

**OptiDrive 360**  
**IMPROVE DRIVING**  
**BEHAVIOUR**  
**TOGETHER.**



# Partner Product Kit

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## Highlights

OptiDrive 360 is the full approach to continuously improve driving performance for every fleet and vehicle type.

By following the four steps **LEARN, COACH, EVALUATE & COMPARE**, and using up to **8 driving performance indicators**, OptiDrive 360 supports drivers and fleet managers alike to achieve a greener, safer and more efficient driving style.

# Highlights

## Why is safe and economical driving important for your business?

- Cost pressures (TCO), reducing fuel and maintenance costs
- Reducing carbon footprint
- Support on reducing number of accidents
- Better business image and branding
- Helps to comply to customer and stake/stockholder requirements

# What do you get with OptiDrive 360?

OptiDrive 360 provides driving performance information before, during and after trips:



## **Pre-trip information**

Valuable tips & tricks on ecological and safe driving



## **In-trip information**

Real-time feedback and innovative driving advice to anticipate the road ahead.



## **Post-trip information**

Full insight on driving performance for the driver and fleet manager

# OptiDrive 360

Implemented as a 4 step cycle for continuous improvement

## 1. LEARN

PRE-TRIP Information  
Tips & Tricks

## 4. COMPARE

Dashboard  
Reports



**360°**  
OptiDrive

## 2. COACH

IN-TRIP Information  
Feedback & Advice

## 3. EVALUATE

POST-TRIP Information  
Driving performance statistics

# OptiDrive 360 performance indicators



## **Speeding**

Shows you how fast you are driving, above or in line within speed limits.



## **Driving Events**

Makes you aware of driving events such as harsh steering and harsh braking.



## **Idling**

Feedback on idling to make sure you are not wasting fuel.



## **Fuel consumption**

Shows your actual fuel consumption and fuel efficiency.

# OptiDrive 360 performance indicators



## **Coasting\***

Knowing what's coming ahead. Potential coasting areas are shown to help anticipate and influence your driving style, and to reduce fuel.

\* Coasting means keeping the car moving, without accelerating whilst the car remains in gear. You should not travel whilst the car is out of gear or with the clutch depressed. This is dangerous as it reduces driver control.



## **Gear shifting**

Advice to shift up a gear to optimise your fuel consumption.



## **Constant speed**

Driving safe and green can be much easier when driving with a constant speed, divided into urban areas, extra urban areas and motorways.








































## **Green speed**

Shows you the recommended speed limit based on optimised fuel usage and road safety.



# OptiDrive 360 performance indicators

		KPI		Advice	
	Speeding				
	Driving Events				
	Idling				
	Fuel Consumption				
	Coasting				
	Gear Shifting				
	Constant Speed				
	Green Speed				



OptiDrive 360 for the driver

# OptiDrive 360 for the driver

OptiDrive 360 empowers the driver to improve driving performance continuously, before, during and after trips.

All driving performance information is displayed on a PRO driver terminal.



## LEARN

Tips & Tricks  
PRE-TRIP information



## COACH

Feedback & Advice  
IN-TRIP information



## EVALUATE

Driving statistics  
POST-TRIP information

# LEARN – Tips & Tricks

OptiDrive 360 provides pre-trip information to the driver to be most prepared to start the trip.

PRO driver terminals let you access Tips & Tricks on:

- OptiDrive: Eco and safe driving
- Gear shifting
- Anticipating traffic flow
- Speed
- Idling
- Driving events
- Energy-consuming equipment
- Checking tire pressure
- Reducing vehicle aerodynamic drag



# COACH – Feedback & Advice

Active Driver Feedback and Advices are shown in a non-disturbing way to make sure your drivers remain safe on the road.



Example:  
Coasting



Example:  
Gear shift

# COACH – Feedback & Advice

The OptiDrive icon in the top right corner shows you your overall OptiDrive 360 score.



Example:  
Driving events  
Harsh steering



Example:  
Green speed

# EVALUATE – Driving Statistics

Drivers have multiple options to get insight into their individual driving performance.

The “My driving profile” shows you a trend on your performance development over time and gives individual tips on how to improve your score.

For deeper analysis on your driving performance the “Driving statistics” provides you with all the data for each OptiDrive 360 performance indicator.



# OptiDrive score



Excellent



Good



Satisfactory



Poor



Very poor

Drivers can see their overall OptiDrive performance status in the top left corner on their PRO driver terminal during the driving view.

The performance status can vary from “Very poor” to “Excellent”.



# OptiDrive score detailed



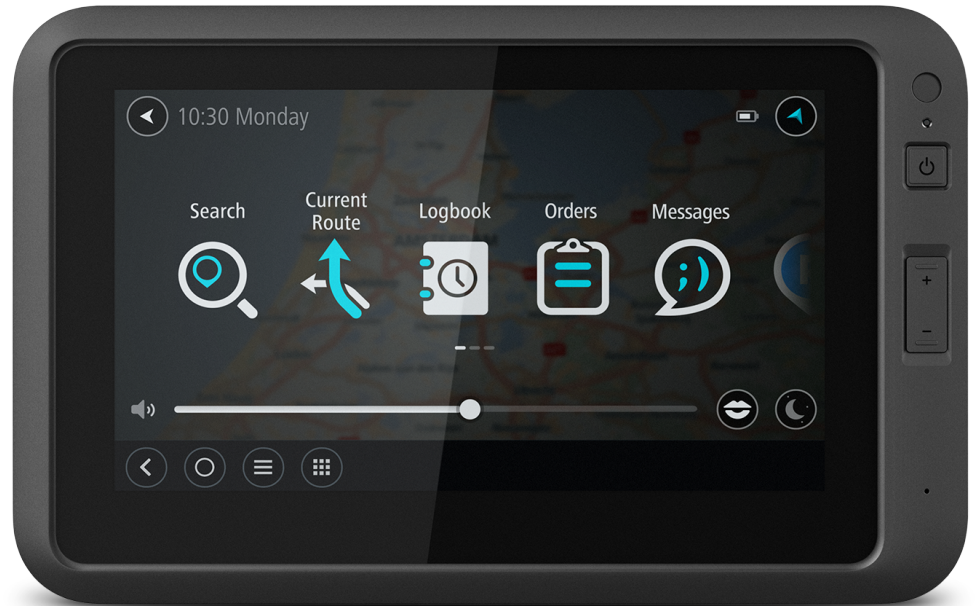
By tapping on the OptiDrive icon drivers can see their individual score and the score for each OptiDriver performance indicator per trip.

These symbols easily display the areas in which you can improve.

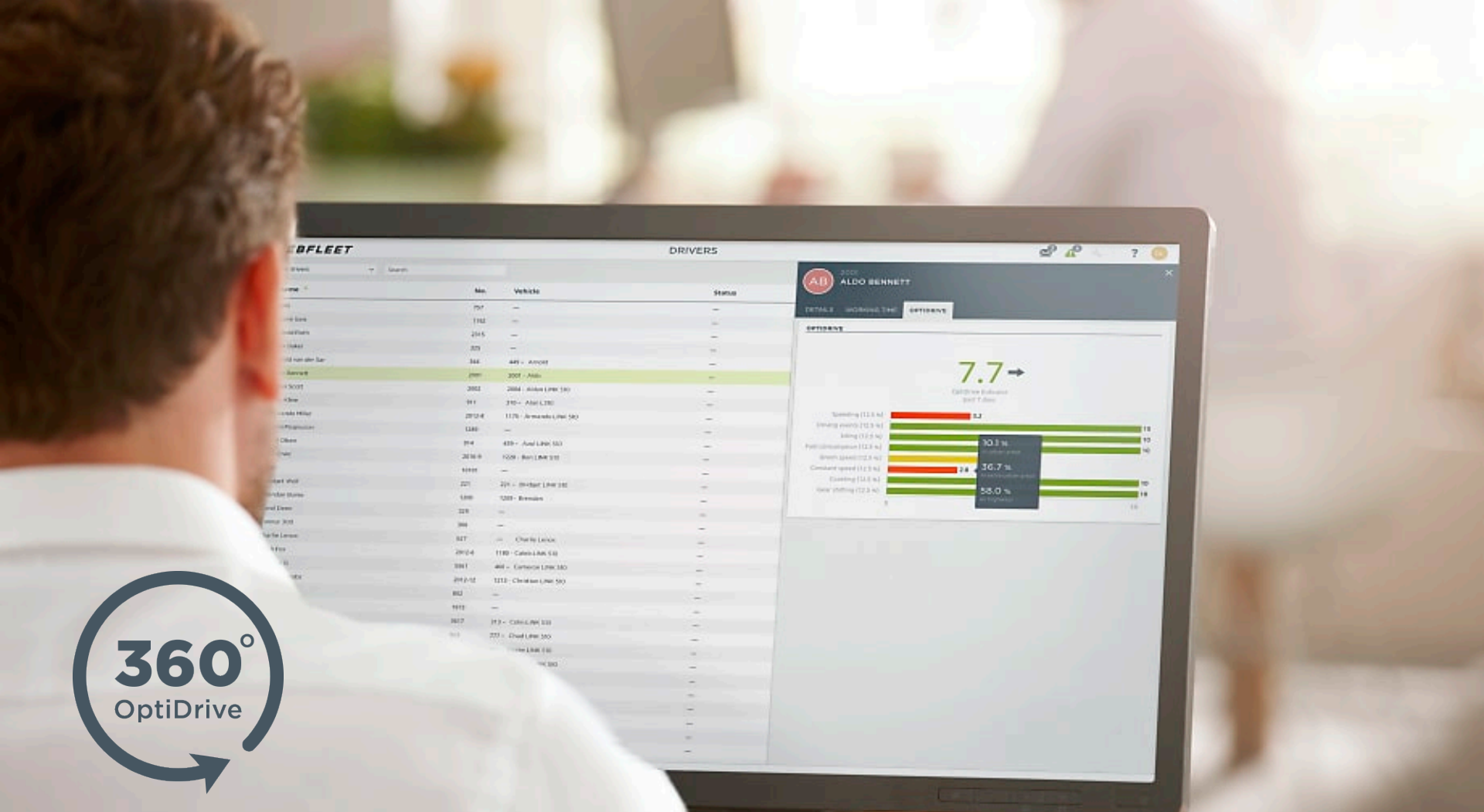
# OptiDrive 360 on PRO driver terminals



PRO 7350



PRO 8375



OptiDrive 360 in the office



# OptiDrive settings

Set benchmarks for the OptiDrive score

WEBFLEET provides you with pre-settings on:

- Safe & eco-friendly driving
- Safe driving
- Eco-friendly driving
- Hardware – Tracking only
- Hardware combined

Alternatively you can also set the weight for each OptiDrive performance indicator on a scale of 0 to 10 (Min to Max).

## OPTIDRIVE

The calculation of the OptiDrive Indicator considers up to eight parameters. Depending on what you want to measure (e.g. safe driving vs. eco-friendly driving) you can weigh the various parameters accordingly. You can choose between predefined profiles or set up your own profile. Please note that the availability of data for the individual parameters depends on the installed hardware.

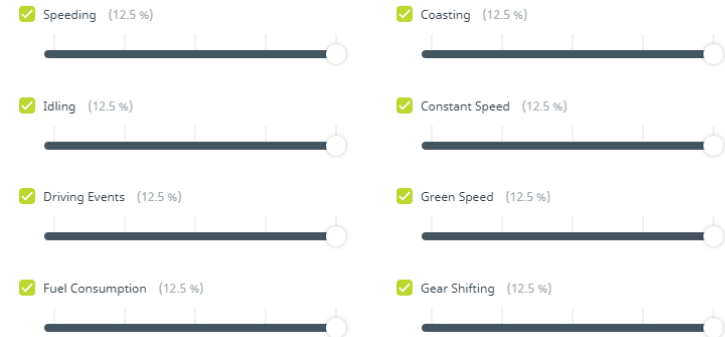
**i** Changing the weighting of the parameters has an immediate effect on the OptiDrive Indicator and trend for each driver and adjusts all historical data.

Profile

Safe & eco-friendly driving

Minimum hardware requirements:

Driver Terminal and LINK and ecoPlus or LINK 105



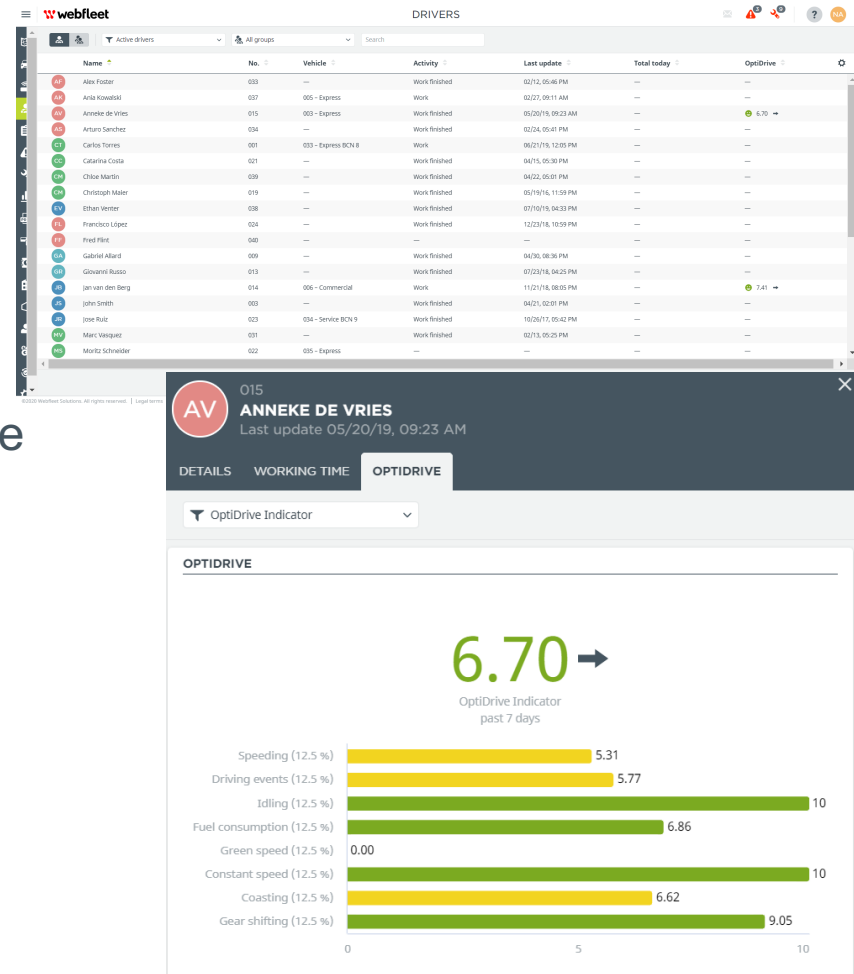
# Driver detailed view

Detailed performance information per driver is accessible via the Driver detailed view in WEBFLEET.

You get insights on:

- Vehicle
- Driving time
- Figures for each OptiDrive 360 performance indicator
- Location

From the Driver detailed view you can easily access the overall OptiDrive score.

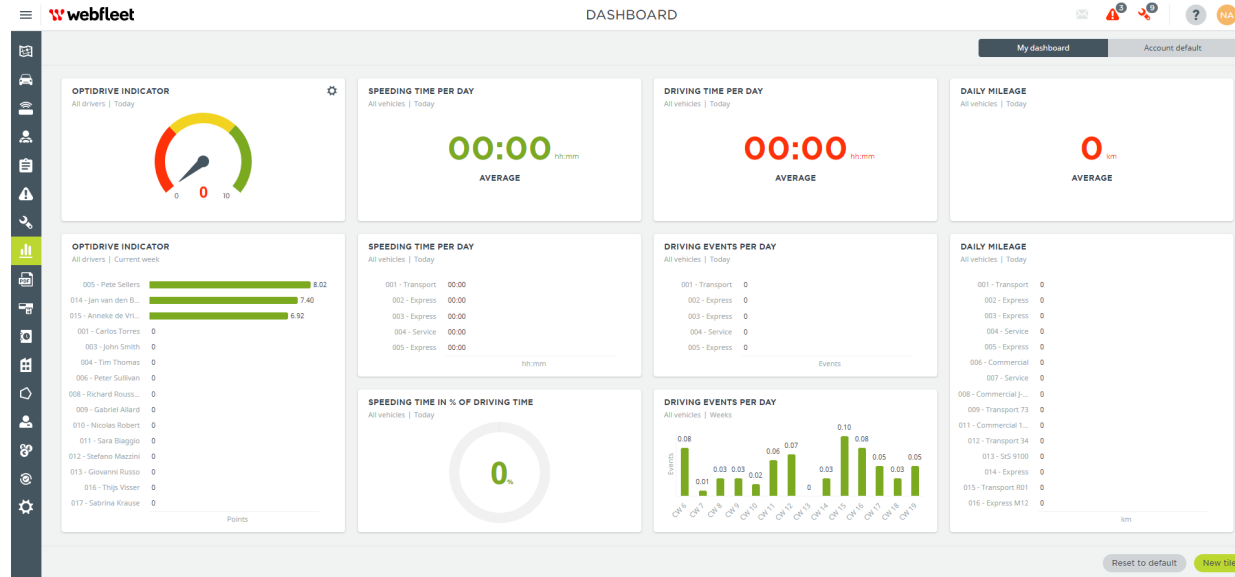


# EVALUATE – Dashboard

Instant access on how your drivers are performing.

Spot driving performance trends with the dashboard for:

- The entire organisation
- Driver groups e.g. by area
- Individual drivers
- Vehicle types



The OptiDrive indicator gives you a clear overview and trend on each OptiDrive performance indicator in real-time and on previous trips.

- Daily trend
- Weekly trend
- Monthly trend

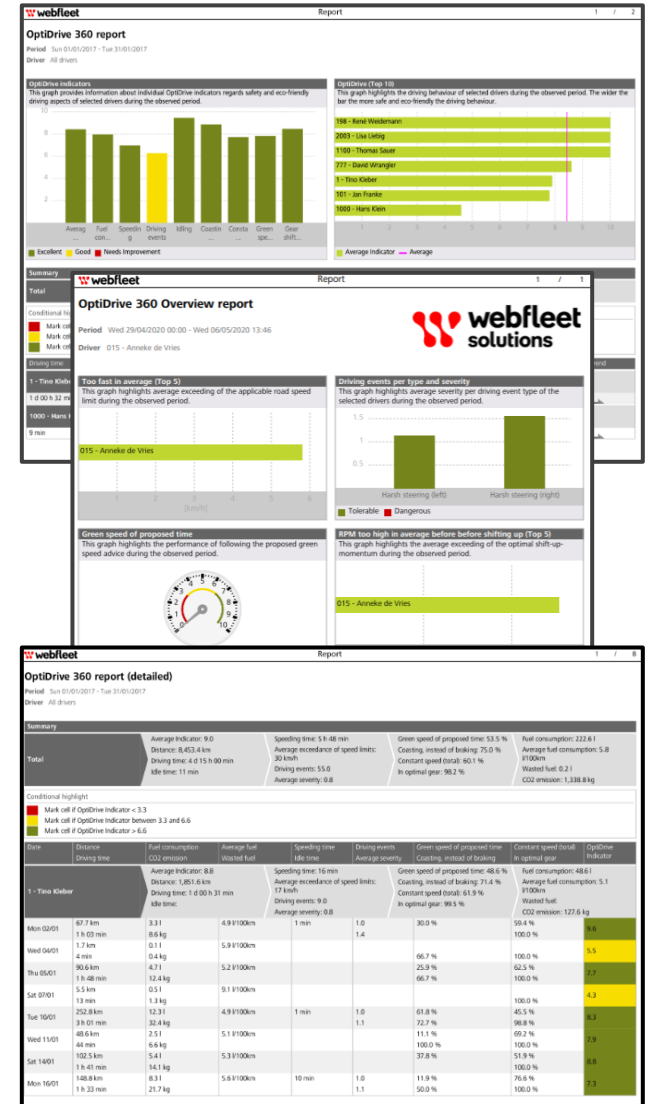
# COMPARE - OptiDrive 360 reports

A set of driving performance reports help you to take the right actions for further improvements.

- OptiDrive 360 report
- OptiDrive 360 Overview report
- OptiDrive 360 report (detailed)

Reports for dedicated OptiDrive 360 performance indicators are also available in WEBFLEET such as:

- Fuel consumption
- Idling
- Driving events





# OptiDrive 360 report

In the OptiDrive 360 report you see the “score” for each OptiDrive 360 performance indicator, per driver over a selected period.

The OptiDrive report displays the indicators with the highest potential for improvement.

It also shows you a clear trend and highlights your top 10 driving performers.



# OptiDrive 360 Overview report

The OptiDrive 360 Overview report shows a graphical overview of all OptiDrive performance indicators:

- Speeding
- Idling
- Driving events
- Fuel consumption
- Coasting
- RPM (Gear shift)
- Constant speed &
- Green speed



# OptiDrive 360 report (detailed)

The OptiDrive 360 report (detailed) provides detailed data on each OptiDrive performance indicator per day and per driver.

- Distance driven in potential costing areas
- Optimal gear usage
- Constant speed in different urban and extra urban areas as well as on motorways
- Fuel consumption
- Amount and severity of driving events
- Speeding time
- Green speed usage in proposed time

**wefleet** Report 1 / 8

**OptiDrive 360 report (detailed)**  
 Period: Sun 01/01/2017 - Tue 31/01/2017  
 Driver: All drivers

Summary								
<b>Total</b>			Average Indicator: 9.0 Distance: 8,453.4 km Driving time: 4 d 15 h 00 min Idle time: 11 min	Speeding time: 5 h 48 min Average exceedance of speed limits: 30 km/h Driving events: 55.0 Average severity: 0.8	Green speed of proposed time: 53.5 % Coasting, instead of braking: 75.0 % Constant speed (total): 60.1 % In optimal gear: 98.2 %	Fuel consumption: 222.6 l Average fuel consumption: 5.8 l/100km Wasted fuel: 0.2 l CO2 emission: 1,338.8 kg		
Conditional highlight								
<span style="color: red;">■</span> Mark cell if OptiDrive Indicator < 3.3 <span style="color: yellow;">■</span> Mark cell if OptiDrive Indicator between 3.3 and 6.6 <span style="color: green;">■</span> Mark cell if OptiDrive Indicator > 6.6								
Date	Distance Driving time	Fuel consumption CO2 emission	Average fuel Wasted fuel	Speeding time Idle time	Driving events Average severity	Green speed of proposed time Coasting, instead of braking	Constant speed (total) In optimal gear	OptiDrive Indicator
<b>1 - Timo Kieber</b>								
			Average Indicator: 8.8 Distance: 1,851.6 km Driving time: 1 d 00 h 31 min Idle time:	Speeding time: 16 min Average exceedance of speed limits: 17 km/h Driving events: 9.0 Average severity: 0.8	Green speed of proposed time: 48.6 % Coasting, instead of braking: 71.4 % Constant speed (total): 61.9 % In optimal gear: 99.5 %	Fuel consumption: 48.6 l Average fuel consumption: 5.1 l/100km Wasted fuel: CO2 emission: 127.6 kg		
Mon 02/01	67.7 km 1 h 03 min	3.3 l 8.6 kg	4.9 l/100km	1 min	1.0	30.0 %	59.4 % 100.0 %	9.6
Wed 04/01	1.7 km 4 min	0.1 l 0.4 kg	5.9 l/100km			66.7 %	100.0 %	5.5
Thu 05/01	90.6 km 1 h 48 min	4.7 l 12.4 kg	5.2 l/100km			25.9 % 66.7 %	62.5 % 100.0 %	7.7
Sat 07/01	5.5 km 13 min	0.5 l 1.3 kg	9.1 l/100km				100.0 %	4.3
Tue 10/01	252.8 km 3 h 01 min	12.3 l 32.4 kg	4.9 l/100km	1 min	1.0	61.8 % 72.7 %	45.5 % 98.8 %	8.3
Wed 11/01	48.6 km 44 min	2.5 l 6.6 kg	5.1 l/100km			11.1 % 100.0 %	69.2 % 100.0 %	7.9
Sat 14/01	102.5 km 1 h 41 min	5.4 l 14.1 kg	5.3 l/100km			37.8 %	51.9 % 100.0 %	8.8
Mon 16/01	148.8 km 1 h 33 min	8.3 l 21.7 kg	5.6 l/100km	10 min	1.0	11.9 % 50.0 %	76.6 % 100.0 %	7.3



Market insights

# Target group

## Who is it for?

OptiDrive 360 fits in every business with commercial vehicles.

Due to different hardware combinations the availability of OptiDrive 360 performance indicators may vary.

OptiDrive 360 is targeting companies with:

- Passenger cars
- Light commercial vehicles
- Trucks and coaches



# Target group

## Challenges



### **Total costs of ownership**

Reduce the total costs of ownership for commercial vehicles



### **Minimise down times due to maintenance and accidents**

Increase drivers' and vehicles' safety



### **Prove sustainability**

How can I manage my efforts to become a more sustainable business?



### **Empower my driver**

How can I better engage and empower my drivers to drive more efficiently?

# Benefits



## **Reduce costs**

Drive down the total costs of ownership for your vehicles such as fuel, maintenance and insurance premium.



## **Increase safety**

Improved driving performance results in less accidents and downtime of your vehicles due to maintenance. And your drivers arrive safely to the next job.



## **Be more sustainable**

Prove your environmental responsibility to customers and show that you and your drivers are continuously working to reduce fuel consumption and CO2 emissions.



## **Reduce your drivers' stress levels**

Anticipated driving style reduces drivers' stress levels and they will arrive much more relaxed at the customer's location.

## OptiDrive 360 is tested by customers

*“We do not want to punish the driver, but working with our employees to help them perform more efficiently and safely on the road.”*

Chris Stone,  
Head of Finance, SGN



SGN initially tested the WEBFLEET fleet management system and OptiDrive 360, the driver behaviour improvement system, on 100 vehicles. The trial brought a reduction in fuel wastage through idling of almost **68%** and improved average fuel consumption by **11%**.

**£1million saving a year anticipated from using WEBFLEET.**



# OptiDrive 360 is tested by eco-driving experts



# OptiDrive 360 is an award winning solution



IT Innovation Award



Best Telematics System



Fleet Innovation Award  
for Fleet Suppliers



Fleet Safety Innovation  
Award (supplier) &  
Fleet Safety Product Award  
(in-vehicle technology)



# Requirements

# Hardware requirements OptiDrive 360 per vehicle type

OptiDrive 360 driving performance data is provided to WEBFEET using different technologies per vehicle type:



LINK 410/510



LINK 105



PRO 7xxx/  
PRO 8xxx



LINK 610/710



LINK CAN Sensor  
100 (LCS 100)



LINK 510/710  
connected to an  
activated FMS  
interface



PRO 7xxx/8xxx



LINK 510/710

FMS

