

# Large Enterprise Wholesale Distribution Company

## Introduction

This case study of a large enterprise wholesale distribution company is based on a June 2016 survey of GreenRoad customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

“With GreenRoad, you don’t have to choose between driver performance/safety solutions and MRM/telematics solutions because you get both in one system.”

“GreenRoad has improved driver behavior and reduced driver related incidents. Driver Safety scores are an important part of the overall operations KPI that is tracked on a monthly basis.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select GreenRoad:

- Purchasing drivers for selecting GreenRoad:
  - Improve driver safety
  - Reduce risk
  - Reduce insurance costs
  - Reduce fuel costs
  - Reduce the number of accidents

## Use Case

The key features and functionalities of GreenRoad that the surveyed company uses:

- Uses the following application(s) in conjunction with GreenRoad:
  - Routing or dispatching software

## Results

The surveyed company achieved the following results with GreenRoad:

- Evaluated the following other vendor before choosing GreenRoad:
  - SmartDrive
- Rated the following GreenRoad capabilities compared to the competition:
  - Performance: best in class
  - Ease of use: best in class
  - Reliability: significantly better
  - Scalability: significantly better
  - Accuracy of Data: significantly better
- Realized the following operational benefits following the deployment of GreenRoad:
  - Reduced insurance costs and premiums
  - Lower fuel costs due to better driver performance
  - Lower vehicle accident rates
- How GreenRoad has helped lower their overall costs:
  - Accurate reports and alerts
  - Complete visibility of their entire fleet’s location
- Realized payback in >24 months with GreenRoad.
- Reduced the number of driver related incidents or accidents by Up to 10% with GreenRoad.

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Large Enterprise**

Industry:  
**Wholesale Distribution**

### About GreenRoad

GreenRoad helps businesses run safer, more efficient and profitable fleets that tread more lightly on the planet. GreenRoad was founded in 2004 to apply advanced mathematic modeling and cutting-edge technology to the problem of accurately predicting and intercepting risky driving.

Our driver and fleet performance management solution engages drivers directly for meaningful, lasting behavior change. At the same time, fleet tracking, mapping and reporting help fleets optimize their daily and strategic operations.

### Learn More:

[GreenRoad Technologies, Inc.](#)