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:

25.250
Fatal accidents per year in Europe

More than safety

Companies do take care about

✓ Sustainable employability

✓ Employees take own responsibility

✓ Their corporate brand

SD-Insights

Current approach

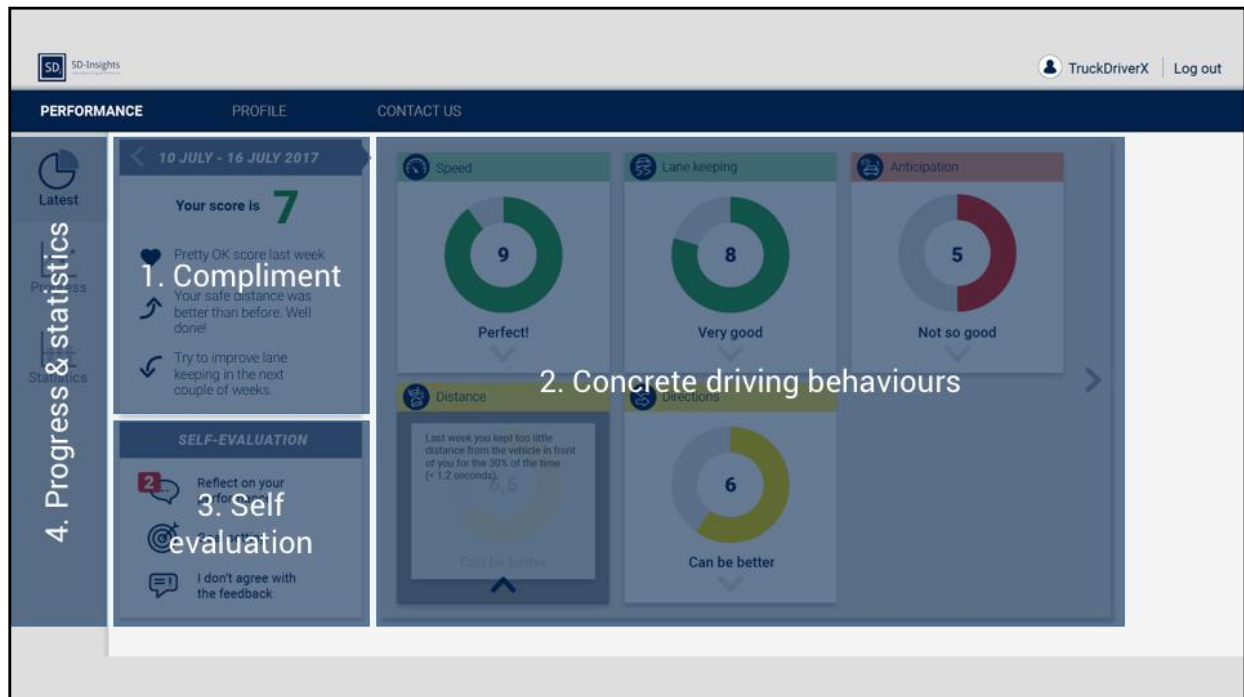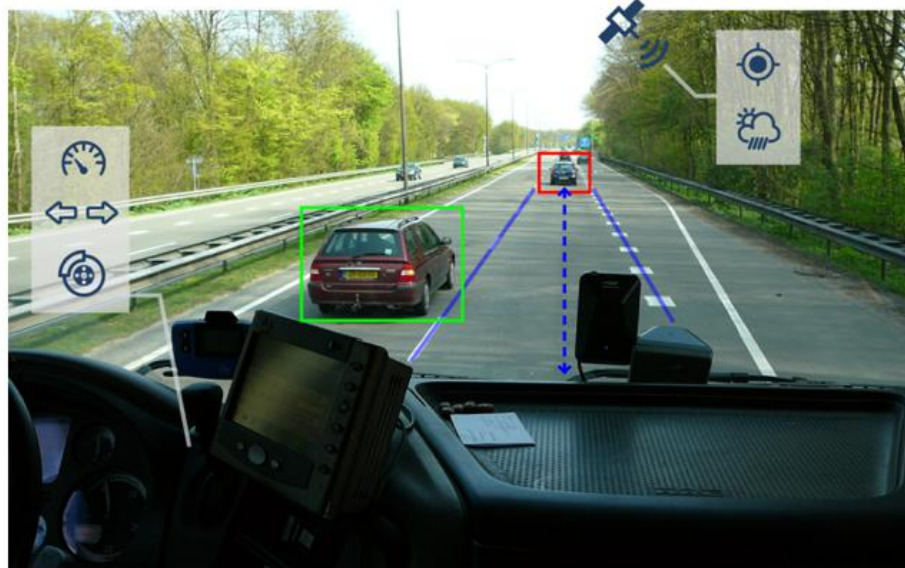*"I need a rocket scientist to analyse our fleet management data."*
Anton van Amerongen, trainer
Wemmers Tanktransport

"I want to intervene earlier in risky driving behaviour."
Maarten de Graauw, Risk Manager
Insurances and Legal
Mainfreight

SD-Insights

4. Progress & statistics

Latest
Progress
Statistics

10 JULY - 16 JULY 2017

Your score is **7**

Pretty OK score last week

Your safe distance was better than before. Well done!

Try to improve lane keeping in the next couple of weeks.

1. Compliment

SELF-EVALUATION

Reflect on your performance

3. Self evaluation

I don't agree with the feedback

Speed
9
Perfect!

Lane keeping
8
Very good

Anticipation
5
Not so good

2. Concrete driving behaviours

Distance
Last week you kept too little distance from the vehicle in front of you for the 30% of the time (< 1.2 seconds).
6,5
Can be better

Directions
6
Can be better

PERFORMANCE   PROFILE   CONTACT US

SD-Insights

TruckDriverX | Log out

Sense

- Using vision sensor
- Vehicle data
- Asking the driver

Example Distracted driving

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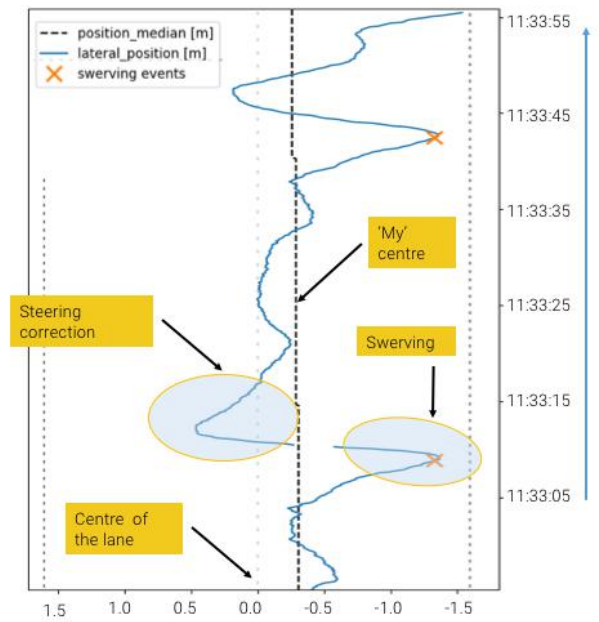
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Example Distracted driving
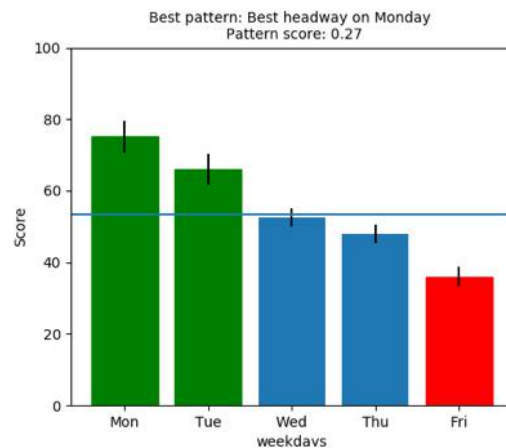
We developped our service with the end-user as a starting point. It should be driver friendly. That's why we decided for example not to share the individual progress with his team captain.
This also makes our solution very privacy friendly.

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 insides of the circumstances why his or her behaviour is decreasing.
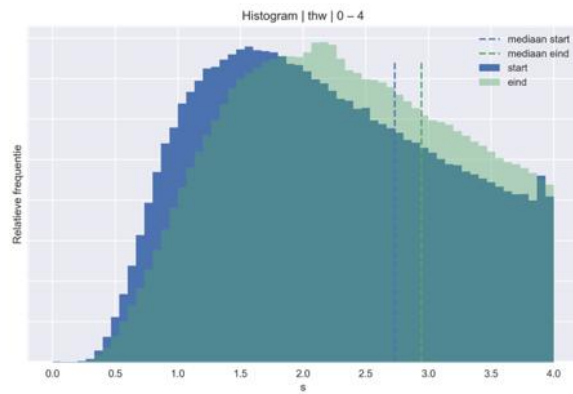
And we also look different to data than for example fleet management providers. In this graph you see data of a specific driving behaviour for a period of three months. These insights gives us the possibility to discus with a driver about his job and how hard it maybe is for him.

Koos van Heijningen, senior planner at Zwatra:

*"Rescheduling results in costly delays.
Preventing incidents makes the difference."*

ZWATRA TRANSPORT

Because we have a lot of data we can show you the impact of our service.

Impact

Histogram | thw | 0 – 4

✓ Drivers improved in safety score

✓ Increased timeheadway (~8%)

✓ Better use of blinker

✓ Less harsh braking

✓ Lower fuel

✓ Higher drivers' awareness

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"Switching feedback off → lower safety"

Henk Hoebe, HR manager:

"SD-Insights' service is supported among the drivers and results in proven safer driving."

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Average score:

8.1	7.1
participants	non participants

Results

• Driver's acceptance above expectations
• Drivers give feedback on circumstances
• Higher safety awareness

- 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

Let me stress some learnings.

- ✓ Smart vehicles need smart drivers
- ✓ Regulations needs to better anticipate on technology
- ✓ Public and privat needs to learn from each other

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