

# Small Business Construction Company

## Introduction

This case study of a small business construction company is based on a July 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.”

“Due to better driver awareness, the company has seen reduced driver incidents and accidents.”

## 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 idling times

## Use Case

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

- Uses the following application in conjunction with GreenRoad:
  - Fleet Administration Automation

## Results

The surveyed company achieved the following results with GreenRoad:

- Evaluated the following other vendors before choosing GreenRoad:
  - Fleetmatics
  - Masternaut
  - TomTom
- Rated the following GreenRoad capabilities compared to the competition:
  - Performance: best in class
  - Ease of use: significantly better
  - Reliability: significantly better
  - Scalability: best in class
  - Accuracy of Data: best in class
- Realized the following operational benefits following the deployment of GreenRoad:
  - Reduced insurance costs and premiums
  - Improved in-vehicle driver behavior
  - Increased driver and fleet visibility
  - Improved live tracking and resource location
- How GreenRoad has helped lower their overall costs:
  - Accurate reports and alerts
  - Complete visibility of their entire fleet’s location
- Realized payback in 18-24 months with GreenRoad.
- Reduced the number of driver related incidents or accidents by > 50% 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:  
**Small Business**

Industry:  
**Construction**

### 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.](#)