

Enhancing driver and public safety through a holistic AI fleet management solution

Challenge:

As 95% of accidents on highways are caused by speeding and fatigue, the client takes extensive measures to encourage safe driving at all times. However, they still face major challenges in managing bad driving behaviour, which can have a devastating impact on the asset in question, delivery times, driver and public safety, and ultimately the reputation of the company.

Therefore, they needed a fleet management solution that would be capable of providing proactive alerts to drivers on fatigue, potential distractions, lane departure and potential collisions, in order to enhance accident prevention.

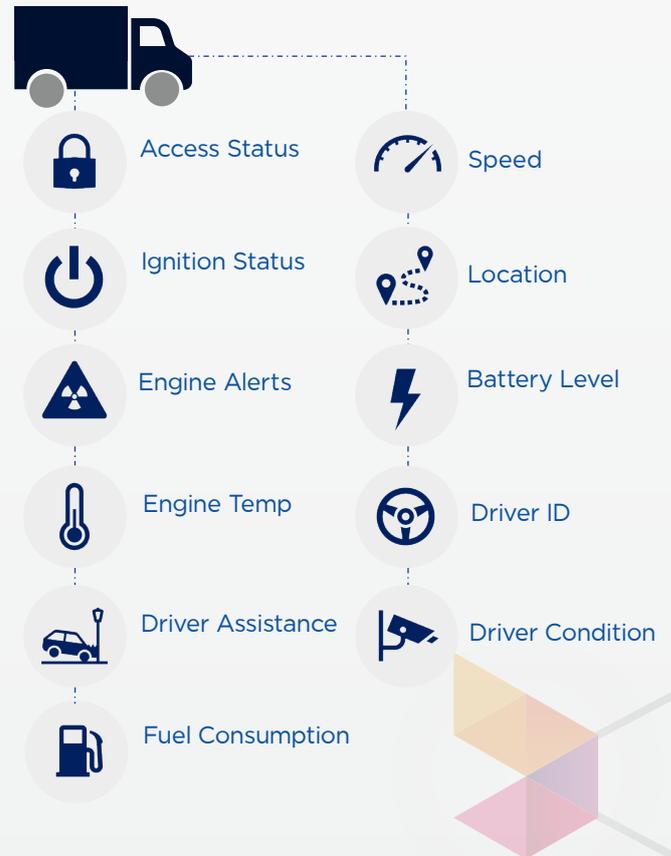
Solution:

Celcom introduced a holistic AI fleet management solution built by combining standard fleet management functionalities with a Driver Management System (DMS) and an Advanced Driver Assisting System (ADAS).

By installing two smart cameras with AI-enabled edge processing MDVR in a vehicle, drivers can be alerted immediately upon detection of fatigue, distraction, the use of a mobile phone, smoking, lane departure, multiple pedestrian crossings and potential collisions. In addition, the full monitoring solution includes both web- and app-based application tools for fleet managers and owners to access reports and analyse data.

Results:

- Reduction of road accidents caused by dangerous driving behaviour and driver condition
- Reduction of speeding summons due to improved driving behaviour
- Improved route and job planning with real-time visibility on vehicle location
- Reduction of fuel wastage due to efficient route planning and reduced vehicle idling
- Prevention of fuel theft due to real-time automated fuel theft alerts
- More optimal use of resources due to scheduled reports and 24/7 real-time automated monitoring of geofence, POI and anomalies
- Enhanced ability to effectively plan and maintain vehicle condition due to automated prevention maintenance notifications



Exclusive to our fleet members, the fleet management system enables tracking of vehicles, improves driver safety and assists fleet operators in their vehicle maintenance, with the aim of increasing the efficiency and productivity of vehicle fleets and enhancing the safety of our highway communities.

Datuk Azman Ismail,
 Managing Director, PLUS Malaysia Berhad (PLUS)