

Motive aims to get first responders to vehicle crashes faster with fleet management software

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Introduction

Commercial fleet technology vendor Motive Technologies has introduced a new feature in its offering — a way to quickly detect vehicle crashes and alert the nearest emergency dispatch center. The tool is included as part of the company's all-encompassing fleet management system, which features telematics devices, AI dashcams and fleet management software. Providing a way to facilitate connection to 911 centers during a crash is crucial for commercial transportation providers that are keen to enhance driver safety.

The Take

Fleet management software has moved well beyond the realm of occasionally seeing where your vehicles are and getting rough estimates about when they will arrive at their destination. Advanced telematics and fleet management specialists like Motive can now provide all manner of details about the vehicles, cargo and drivers in their fleet. While the vendor and others have focused heavily on preventative safety — detecting when drivers are distracted or sleepy, for example, by using dashcams — accidents will still inevitably occur. Motive's latest fleet management feature addresses this issue, with a view toward getting emergency personnel to the scene as quickly as possible.

Context

Founded in 2013, Motive Technologies is a fleet management software specialist for commercial vehicles. It was launched by CEO Shoaib Makani, former COO Obaid Khan — who is now on the company's board of directors — and technical co-founder Ryan Johns. Motive has over 3,000 employees working remotely as well as in its offices in San Francisco; Nashville, Tennessee; Vancouver; Mexico City; Taipei; Islamabad; and elsewhere. The vendor has more than 120,000 customers, including U-Haul Holding Co., Dreamliner Coach and Western Express.

This export was generated for Motive Technologies, Inc. on 12/20/2024.

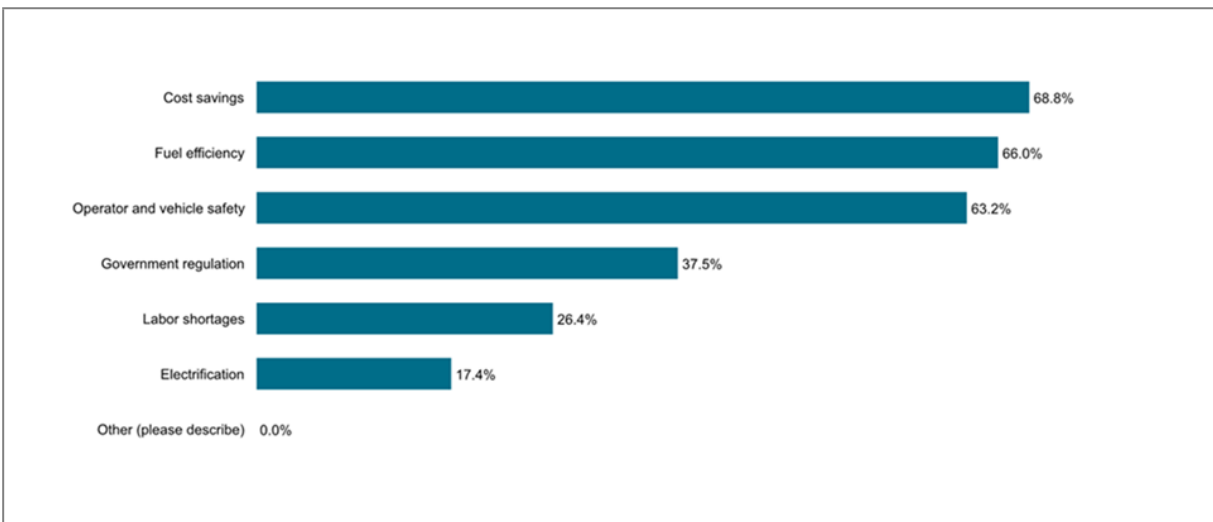
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Motive has raised over \$600 million in funding. Its latest tranche was a \$200 million series F round in mid-2022 that gave the business a post-money valuation of \$2.85 billion. Investors included Insight Venture Management, Kleiner Perkins Caufield & Byers, BlackRock Inc. and G2VP.

The company's products address most of the technology use cases that commercial transportation providers are adopting, according to 451 Research's Voice of the Enterprise: Internet of Things, The OT Perspective, Use Cases & Outcomes 2024 survey. Some of the popular ones revolve around the monitoring of an organization's vehicles and drivers, as well as the cargo it is transporting.

Others that are still nascent include the electrification of fleets and keeping track of greenhouse gas emissions. Additionally, operator and vehicle safety was cited by 63% of commercial transportation companies as a driver of IoT-powered digital transformation. That was a top-three reason behind cost savings and fuel efficiency.

Figure 1: Top drivers of IoT-enabled digital transformation



Source: 451 Research's *Voice of the Enterprise: Internet of Things, The OT Perspective, Use Cases & Outcomes 2024*.

Q. What are the drivers for IoT-driven digital transformation in your area? Please select all that apply.

Base: Transportation respondents (n=144).

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Products and technology

Motive's primary offering is its Integrated Operations Platform, which collects and analyzes operations data for various purposes, with a focus on features such as driver safety, fleet management, equipment monitoring and spending management. Its devices include dashcams, vehicle gateways, asset trackers and a payment card, all of which tie into the vendor's fleet management software.

Its newest feature is First Responder, which aims to decrease first-responder time for road crashes. Motive includes the tool as part of its platform. Rather than relying on the commercial vehicle driver or other people at the scene to call emergency personnel, the vendor's technology can detect crashes immediately, notifying fleet managers and assisting in calling the closest emergency 911 call center depending on their location. It can also offer crucial information to emergency personnel that are responding to the scene of an accident.

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First, Motive's technology detects a collision based on a machine-learning algorithm ingesting data from multiple on-vehicle sensors. The system analyzes a variety of data inputs, including sensor data, acceleration metrics, g-force and changes in the z-axis, which, for example, could detect a vehicle rollover. Upon detecting a high-severity collision, the system sends an alert to Motive employees to review video footage. Once the company confirms an accident, its employees can notify customers via multiple channels, including email, text messages and a fleet management application.

That notification includes information about the driver — including their phone number — video footage of the collision, and the number of the closest emergency 911 dispatch center, based on the location of the vehicle at the time of the crash. The customer or Motive can make the 911 call, depending on client preferences.

The company has a partnership with RapidSOS, a software specialist that offers data and information to more than 21,000 emergency 911 dispatch centers in the US. RapidSOS, for example, has partnerships with Apple Inc. and Google to supply location data to 911 personnel when someone calls from a mobile device. Through the integration with Motive, RapidSOS can send information to emergency dispatch centers about the collision. The data includes the street address as well as the latitude and longitude of the vehicle crash, along with an "uncertainty radius" that serves as a margin of error for the exact location. Other information includes the driver's name and company, along with the make of vehicle involved in the crash.

This newest feature is currently available and is enabled by default for customers deploying Motive's Integrated Operations Platform software. Via that integration, the vendor can provide customers with the correct phone number to connect them to the closest 911 center, depending on the location of the vehicle at the time of a crash. It also offers the option of having its employees make that call if the client prefers.

Competition

Motive vies with other companies that provide fleet management systems. These systems typically include telematics devices, dashcams for vehicles, trackers for monitoring cargo and other equipment, and the software employed to monitor and track vehicles, drivers and cargo. Samsara Inc. and Verizon Connect are two of its most direct rivals, with each selling systems and services across the fleet management space.

Additionally, Motive encounters companies that focus on one of the above fleet management areas — say, telematics devices and software, or just dashcams. Some of these specialists include Geotab, Lytx and Netradyne. Several vendors, including Netradyne, are developing their products so that they can offer an all-encompassing fleet management tool similar to Motive's and others.

SWOT Analysis

Strengths	Weaknesses
Motive's integration with RapidSOS enables it to easily connect with 911 emergency centers across the US.	The company's feature is focused on the US and thus will not yet be useful to international clients and prospects.
Opportunities	Threats
A high proportion of commercial fleets note that their top reason for adopting technology is safety for their drivers, vehicles and cargo. Its latest feature could help Motive land these fleets as customers.	Competitors could follow Motive's lead and look to integrate with RapidSOS as well, negating its advantage.

Source: 451 Research.

