



CUSTOMER CASE STUDY

GreenRoad Helps Matrix Reduce Accident Rates By 49%

Business Challenge

- Reduce accidents
- Encourage drivers to manage their safety without management involvement
- Reduce fuel consumption

GreenRoad Safety Center Results

- 49% accident rate reduction
- 6% fuel reduction
- ZERO at fault collisions
- 45% reduction in unsafe driving behavior

For more information:

Contact us at:

info@greenroadtech.com

Or visit us on the web at

www.greenroadtech.com

Matrix is a leading IT company, and part of the Formula IT Group (Nasdaq: Forty). With a fleet of 1500 cars and light duty trucks that drivers use for business and personal driving, one of Matrix's fleet divisions was plagued with an *annual accident rate of 65%*. This division wanted to find an effective program to reduce accident rates, encourage drivers to manage their own safety, reduce fuel consumption, and change driver behavior with a minimum amount of management involvement.

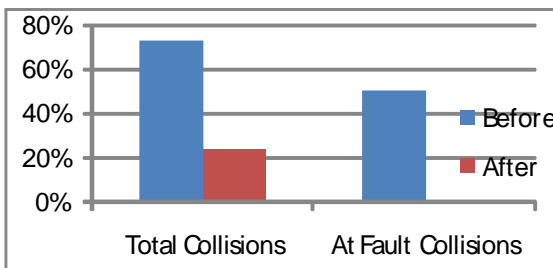
Over a four week period, GreenRoad worked with Matrix to install Safety Center in the division's vehicles and collect data to develop a baseline of driving behavior to identify high risk drivers. GreenRoad generated a safety score for each driver that was compared to their existing risk history, and accurately predicted the high risk or "red" drivers based on their Matrix driving history.

GreenRoad found that Matrix's "red drivers" averaged a 90% accident rate, "yellow drivers" averaged a 50% accident rate and "green drivers" averaged a 40% accident rate.

Matrix Drivers Reduce Unsafe Driving Behavior by 45%

Following the driver profiling period, GreenRoad worked with Matrix to introduce GreenRoad Safety Center to the fleet and a fleet safety policy was put into effect. Within 6 weeks, Matrix drivers achieved the following results:

- Reduced their accident rate by 49%
- Reduced unsafe driving by 45%
- Reduced fuel consumption by 6%
- Reduced at fault collisions to ZERO over a one year period



Matrix saw a **49% drop in accidents**, and had **ZERO at fault accidents** with GreenRoad Safety Center.