



 **RECORD**

# HOW TO SUCCESSFULLY Implement Integrated Dash Cams Into Your Business



# Why you should be looking at integrated dash cams?

The use of in-vehicle camera technology is growing fast, with the global market expected to be worth \$11.48 billion by 2028\*. The advancements in camera technology and the ability to bring together video and driver behaviour analytics are central to this, with businesses that successfully deploy integrated cameras seeing significant improvements in driver safety. The technology is continuing to evolve, and the addition of computer vision technology and AI will open up more possibilities for fleet operators to effectively manage their operation.

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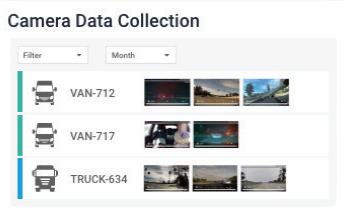
We have seen a big shift in how cameras are being used by our customers, the initial focus was to protect them from false insurance claims, but this evolved, and the businesses that we work with today are using integrated cameras as a key part of preventative safety programs. This is where the real value lies, and we are focused on building the camera solutions and supporting our customers reach their safety goals.”

**Andrew Rossington**  
Chief Product Officer, Teletrac Navman



## 5 STEPS TO MAKE YOUR CAMERA IMPLEMENTATION A SUCCESS

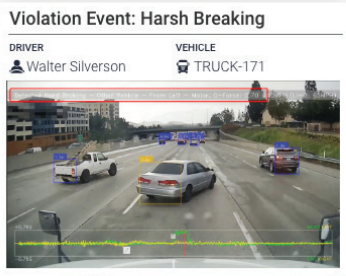
These steps will help guide you through the process of choosing, implementing and realising the benefit of integrated camera solutions.



### STEP 1. UNDERSTAND YOUR GOALS

The first step towards selecting a camera solution that's right for your fleet is to understand your objectives and set proper goals. What is the motivating factor behind installing dash cams and how the data collected can help your business achieve its goals. Most businesses implement integrated cameras to help improve driver safety, but the benefits of the right technology can go beyond this including increases in productivity and reduction in cost.

Setting the right goals, both short and long-term, and implementing structures to track and measure key performance indicators are critical elements of a successful implementation and they should be taken into consideration when choosing a supplier. You should look for a partner that takes the time to understand your goals, has a proven track record of helping customers build solutions that meet their objectives and offers complete onboarding support and ongoing training.



## STEP 2. CHOOSE THE RIGHT PARTNER

In-vehicle camera solutions provide numerous benefits to fleets, including improved driver safety, reduced on-road incidents, and lower insurance costs. But with so many systems on the market, from consumer-grade to AI enabled, picking the right cameras can be a challenge. When looking for a solution that can work across a fleet, one of the keys to success is integration, and how well the dash cams connect into fleet management software.

To maximize ROI, your fleet camera system should integrate seamlessly with your fleet management software. This includes capturing footage of driving incidents, such as harsh braking, speeding, harsh cornering, and more, and pairing that data with video footage of the incidents. You should be able to easily view recordings from your fleet management software for use in driver training and de-briefs.

## STEP 3. CHECK THE TECHNICAL SPECIFICATION

When it comes to fleet dash cams, there are many options from which to choose. Here are a few of the most essential features to consider:

### ■ Fully Integrated

Fully integrated cameras allow you to easily and quickly view recordings of events recorded through your telematics system.

### ■ Constantly Rolling

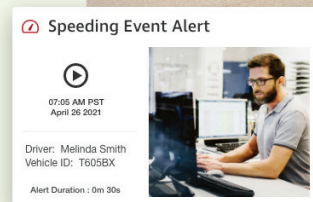
Your cameras should be recording all drive time enabling the AI engine to continually learn and report on dangerous and positive driver behaviour.

### ■ Event Recording

The ability to automatically save the footage for all recorded driver events including, harsh braking, acceleration, and cornering. Recordings should be instantly available for all events or for specific timeframes.

### ■ Connectivity

Fully integrated cameras should have 4G connectivity for clear and fast real-time visibility.



### ■ HD Video

High-definition video at a high frame rate (30fps or greater) is important when it comes to reviewing footage of incidents. Footage with grain or blur is unhelpful.

### ■ In-cab alerts

Built-in speakers for automatic feedback and alerts to help drivers with training and driver coaching.

### ■ Multiple configurations

Front- and driver-facing cameras may be important depending on your goals. A multi-camera system can provide a comprehensive view around the vehicle.

### ■ AI Capability

If improving safety is one of your primary objectives you should look for a camera with an AI engine that detects distracted and fatigued driving. This additional insight is critical for preventative safety programs.

### ■ Night vision

Cameras that do not work in low-light environments limit use.



## STEP 4. TEAM COMMUNICATION

Communication is integral to the success of any technology implementation. While there has been a shift in the perception of drivers towards in-cab safety tools, many organisations can struggle when implementing new technologies. Communication, both prior to implementation and after the technology has been deployed is vital to achieving the goals of the system being implemented.

Integrated fleet dash cams are no different, and we have outlined three communication tips for your implementation.

### A Cameras Are Not the Enemy

Encouraging drivers to fully understand the purpose of the cameras - to gain insight into driving behaviours and on-road incidents, not be Big Brother - is essential.

### B Show, Don't Tell

Connecting the dots between what happens in cab and what fleet managers see on the back end is an essential aspect of winning driver support. Showing drivers exactly how the system works, what information is collected, and how the information is used goes a long way.

### C Be Transparent

One major concern for drivers, especially long-haul drivers who spend a lot of personal time in their cabs, is what's being recorded and when. Transparency into your organization's video collection policy is key. Let drivers know when they are and are not being recorded, how that footage is used, and how long it is retained.

## STEP 5. DEVELOP SUCCESS AND INCENTIVE PLANS

A plan is crucial to implementing any new technology. As the saying goes, failing to plan is planning to fail. Making sure everyone is on the same page will save headaches down the road.

We often see implementation success when businesses use league tables that score driver performance against metrics that align with the business's overall objective. Driver scorecards are often included as part of fleet management systems and can be used alongside integrated cameras to provide valuable feedback and training. The video recordings help turn numbers into context and provide real world examples of dangerous events.



# BENEFITS

## OF A SUCCESSFUL FLEET DASH CAM IMPLEMENTATION

### **Better visibility into incidents**

See how incidents unfold with real-time HD footage and use for situation training with your drivers.

### **Improved driver safety**

Identify and correct unsafe driving behaviours within your fleet, improving driver safety, reducing risk, and improving driver retention.

### **Improved training, coaching and induction processes**

You can make driver training more impactful with real life use cases and personalised programs built around an individual driver's behaviour.

### **Reduced costs**

Save on fuel and maintenance costs with real-time driver coaching and alerts that correct the behaviours that lead to unnecessary wear and tear.

### **Improved reputation**

Maintain your brand's image and reputation by correcting bad habits and incentivising drivers to perform better on the road. An improved reputation will also help the business win more bids and enable growth.

### **Lower insurance premiums**

Protect your business from not at fault claims and improve your claims history.





## WE'RE HERE TO HELP

Fleet dashboard cameras that are fully integrated into your fleet tracking system are vital to the performance and management of your fleet, but driver buy-in is key. Once you've picked the right system for your organisation based on your specific goals, training and communication will help ensure success. If you're interested in finding out more about how Teletrac Navman can help you with your fleet dash cam integration and to discuss customised solutions for your business, contact us on 0800 098 8696 and one of our friendly representatives will help you find the right solution for your business.

\*fortunebusinessinsights.com



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