

**motive**

# Achieve faster ROI with the only unified AI-powered platform.

Through accurate AI, Motive customers have transformed the safety, productivity, and profitability of their operations.



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## About Motive

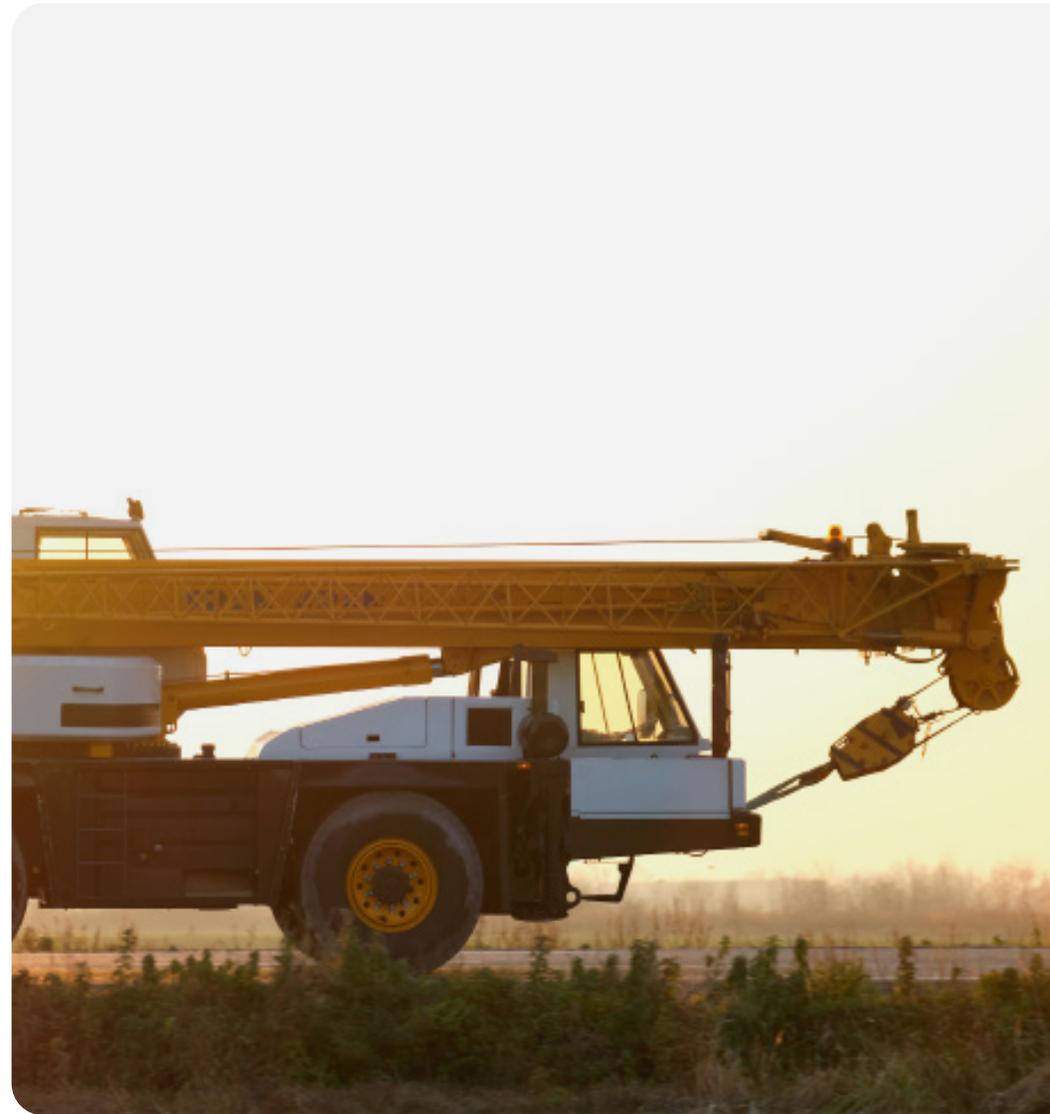
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## INTRODUCTION

# One platform to manage your operations.

Running an organization with physical operations isn't easy, especially in today's environment. **Operational costs are rising, regulations are shifting, and risk is everywhere.** Accidents drive up insurance premiums, assets disappear or aren't used effectively, and productivity stalls. And disconnected, disparate systems cause more problems than they solve. Without a single platform to provide real-time visibility into their operations, leaders are left reacting instead of acting.

Our latest survey results confirm this reality. Motive customers cite worker safety, rising costs, and inefficiency as common challenges. Yet they also see opportunity in unified platforms and the promise of AI.



# Top concerns facing surveyed organizations<sup>1</sup>

When asked about their greatest challenges, survey respondents pointed to the following issues.



<sup>1</sup> Survey respondents were asked to select up to five concerns/challenges from a list of 12 options.

# Biggest opportunities for growth<sup>2</sup>

Survey respondents also highlighted where they see the most potential for growth in the next 12 to 18 months. The chart below shows the top opportunities they selected.



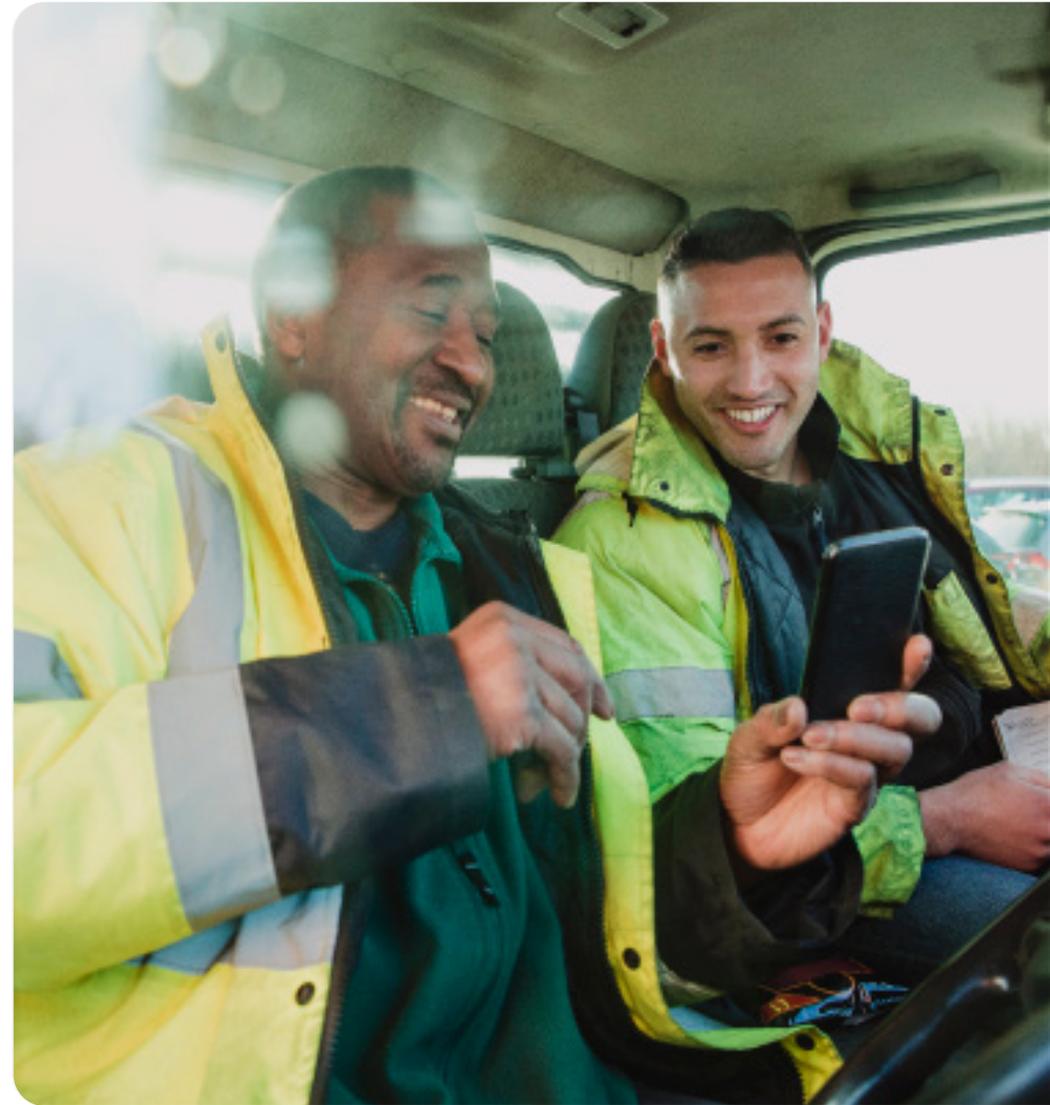
<sup>2</sup> Survey respondents were asked to select up to five opportunities from a list of 12 options.

## INTRODUCTION

This report examines how leading organizations across North America are addressing these challenges and opportunities head-on. It highlights how organizations are leveraging technology and AI to:

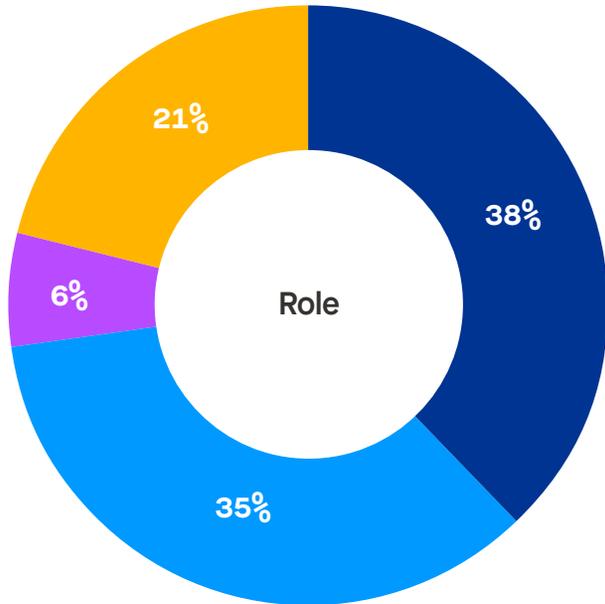
-  Prevent accidents, reduce litigation, and improve compliance.
-  Reduce fraud and curb unauthorized spend.
-  Boost productivity through greater visibility and control.
-  Turn efficiency gains into tangible financial results.

By highlighting how survey respondents are achieving measurable results with the Motive platform, this report demonstrates the power of AI and automation to improve the safety, productivity, and profitability of operations. It also provides clear proof points for any organization looking to navigate today's challenging business environment with greater confidence and control.

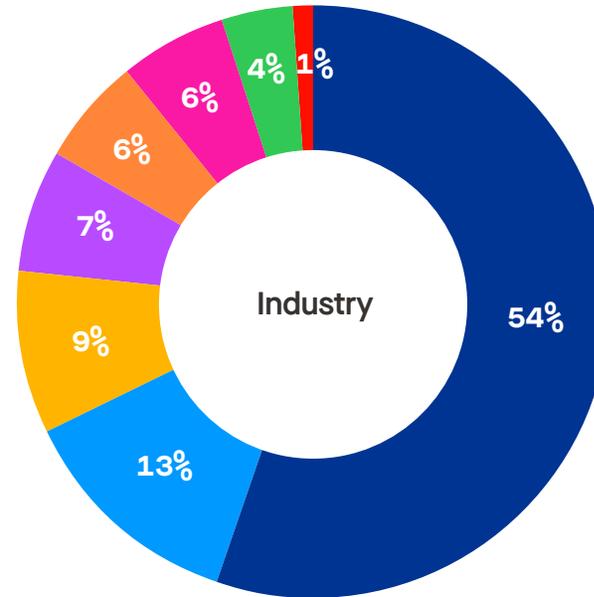


# Methodology

Motive conducted this study using an online survey of current customers across a variety of industries in North America. A total of **351 participants** responded between June and August 2025. Results in this report are based on **internal data, all survey respondents, or top respondents**<sup>3</sup> (the top quartile of customers based on reported ROI outcomes, clearly labeled as such). The average fleet size of survey respondents is 278 vehicles, with the largest fleet consisting of 2,900 vehicles. Each section, chart, or table specifies which group the data represents to ensure transparency.



- Fleet Managers and Directors
- Safety Managers and Directors
- C-suite
- Other roles



- Transportation and Logistics (trucking, logistics, passenger transit, delivery, etc.)
- Construction (commercial and residential, infrastructure, etc.)
- Energy, Oil and Gas (exploration, production, distribution, etc.)
- Other
- Field Services (maintenance, tree service, repair, installation, etc.)
- Food and Beverage (distribution, suppliers, catering, etc.)
- Electric, Utilities and Telecom (energy, water and gas, etc.)
- Public Sector/Government (municipal services, public safety, government agencies)

<sup>3</sup> To pinpoint where customers are realizing the greatest ROI from the Motive platform, we asked respondents to estimate savings across key categories. The term “top respondents,” which is used throughout the report, reflects the top 25% of those 351 respondents as ranked by total estimated dollars saved or percent ROI across their business.

# AI-powered organizations are turning challenges into measurable gains.

Despite economic instability and rising costs, Motive customers are pulling ahead. Some are lowering expenses, saving time, reducing fraud, and preventing accidents — all while seeing results nearly twice as fast as they did with their previous providers.

At the center of these outcomes is **Motive's Integrated Operations Platform** — the only platform that unifies safety, operations, and finance. Backed by automation, accurate AI and complete visibility across their businesses, Motive customers aren't just adopting powerful technology. They're transforming the ways they operate.



## KEY FINDINGS

# The ROI of the Motive Integrated Operations Platform.

Read on to learn how some Motive customers are reporting results like:

## ROI at a Glance



**\$1M**

in average savings per organization.



**2x**

faster time-to-value than with previous providers.



**92%**

report fewer accidents.



**69%**

greater AI accuracy.



**25 Hours**

saved each week, on average — equal to more than 150 workdays annually.



**\$500K**

saved in fuel costs in a single year.



**With Motive, we've achieved cost savings of approximately \$1.3M annually in direct losses. Including indirect costs, such as downtime, injured employees, and legal expenses, our total savings reach about \$6.5M. That's a 2,000% return on investment."**

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**Paul Fly**  
Director of Risk and Safety  
Ernst Concrete

[See the case study.](#)

# Motive customers recoup their investment faster.

By automating tasks and consolidating operations into a single platform, Motive customers see a return on their investment in as little as 2.5 months. We also found that the larger the fleet, the faster the organization reports seeing ROI.

On average, all survey respondents reported:<sup>4</sup>

Those switching from **Samsara** see value faster, by more than

**2x**

Those switching from **Verizon Connect** see value faster, by

**1.9x**

Those switching from **Geotab** see value faster, by

**1.5x**

Those switching from **Lytix** see value faster, by

**1.4x**

Those switching from **Omnitracs** see value faster, by

**1.3x**



**5 months<sup>5</sup>**

The average time it takes for Motive customers to begin seeing ROI.



**2.5 months**

The average time it takes fleets with 1,000+ vehicles to begin seeing ROI.

<sup>4</sup> Out of the surveyed respondents who responded to questions about the number of months it takes to begin seeing return on investment (ROI) after adopting Motive vs. after adopting their previous provider, Motive averaged such respondents' answers and calculated the average difference in time to begin seeing ROI ("time to value"). The reported results reflect the average across all respondents, not top respondents.

<sup>5</sup> Based on the [Enterprise Grid® Report for Fleet Management | Fall 2025](#)

# Driver Safety



During the Motive pilot, we saw our close following events drop from one every 261 miles to one every 15,000 miles. That's staggering. And when I look at the roadmap ahead — what AI is unlocking — it's going to change everything.”

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**Paul Milano**

Vice President, Fleet Services and Procurement  
The Davey Tree Expert Company

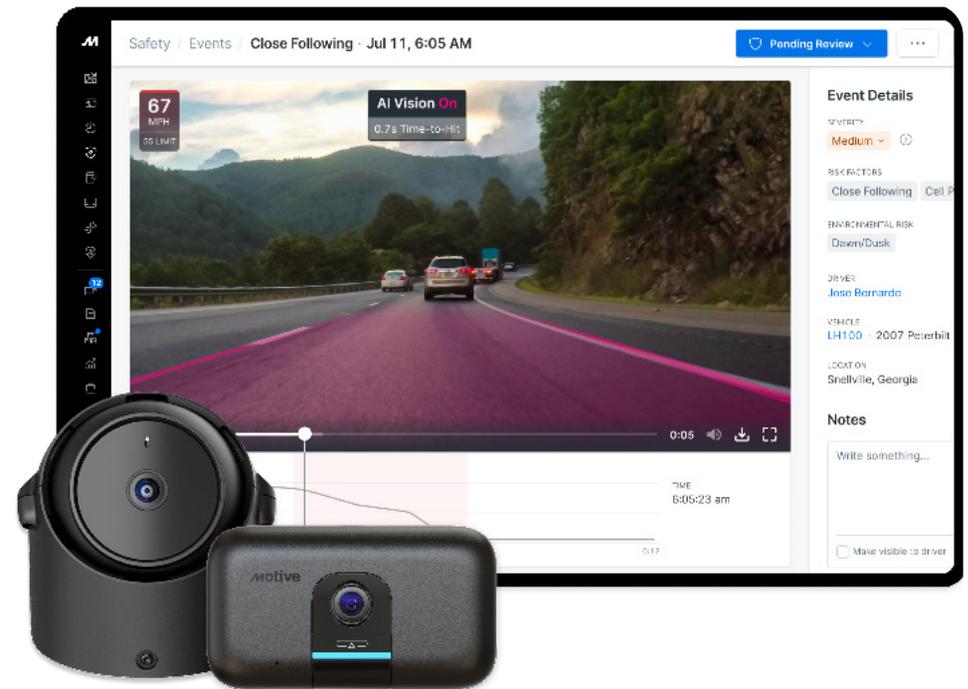
[Read the blog.](#)

# AI detection that prevents accidents and saves lives.

A single accident can put lives at risk, damage reputations, and spark litigation that can cost millions of dollars. For safety leaders, the challenge isn't just stopping incidents — it's trusting AI to catch what matters. Inaccurate alerts from AI-powered dash cams erode credibility, frustrate drivers, and leave real risks unchecked. And when **70% of all respondents** say safety and accident prevention is one of their top priorities, there's little room for error.

With AI that **detects 15+ unsafe driving behaviors** in real time, from cell phone use to fatigue, Motive customers benefit from reliable alerts and fewer false positives. Motive's **400-person Safety Team** watches every safety event video to filter out false positives and improve the performance of Motive's AI models. Managers can trust that every event they see matters, while drivers don't get penalized for mistakes they didn't make.

With accurate AI, customers can prevent more accidents, build driver confidence, and most importantly, save lives.



## Proven safety impact.

Motive's internal data shows that organizations that deploy the **Motive AI Dashcam** see an estimated:

**80%** decline in collisions in the first year.<sup>6</sup>

## Accuracy that customers trust.

Top respondents who use Motive AI Dashcams say accuracy and speed make the difference, giving them full confidence in every alert.

They say Motive AI Dashcams are:

**69%** more accurate, on average, than their previous solutions.

They also say Motive AI Dashcams produce **fewer false positives** than previous solutions, with faster event detection.

<sup>6</sup> Estimated based on an internal study of fleets with 150+ active monthly vehicles, in which at least 90% of such vehicles had Dual-Facing AI Dashcams for at least 12 months.



Motive's AI surfaced more safety-relevant events and filtered out false positives, giving us clarity we never had before."



**Tim Guy**  
Vice President of Safety  
RoadSafe

[Read the blog.](#)

## Greater precision, fewer unsafe driving behaviors.

With accurate AI detection, Motive customers can identify unsafe driving behaviors sooner, coach drivers faster, and reduce the behaviors that lead to accidents.

For fleets with 150+ vehicles and high AI Dashcam adoption, Motive's internal data shows that consistent coaching delivers even greater long-term results:<sup>7</sup>

**88%** reduction in hard braking events

**80%** reduction in cell phone violations

**78%** reduction in close following events

**70%** reduction in seat belt violations

**62%** reduction in stop sign violations

<sup>7</sup> Estimated based on an internal study of fleets with 150+ active monthly vehicles, in which at least 90% of such vehicles had Dual-Facing AI Dashcams for at least 12 months.



We did the trial with the Motive product, and almost immediately we had alerts for distracted driving and cell phone usage and things like that. And when we pulled up the video, sure enough, there's the driver picking up his phone."



**Chris Jaffe**  
Senior Vice President of Technology  
Agmark Logistics

[Read the blog.](#)

## More accidents prevented.

Top respondents cite accident prevention as the key to protecting drivers and avoiding costly losses.

**92%** report fewer accidents since adopting Motive.

Motive's internal data shows an:

**80%** decrease in accidents for fleets that use Motive Dual-Facing AI Dashcams across most vehicles for at least one year.<sup>8</sup>

<sup>8</sup> Estimated based on an internal study of fleets with 150+ active monthly vehicles, in which at least 90% of such vehicles had Dual-Facing AI Dashcams for at least 12 months.



**We have seen an 89% reduction in accidents as a result of using the Motive AI Dashcam.”**



**Karol Smith**  
Director of Transport Safety  
Estes Forwarding Worldwide

[See the case study.](#)

## DRIVER SAFETY

# Fewer accidents, more savings.

Top respondents point to accident prevention as a powerful cost saver. For many, it's the single biggest driver of ROI.

Since adopting Motive:

**83%** report a **steep decline in accident-related costs**, such as legal fees, litigation expenses, and vehicle repairs.

They've seen a:

**63%** **reduction** in accident-related costs annually, on average.<sup>9</sup>

<sup>9</sup> The average accident savings percentage is calculated using the top respondents' annual savings divided by a theoretical cost baseline. This baseline is established by multiplying the industry averages for annual accident rate, cost per accident, and average fleet size.

<sup>10</sup> Results as of October 2025.

Achieve faster ROI with the only unified AI-powered platform.

## REAL RESULTS

# Western Express reduced rollovers and increased savings.

With the help of Motive AI Dashcams, Western Express achieved:

**42%** fewer rollovers.<sup>10</sup>

**\$250,000** saved per incident, on average.



When we look at that cost savings, that's where we had the biggest opportunity to make an impact to our business."



**Daniel Patterson**  
Director of Safety  
Western Express

[See the case study.](#)

## DRIVER SAFETY

# Fewer accidents, lower insurance costs.

Top respondents say fewer accidents don't just improve safety — they also lead to insurance savings.

Since adopting Motive, they've experienced a:

**25%** annual reduction in insurance costs, on average.<sup>11</sup>

<sup>11</sup> Calculated based on top respondents' average reported annual insurance savings, average fleet size, industry-standard insurance premium averages, and industry average miles driven per vehicle.

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## REAL RESULTS

# FusionSite Services reduced the number of claims from 76 to just 1.

When FusionSite Services first adopted Motive, the organization had 479 vehicles and recorded 76 claims in a single year. With more than 1,000 vehicles today, the company has recorded just one claim, year to date.

**98%** reduction in claims.



The reduction down to one event, that's a \$2.5 million reduction on an insurance plan, and that's in Year 1 out of a five-year measured time frame. So imagine the next period, the ROI that you're going to get as you're turning that way."



**Ryan Ennis**  
Chief Information Officer  
FusionSite Services

[Read the blog.](#)



**After improving safety across our operations, we've been able to save over \$2M in insurance premiums annually.”**

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**Dwayne Morrison**  
Sr. Director of Safety & Compliance  
Southwind

[See the case study.](#)

## Better accident management with faster resolution.

When accidents occur, customers can expedite the management process with high-definition (HD) video evidence that is immediately available, helping to resolve claims and disputes quickly.



Achieve faster ROI with the only unified AI-powered platform.

REAL RESULTS

## Clear video evidence leads to better exoneration.

With the help of HD video evidence from Motive AI Dashcams, construction firm Staker Parson achieved a:

**96%** incident exoneration rate.

**50%** reduction in review time, resolving disputes faster.



Our manager went to the site, video in hand, and showed it to the officer. The officer then shared it with the other driver. After watching the video, his attitude changed completely. We avoided a lawsuit altogether.”



**Cristian Zuniga**  
Telematics Site Champion  
Staker Parson

[See the case study.](#)

# Fleet Management



**With safety, compliance, and inspections all in one system, Motive makes everything faster, saving us 20 hours a month on compliance tasks.”**

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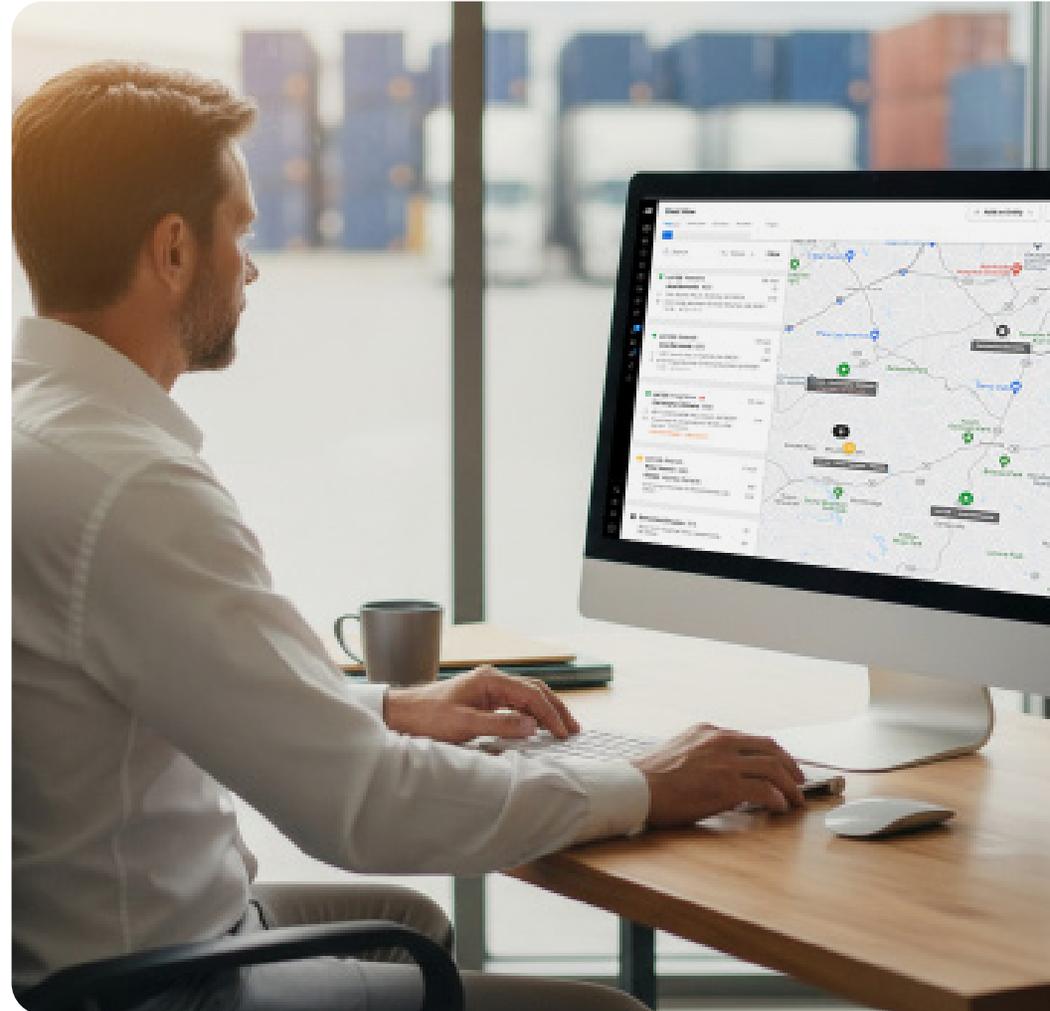
**Jon Somerville**  
Safety Manager  
Veit & Company

[See the case study.](#)

# Managing vehicles is complex, but automation makes it simple.

Managing vehicles efficiently is critical to keeping your business moving. But it's not easy when businesses are operating under increasing pressure. **Insurance premiums, equipment costs, and driver wages** continue to rise. In our survey, **69% of all respondents** cite rising costs as one of their biggest concerns, while **42%** struggle with inefficiency and manual work.

Automated workflows help cut costs, prevent theft, and reduce downtime. Customers that leverage automation are more productive, giving their teams more time to focus on work that drives results.



## Save hours with effective vehicle tracking.

Top respondents streamline fleet tracking, freeing up more time to focus on what matters.

Fleet managers reclaim:

**25** Hours on average per week — equal to 150 full workdays a year.

**63%** of the workweek to focus on higher priorities (based on a 40-hour week)



With Motive's Vehicle Gateway and AI Dashcams, we can track telematics, improve last-mile visibility, and optimize delivery times. By leveraging this data, we increased on-time delivery by 10%."



**Bethany Burney**  
Lead Product Manager  
Carvana

[See the case study.](#)

## Less paperwork. More time to manage your fleet.

Among top respondents, fleet managers point to less paperwork as a major time saver. Instead of being consumed by manual tasks, they can focus on managing the business.

Fleet managers save:

**20 Hours** per week with Motive, on average  
— nearly 1,000 hours a year.

With the time fleet managers save, they get:

**50%** of the workweek back, on average (based on a 40-hour week).



When we switched to using Motive to complete IFTA reports, we calculated time savings of more than 800 hours a month just from trip reports.”



**Alex Amort**  
VP of Risk & Compliance  
Cascade Environmental

[See the case study.](#)

## Increase uptime, extend vehicle lifespan.

All survey respondents reported an average **18% increase** in vehicle uptime, resulting in significant productivity gains.

Every additional hour a vehicle spends in operation on the road or the jobsite means the business completes more deliveries, finishes more jobs, and has more money in the bank.



Motive's preventative maintenance has reduced our average vehicle downtime from two days to one day, very easily."



**Marc Vanco**  
Safety Manager  
Duncan Oil

[See the case study.](#)



# Equipment Monitoring



**Thanks to Motive's technology, we were able to recover stolen merchandise and save \$2 million."**



**Eduardo Cosijopi**  
Co-Founder and Director of Operations  
Grupo Adet

[See the case study.](#)

# Know where every asset is — and how it's working for you.

Equipment is constantly moving between job sites, storage yards, and service locations, making it hard to track and easy to lose. When managers don't know where their assets are, projects stall, labor is wasted, and downtime becomes costly.

Motive customers have **complete visibility** into the location, utilization, and health of their equipment, so managers can see what's available and how it's being used. Automated workflows connect equipment managers, dispatchers, and maintenance teams, making it easier to put idle assets to work and send the right equipment to the right job.

The result: stronger performance, greater control, and equipment that delivers consistent value.



## Maximize utilization and protect your assets.

Top respondents say reduced theft and better utilization drive higher ROI.

Since adopting Motive, these fleets have seen a:

**45%** reduction in vehicle and asset theft/misuse, on average, with losses virtually eliminated in some cases.



Five years ago, we'd be out of luck if a vehicle was stolen. Now we have full visibility into our assets and a flexible, scalable system."



**Sandra Adat**  
General Manager  
Aecon Group

[Read the blog.](#)



# Spend Management



**Motive has a feature that shows what you pump and compares it to what actually shows up in the tank. We get a real-time alert whenever there's a discrepancy. We've caught three people who have conducted fuel fraud, and we've terminated those individuals, so they can't do it anymore. That was our auto-decline. We terminated them."**



**Jonathan Keyes**

Senior Director of Operations Infrastructure  
Hawx Smart Pest Control

[Read the blog.](#)

# Integrated spend management built to boost productivity, prevent fraud, and drive savings.

Fraud is one of the fastest-growing threats to organizations with fleets, with up to **19% of fleet spending**<sup>12</sup> potentially fraudulent. According to a **recent survey**, 96% of U.S. companies have faced at least one fraud attempt, and **18% of Motive survey respondents** list it as a top concern.

Motive's AI-powered **Motive Card** protects fleet transactions while giving managers a clear view of where their money goes. Fuel rebates at more than 35,000 partner locations in North America and cashback on every purchase allow fleets to maximize savings. With all fleet and spend data in a single platform, Motive helps leaders detect fraud instantly, gain more control over costs, and sustain long-term savings.



<sup>12</sup> Based on research conducted using an online survey prepared by Method Research and distributed by Cint among n=1,000 managers and higher in the United States at companies that operate commercial fleets of at least 100+ vehicles. Data was collected from August 18 to August 31, 2023.

## Savings on fuel and more.

Survey respondents report saving on fuel costs, with one Motive customer saving up to \$500K in a single year. And the savings don't stop there.

Since adopting Motive, these fleets have seen:

**\$1M** in average business savings per organization.<sup>13</sup>

<sup>13</sup> Average business savings across top respondents since adopting the Motive platform.



With Motive's mobile-based unlock, we've seen a 20% reduction in unauthorized fuel transactions over the course of a 12-month period."



Jeff Bozo  
Fleet Director  
Congruex

[See the case study.](#)

## Fraud protection that pays off.

Motive customers are reducing fraud and preventing unauthorized spend at scale.

What Motive delivered for customers in 2024:<sup>14</sup>

**\$56M** blocked in fraudulent and unauthorized spend

**\$65M** saved through rebates, fraud detection, and spend controls

Largest amounts blocked (for a single Motive customer):

**\$3.8M** in suspected fraud

**\$1M** in unauthorized spend

<sup>14</sup> Based on internal data for the total dollar value of rebates given and the total dollar value of transactions blocked by Motive's platform for the 2024 calendar year as a result of Motive's fraud and spend controls.



I love the fact that you can match up the vehicle, the driver and the application. That is a game changer for us, and it's helped us reduce fraud. We control when drivers get fuel, restricting it to hours of operation. So if they try to get fuel after hours or on the weekends, we can control all of that."



**Jonathan Keyes**  
Senior Director of Operations and Infrastructure  
Hawx Smart Pest Control

[Read the blog.](#)

## CONCLUSION

# Customers are increasing the safety, productivity, and profitability of their organizations in partnership with Motive.

Through innovative use of technology, safety and fleet managers are preventing accidents, cutting costs, and saving time at a pace that's transforming how their businesses run. Behind every percentage point and dollar saved is a team reshaping operations — with Motive as the platform that helps them do it faster.

The true return on investment isn't just in the metrics. It's in the people who use Motive to create safer roads, more productive teams, and more profitable businesses. What comes next is being written by the companies already running on Motive. They're proving that ROI is more than a number - it's the everyday impact of people driving change.

Ready to turn your team's progress into greater returns?

**Contact us today** to learn how the Motive Integrated Operations Platform can help your business become safer, more productive, and more profitable.



## CONCLUSION

# About Motive.

Motive empowers the people who run physical operations with tools to make their work safer, more productive, and more profitable. For the first time, safety, operations, and finance teams can manage their workers, vehicles, equipment, and fleet-related spend in a single system.

Motive serves nearly 100,000 customers from small businesses to Fortune 500 enterprises such as Halliburton, KONE, Komatsu, NBC Universal, and Maersk across a wide range of industries, including **transportation and logistics**, **construction**, **energy**, **field service**, manufacturing, **agriculture**, **food and beverage**, retail, waste services, and the **public sector**.

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# motive



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