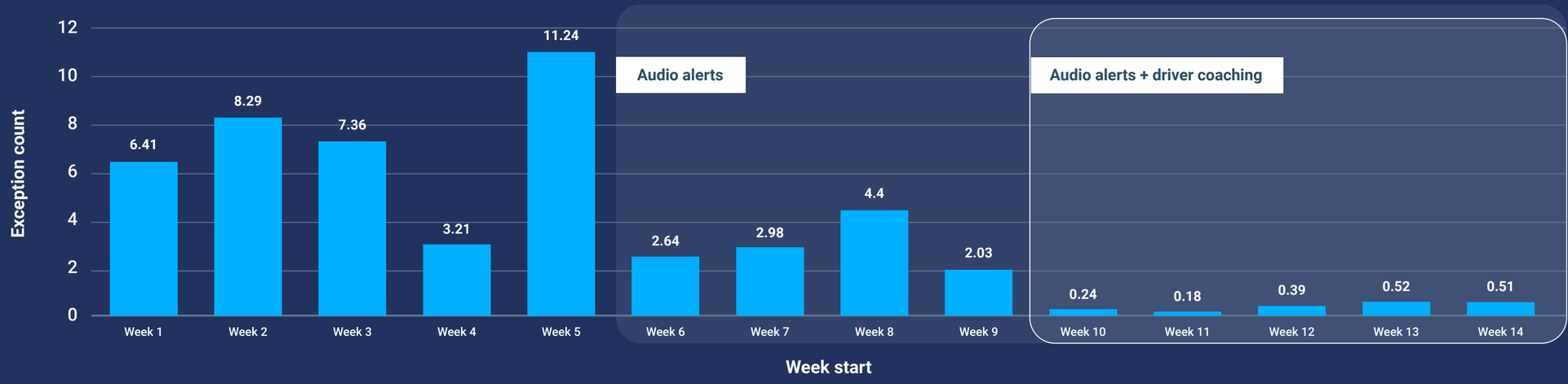
How GO Focus Plus and Pro cut distracted driving risk



The fleet-level impact is clear:

A single GO Focus Plus pilot fleet cut driver phone use by 95% in just weeks with real-time coaching, backed by 99%+ detection accuracy for distraction, fatigue, and tailgating, and over 99.9% system reliability. [Precision means correct identification of risky events. Reliability means every event is accurately captured and logged.]

Cell phone events per 100 miles



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CHAPTER 6

COACHING AND CULTURE

Turning improvements into habits

Risk detection is only the beginning; a culture of safety is what sustains improvement. Lasting results come when feedback is ongoing, transparent and tied to recognition.

What effective coaching looks like:

- Alerts become the starting point. Each event is tied to context, including what happened, where and why, so managers spot repeat behaviours and address the root cause.
- Critical alerts include causation context, so coaching conversations start from the recorded facts.
- Coaching sessions are logged, tracked and visible in all in one platform. Managers can assign feedback immediately, monitor progress and close the loop as drivers improve.
- Managers proactively recognise and reinforce safe driving, not just correct unsafe behavior. By calling out positive actions as well as addressing risks, they help build a safety culture that drivers can trust and take pride in.
- Full transparency builds buy-in. Whether reviewing an incident or recognising good work, both managers and drivers have access to the same information – what occurred, what was addressed and how change is being measured.



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From alert to habit: the workflow of culture change

Each step in the feedback workflow builds on the last:

Immediate feedback: Immediate in-cab alerts prompt a quick response.

↓

Targeted review: Highlights patterns with all the facts in view.

↓

Structured coaching: Scheduled coaching connects events to action plans.

↓

Recognition and rewards: Reinforce positive changes as they happen.

Best practices for sustaining safety culture:

- **Use centralised workflows** to keep feedback, recognition and improvement steps in one place. Fragmented systems breed confusion and stall change.
- **Incorporate transparent metrics.** Show drivers how they're improving, where they stand and what success looks like.
- **Engage drivers as partners.** Invite their input, share success data and recognise improvements publicly.
- **Build a cadence.** Regular driver meetings, safety reviews and ongoing dialogue keep momentum alive.

The outcome is fewer incidents and a workplace where safety is visible, measurable and valued.

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COLLISION RISK MODEL AND VIDEO

A complete 360° safety view to prevent the next collision

Not all risks are obvious in real time. Most collisions look like everyday driving until one detail, habit or blind spot leads to a loss. Traditional safety programs miss these events, not because the data's not there, but because it's hidden among millions of driving signals.

Building a truly proactive program means using predictive tools to identify risk before it emerges, and backing every decision with objective, real-world context. When advanced analytics work alongside integrated video, managers gain the clearest possible picture of what's likely to happen, and what's really happening, in every vehicle and scenario.

How predictive analytics changes safety programs

Instead of looking solely at historical events, Geotab's predictive collision risk model analyses thousands of historical and current data points, like driving patterns, behavior trends, vehicle usage, geographic context, time of day and even weather conditions.



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What sets Geotab's predictive models apart:

- Scale and quality – It combines individual driving history with advanced statistical analysis derived from millions of connected vehicles.
- Contextual intelligence – It accounts for factors traditional scorecards can't: repeated behaviours, compounding risks (such as phone use while tailgating) and environmental context (urban vs. rural, congestion, weather).
- Peer benchmarking – It benchmarks performance against similar fleets, using millions of real-world data samples for unbiased, meaningful comparison.

From prediction to verification

While the predictive model uses historical data, peer analysis and environmental context to flag who is at risk, those insights must be verified and acted on in the real world.

This is where integrated video, especially via comprehensive 360° solutions, closes the loop:

- Each flagged risk is backed by objective video evidence, supporting fair, targeted coaching and faster exoneration when needed.
- Managers understand not just "who" and "where" but also "what" was the root cause. Was it distraction, following too closely, a blind spot or a situational hazard?
- 360° video coverage reduces claims in areas where incidents are hard to reconstruct or disputes are common, like busy yards, tight turns, urban delivery, backing and parking or cargo theft.

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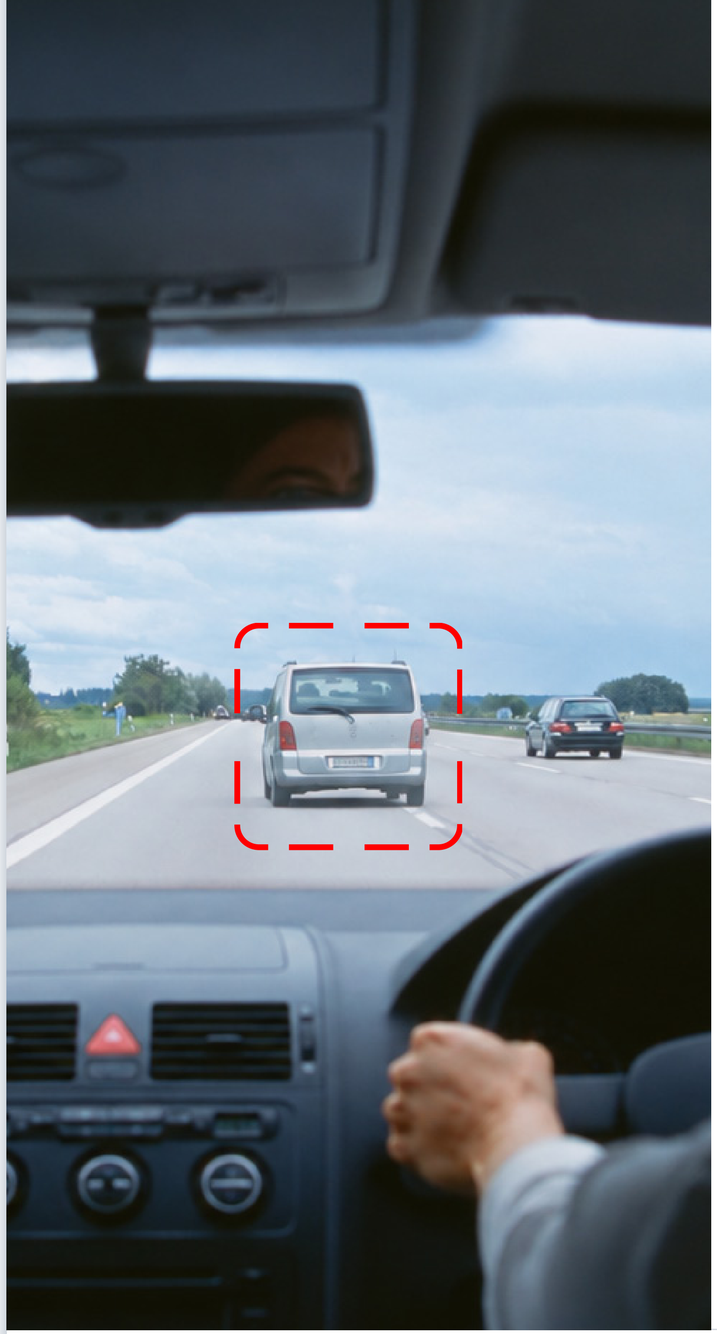
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A connected predictive + video workflow

A connected safety workflow uses prediction with telematics and video together, so managers can identify drivers and vehicles at highest risk, review events with full context and step in quickly when action is needed. Each stage supports the next and filters what moves forward, protecting managers' attention for the highest-risk events – making it easier to catch problems early and respond with video evidence.

Predict high risk: Predictive model identifies top risks.

↓

Capture and flag events: Events recorded and prioritised with video.

↓

Verify and coach: Managers review and address risks.

↓

Investigate and exonerate: Rapid claim review with video context.

↓

Targeted review: Trend tracking ensures lasting change.

Each step in the connected workflow moves safety from prediction to action—helping fleets identify, verify, act, and measure real-world risk, all in one platform.

Proof in the results:

- Internal benchmarks show predictive collision models identify high-risk drivers 20% more accurately than scorecards alone (Geotab Fisher Ad Hoc Analysis, Sep 2025).
- Fleets operating with predictive models and video coaching have achieved up to 40% lower collision rates, and dramatically reduced downtime and claim cycles (Geotab customer case study, 2024).

For decision-makers, the benefit is visibility and control. Prediction tells you where to look. Video tells you what happened. Together, they let you act before the claim.

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CHAPTER 8

ROI AND BUYERS CHECKLIST

Proving value and taking action

A connected safety program provides a foundation of evidence, accountability and ongoing improvement. At this stage, fleets can measure impact across every relevant safety and business outcome, from claims data and insurance costs to compliance audits and culture change. Here's how to measure success and choose the right technology for your needs.

How to measure ROI from your safety program



Collision reduction

Track incident rates pre- and post-implementation, using telematics and video data as objective references.



Review time saved

Track hours spent on footage review before and after implementation.



Attribution accuracy

Track how often events are assigned to the correct driver.



Claims cost

Monitor reductions in both frequency and average claim value, especially for hard-to-prove events like backing or sideswipes.



Insurance premiums

Document any premium savings over time; integrate with your broker for annual reviews.



Driver retention

Note changes in turnover, especially following recognition or reward program launches.



Operational efficiency

Calculate time saved in incident review, coaching, and compliance administration.



Downtime minimisation

Record average downtime per incident before and after system deployment.



Repair cost reduction

Track decreases in average repair bills associated with collisions, damage events or equipment downtime.

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Buyer's safety technology checklist

Before moving forward, review these key decision factors:

Safety and risk priorities

What types of collision and risk are most common in our fleet? (Backings, sideswipes, distraction, fatigue, speeding, etc.)

Do we need predictive capabilities for identifying risk before incidents occur?

Privacy and operational fit

What are our privacy constraints? (Union rules, driver concerns, region-specific law)

Is road-facing, dual-facing or 360° coverage required?

Do we need a solution that scales to multiple vehicle types and business units?

Coaching and workflow

Is coaching and feedback delivered in real time, or reviewed post-trip?

Does the system enable both corrective feedback and recognition for safe behaviors?

Are management workflows (event review, coaching logs, audit trails) centralised and transparent?

Does the system filter events so managers only review what needs a decision?

Integration and usability

Does the safety system integrate with our existing operational systems and compliance platforms?

Is installation feasible across our fleet – time, complexity, operational disruption?

Are data and video features accessible in one unified dashboard?

Analytics and benchmarking

Can we benchmark driver and vehicle risk against similar fleets?

Does the platform provide clear, actionable insights beyond standard templated reports?

Support and change management

What onboarding, training,and ongoing support are provided?

Is pilot deployment available for validation before full rollout?

How are updates and reliability managed over time?



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How to decide and next steps

Review your fleet's highest risks, privacy requirements, and desired workflow.

Use this checklist to compare solutions and shortlist those that match your operational goals.

Connect with a Geotab safety specialist to demo the technology, review your fleet's needs, and build your custom ROI case.

When you're ready to see measurable results, get advice from someone who understands your world, and make your next safety investment really pay off.

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About Geotab

Geotab is a global leader in connected operations, video telematics and AI-powered insights. Trusted by more than 100,000 customers — from small and mid-size fleets to Fortune 500 enterprises and public-sector organizations, including the U.S. federal government — Geotab connects approximately 6 million vehicles and assets and processes 100 billion data points daily. With ISO/IEC 27001:2022, SOC2, FIPS 140-3 and FedRAMP authorizations, Geotab's open platform and partner ecosystem unify safety, compliance and operations in a unified system. Our mission: a safer, more efficient and more sustainable world in motion.



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