Founders team

Guido Sluijsmans MSc
Technical psychology
Sales & network

Frank Anema MSc
Behaviour analytics
In-car technology

Thom Hubers BSc
Information architecture
Feedback system

Awards:

Partners:
1. Future mobility
2. Safety as a Service
3. Impact with SDV technology
4. Future work
25.250

Fatal accidents per year in Europe
Improve safety

with insights & behavioural approach

1 fatal accident
20 serious injuries
1800 material damages

364 000 safety critical events

Made available by

SD-Insights

Improve driving performance
More than safety

Companies do take care about:

✓ Sustainable employability
✓ Employees take own responsibility
✓ Their corporate brand
“I need a rocket scientist to analyse our fleet management data.”  
Anton van Amerongen, trainer  
Wemmers Tanktransport

“I want to intervene earlier in risky driving behaviour.”  
Maarten de Graauw, Risk Manager  
Insurances and Legal  
Mainfreight
2. Concrete driving behaviours
Sense

- Using vision sensor
- Vehicle data
- Asking the driver
**Example Distracted driving**

<table>
<thead>
<tr>
<th>Sensor</th>
<th>Parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle</td>
<td>Steering angle</td>
</tr>
<tr>
<td>Vision sensor</td>
<td>Lines</td>
</tr>
<tr>
<td>G-sensor</td>
<td>-</td>
</tr>
<tr>
<td>GPS</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
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</tbody>
</table>
Example Distracted driving
We developed our service with the end-user as a starting point. It should be driver friendly. That’s why we decided for example not to share the individual progress with his team captain. This also makes our solution very privacy friendly.

What’s very unique in our service that it’s a two way communication, so we close the feedback loop. In this way we also get insights of the circumstances why his or her behaviour is decreasing.

And we also look different to data than for example fleet management providers. In this graph you see data of a specific driving behaviour for a period of three months. These insights gives us the possibility to discuss with a driver about his job and how hard it maybe is for him.
Because we have a lot of data we can show you the impact of our service.
Impact

- Drivers improved in safety score
- Increased timeheadway (~8%)
- Better use of blinker
- Less harsh braking
- Lower fuel
- Higher drivers’ awareness
“Switching feedback off → lower safety”
“SD-Insights’ service is supported among the drivers and results in proven safer driving.”
Average score:

**8.1**
participants

**7.1**
non participants

Results

- Driver’s acceptance above expectations
- Drivers give feedback on circumstances
- Higher safety awareness
Let me stress some learnings.

- Logistic companies hardly use their own data, they lack data experts and effective behavioural approach
- If it’s busy they don’t have time to give feedback
- ”We know that every three year on average we have a severe crash”
- If economy is low, they don’t spend money on it
- It’s all about fuel savings
- No company ever gave weekly personalised feedback to all drivers
- We are ahead of scientific research
- Smart vehicles need smart drivers
- Regulations need to better anticipate on technology
- Public and privat needs to learn from each other