

# GreenRoad Driver Behavior

*Iron Mountain sees fleet wide improvement after implementing GreenRoad's solution*



GREENROAD CUSTOMER

**Iron Mountain Incorporated**

FLEET SIZE

**450 vehicles**

NUMBER OF DRIVERS

**500+**

SOLUTION

**GreenRoad Driver Behavior  
and Fleet Performance  
Solution**

## The Challenge

Iron Mountain, a global leader in information management, helps organizations around the world reduce the risks and costs associated with storing, protecting and managing company information. Founded in 1951, Iron Mountain manages Billions of information assets, including business records, electronic files, medical data and more for organizations around the world. Iron Mountain's fleet includes vans and various types of heavy goods vehicles (HGVs). At the end of 2008 the company set out to significantly improve their driving culture by focusing on four main goals:

- Reduce overall risk
- Reduce the number of safety incidents
- Reduce costs
- Fulfill their legal duty under Health & Safety legislation

Iron Mountain embarked on a comprehensive risk assessment program for all commercial vehicle drivers, which reduced reported incidents by 71% and cut the cost of claims by 43% in just two years. To further this effort Iron Mountain partnered with its insurance provider, Zurich, to acquire and deploy GreenRoad across its entire fleet to help reduce insurance premiums by improving driver behavior and reducing overall risk exposure.

## The Solution

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After a wide search, Iron Mountain selected GreenRoad. The fleet performance management solution allowed Iron Mountain to roll out the initiative quickly and allowed Iron Mountain to deploy the driver behavior system across all of their vehicles for full fleet visibility.

GreenRoad's solution alerts drivers when they depart from safe, smooth driving style, enabling them to immediately modify their driving behavior and encouraging them to take charge of their own improvement and take pride in their achievements. In effect they have a 'vocal coach' in the cab.

**“GreenRoad helps with both improving safety and our mandate to reduce fuel consumption. We complement GreenRoad's service with intensive driver training and fleet management software, resulting in a phenomenal 15% fuel savings.”**

Rory Morgan  
national logistics general  
manager  
Iron Mountain Incorporated

## The Result

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After the initial pilot in 2010 Iron Mountain witnessed MPG averages increase by 14%; an 80% reduction in risky maneuvers; and an 80% reduction in incidents compared to the previous year. While using GreenRoad's service over a ten-month period in 2010 the company submitted just three minor insurance claims. After achieving a 15% MPG improvement across the fleet, the company has also implemented GreenRoad's new Idling Performance Management feature, which typically delivers a 2 – 5% drop in fuel consumption. By applying sophisticated filtering to the unavoidable idling that occurs at traffic lights and junctions, it quickly identifies specific drivers, vehicles, or trips that negatively impact fuel performance based on client-defined policy thresholds. GreenRoad's Idling Performance Management service went live in late February 2011 in 430 Iron Mountain HGVs and LCVs across 30 depots in the UK and Ireland and is now used by 500 plus drivers. Results to date continue to show a reduction of vehicle incidents by 13% and own damage costs down by 40%. Iron Mountain was one of the first to also deploy GreenRoad's optional Posted Speed Performance feature across its entire fleet to highlight any speed violations by drivers.