



Datashred's Fleet Goes Green

PHS Datashred has seen a safety improvement of more than 60 percent and fuel savings of 10 percent with the GreenRoad 360™ service. PHS Datashred calculates a return on investment in just 7.5 months.

About PHS

PHS Datashred is a leading supplier of secure collection and confidential shredding services across the UK. In spring 2008, it became one of the first participants in Transport for London's Freight Operators Recognition Scheme (FORS) to deploy the GreenRoad 360 service.

Background

PHS Datashred heard about GreenRoad through FORS, an industry-led membership programme that aims to transform freight delivery in London. Through the programme, more than 50 pioneer members have the opportunity to install the GreenRoad 360 service for free for the first three months of a 12-month subscription.

PHS Datashred, based in Cuffley, Hertfordshire, began a trial of the GreenRoad Service in 20 London-based Heavy Goods Vehicles (HGVs) and Light Commercial Vehicles (LCVs). The results of the trial quickly demonstrated a 33 percent reduction in crash costs and a clear reduction in fuel consumption and CO2 emissions. As a result, in the summer of 2008, PHS Datashred started rolling out the service across its nationwide fleet of 100 HGVs and LCVs at 10 depots across the UK.

When PHS Datashred deployed GreenRoad 360 to its nationwide fleet, it built a model to calculate the return on investment. Using conservative figures - based solely on the trial - of only a 30 percent reduction in crash costs and an 8 percent reduction in fuel consumed it estimated the service would pay for itself after just seven and a half months.

PHS Datashred's actual results in field deployment were significantly faster.

"Our drivers are the lynchpin of our business and their safety is always of paramount importance to us," said Ian Walsh, National Transport Manager, Datashred Division, PHS Group. "With the high cost of diesel, GreenRoad's ability to reduce fuel consumption and associated CO2 emissions sealed the deal for us. Only the GreenRoad 360 service was proven to offer the analysis, feedback and incentive programme to positively impact driving behaviour."

Results

By measuring the number of risky driving manoeuvres over time, the overall safety improved over 60 percent between April 2008 and early 2009. Complementing the safer driving, fuel consumption has dropped about 10 percent and crash costs have been reduced about 56%. Walsh estimates that the reduced fuel consumption alone could result in savings between £80,000 and £90,000 annually.

The drivers receive immediate feedback on a simple and non-distracting red-yellow-green LED display on the vehicle's dashboard. The LED display reflects data from sensors that detect up to 120 risky driving manoeuvres in five categories - braking, speed handling, acceleration, cornering and lane handling. The driver and

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- CHALLENGES:** PHS Datashred wanted to improve driver safety and reduce fleet costs
- SOLUTION:** GreenRoad 360 Service deployed across PHS Datashred’s fleet of 100 HGVs and LCVs
- RESULTS:**
- Safety improved by over 60 percent
 - Fuel consumption reduced by 10 percent
 - Estimated fuel savings of between £80,000 and £90,000
 - Return on investment in 7.5 months
 - Reduction in CO2 emissions

fleet managers also have access to more detailed web-based reports. Each depot receives a monthly report about driver performance and depot managers can work with individual drivers who need additional support.

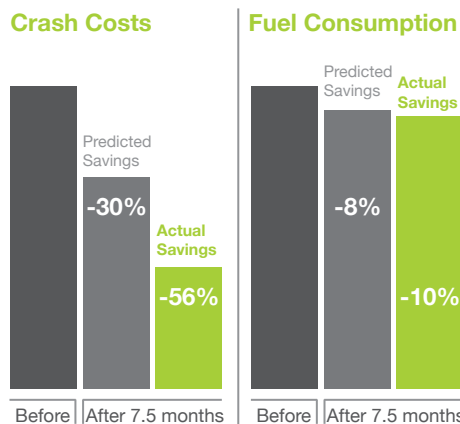
As soon as the drivers started receiving feedback on their skills, PHS Datashred saw an immediate improvement in driving. The management team also discovered new facts about driving patterns and observed peaks and troughs during the working day. In particular, they observed that first thing in the morning and late afternoon are higher risk times than the middle of the day. This knowledge has helped PHS Datashred make drivers more aware of the challenges during these riskier times of day.

drivers become safer and save fuel, it has also helped them to reduce stress while on the road.

“Some of the drivers were sceptical at first as they were unfamiliar with this new concept, but we quickly won them over. The GreenRoad team proved that they care about results – having spent time at the depots talking to all the drivers and answering questions to ensure everyone understood the programme,” said Walsh. “We are impressed with the results and there have been surprises too – one driver commented that he has started driving ‘green’ and found it so much more relaxing. That’s a lifestyle change.”

Future Plans

Exceeding Expectations:



“Our drivers are very competitive and really care about their GreenRoad results. We have noticed that drivers have started explaining to their managers why they might have gotten a red event if it was no fault of their own as this would impact their score.

“To take advantage of this competitiveness, we plan to start producing league tables that show which depots are safest. We have 10 depots across the UK and might even show results on a country-by-country basis,” comments Walsh.

Other parts of the PHS Group are keeping an eye on developments at PHS Datashred. Walsh meets with the fleet managers at other PHS Group companies and keeps them abreast of progress.

“I might have been perceived as a maverick at the start, but other divisions have been eyeing our success with envy and we expect them to follow in our footsteps,” he concludes.

“Driving is very stressful, particularly in cities and during rush hour, and drivers who are stressed are more likely to take risks, drive aggressively and even succumb to road rage,” said Walsh. “While the GreenRoad 360 service was chosen to help our

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