

Improving Driver Performance, Safety & Compliance in Truck Fleets



TomTom BRIDGE: developing mobile workforce solutions for the trucking industry with Blue Tree Systems

Blue Tree Systems is a market leader in business telematics for large truck fleets worldwide. In 2015 its customers were looking for a solution which combined Blue Tree's game-changing compliance, safety and performance software with best-in-breed truck-specific navigation. The solution had to be able to survive harsh truck cab environments where robustness, reliability, protection and longevity are demanded.

Blue Tree needed a partner who could support its open-architecture Android™-based software and connect wirelessly to Blue Tree's BT500 vehicle gateway hardware and Google Play Store apps.



The solution

- Truck-specific navigation improves driver productivity, route planning and safety by reducing the potential for accidents.
- Real-time asset location coupled with Hours-of-Service information leads to better scheduling of jobs and delivery - while maintaining compliance with driver hours rules.
- Drivers go mobile to complete electronic pre-trip and post-trip vehicle inspections, speeding up maintenance repairs, reducing paperwork and increasing vehicle uptime.
- Automated workflow allows dispatchers to schedule deliveries, pick-ups, fuel stops and rest locations, guiding drivers through their working day.
- Drivers view the Hours of Service Advisor like having a compliance officer sitting with them in the cab, resulting in increases in fleet safety scores and reductions in regulatory fines.

The results

- Drivers love the easy operation and simple-to-understand user experience. This ease of use has exceeded fleet expectations in overcoming driver resistance to moving from paper-based forms to electronic logging devices.
- Fleet customers in the USA, Germany, France and the UK have rolled out the system to their drivers, including US-based Navajo Express.
- The platform is making a significant contribution to overcoming driver shortages, through higher driver retention and recruitment rates.
- Fleets bring their own Android™ custom apps to the platform, creating an integrated environment within the most reliable in-cab system for trucks.
- With potential for photos of vehicle defects, signature capture and 3rd party in-cab document/EDI scanning, the platform delivers everything a truck operator needs their drivers to have access to in the cab.

"Blue Tree's game-changing software integrated with the legendary TomTom BRIDGE platform creates the most innovative truck technology available today." ~ Charlie Cahill, CEO, Blue Tree Systems



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