

Customer Case Study



MiX by Powerfleet
Drives Holcim's Mission
for **Safer Roads and a
Greener Future**

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR; TASE: PWFL) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonization, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realize impactful and sustained business improvement. The company is headquartered in New Jersey, United States, with offices around the globe.

Customer

Holcim

Country

Worldwide (18 countries across the Middle East, Africa, EU and the Asia Pacific)

Industry

Construction

Total Fleet Size

8,950

Vehicle Types

Trucks

Customer Since & Subscription

2018 | MiX 4000 Premium, MiX Hours of Service, MiX Journey Management

Customer Website

www.holcim.com



Holcim Develops an **Award-Winning Safety Programme** and Strengthens its Commitment to **Sustainability** with the Help of **MiX by Powerfleet's Technology**

Constructing a Better Future For All

Holcim is a global leader in sustainable building solutions, enabling the development of greener cities, smarter infrastructure and improved living standards. Sustainability is at the core of Holcim's business strategy. The company is aiming to become net-zero, utilising recycling to build more with less and driving a circular economy that uses industrial processes and economic activities that are restorative or regenerative by design.

Being a forward-thinking organisation, Holcim have been utilising a telematics system for some time already and it's had remarkable results in helping to reach and exceed their safety targets. Holcim's Road Safety Programme has been singled out as one of the world's best examples and has been awarded an international accolade, the Prince Michael International Road Safety Award in 2021 to recognise their contribution to keeping roads across the world, safer and cleaner.

As a valued telematics partner to Holcim, MiX by Powerfleet is proud to have been able to support and facilitate actionable intelligence derived from Holcim's fleet data. The information that Holcim accesses has propelled its safety programme to the point it's at today.

Furthermore, MiX by Powerfleet's global reach has provided Holcim's operations with consistent and reliable telematics data across 18 countries on three continents. The key driver that has contributed towards Holcim's successful safety programme has been effective driver monitoring; singling out risky driving events in real-time and providing Holcim's leadership with tailored reporting to effectively identify problem areas within their operations that pose a risk to their safety programme.

Before achieving and maintaining the success that they have, Holcim required the ability to consolidate country- and region-specific data and place it into easy-to-understand reports that could be sent to customers to enable them to action and make smart decisions. Furthermore, there was a requirement to remain compliant with driving hours regulations across multiple countries.





Scalable Solutions for Safety and Sustainability

After assessing Holcim's needs, MiX by Powerfleet decided to provide them with three main solutions. MiX 4000 premium is an in-vehicle monitoring system that was installed in 8,950 trucks across 18 countries. This collects vast amounts of vehicle and driver data that is essential in making fleet-related decisions.

MiX Hours of Service module supports the telematics hardware and assists Holcim in managing driving hours to both comply with important regulations and to prevent fatigue-related accidents.

The **MiX Journey Management** solution is offered to Holcim as part of their solution. This solution comprises an online process that plans and monitors journeys from planning right through to approval and dispatch. It also calculates a risk rating based on three factors; the qualities of the driver undertaking the journey, the operational environment and the asset being utilised.

Holcim is also working with **MiX by Powerfleet's API connector** to help integrate their fleet management solutions with their existing technology for a seamless data flow experience. This integration gives them access to real-time data feeds so they can monitor their fleet's activities and movements.

The entire telematics ecosystem empowers Holcim to manage driver behaviour from one central Technical Assistance Centre and through regional control towers over a total of 2 billion kilometres per year.

"Part of our road safety strategy is giving our drivers the knowledge to make the right decisions behind the wheel. Trustworthy IVMS data is essential to providing constructive feedback to them so that they can make the necessary changes while driving. MiX has helped us with a standardised approach to data collection which has enabled us to improve our road safety performance globally."

Astrid van der Burgt
Group HSE Transport Safety Manager



Results

Results Achieved Across the Board

Since the implementation of MiX by Powerfleet's fleet management solutions Holcim has seen numerous benefits in all their fleets. Safety is a huge part of Holcim's company culture, and they aspire to conduct business with zero harm to people.

To reach their safety goals, they created a globally standardised road safety at work program, the same program that won them the International Road Safety Award in 2021.

This program is giving drivers the tools to make the right decisions behind the wheel and it includes three pillars: driver training, in-vehicle monitoring systems (telematics) and feedback to drivers on their driving performance.

Road safety has now become an integral part of Holcim's fleet culture, with each country they operate in having at least one road safety manager in place.

In addition to the achievements that have brought well-deserved recognition to Holcim's road safety aspirations, the company also pioneered the 'Women on Wheels' initiative that operates within several sub-Saharan countries. Holcim runs a driving school in Nigeria where they have just had a graduation of its first full class of female drivers. In South Africa, they are empowering women through the 'Accelerate_Her' program which supports them in their effort to become owner-drivers. Over in Uganda, they are further uplifting women by operating a fleet that consists of 50% female drivers.

Holcim remains committed to reaching even more goals in the upcoming years. In 2022, the company will be embarking on projects that will utilise AI technology to assist them in their quest toward achieving zero accidents. MiX by Powerfleet looks forward to continuing a long-term partnership with Holcim and will soon be rolling out telematics technology to an additional 650 vehicles in Romania.



At-Fault Fatal Road Crashes Have Been Reduced by **83%**



75% of the total kilometres driven have been with drivers that have received an approved training course.



56% of the total kilometres driven have been with drivers receiving regular feedback on their driving performance through in-vehicle monitoring systems.



WINNER. PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARDS 2021