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The Business Value of Motive: Accurate AI for Fleet Safety

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Business Value Highlights

(Averages of interviewed organizations)

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Top-Line Impact

95% reduction of at-fault collisions

92% higher confidence in unsafe driving behavior prevention compared to other systems

8x ROI from safety investments, delivering over $1.8 million in annual safety savings per organization

50% higher AI accuracy compared to other trialed vendors

82% more effective driver coaching with Motive

67% more efficient driver safety teams

The Business Value of Motive's Accurate Driver Safety AI

$7.8 million in total safety savings and benefits over three years

$1.8 million in safety-related savings

5 months to break even on driver safety investment

Executive Summary

Organizations operating in the physical economy, including transportation and logistics, construction, field services, and other industries that operate commercial vehicles and equipment, face persistent challenges in managing driver safety, operational risk, and associated costs. These industries share common characteristics: distributed workforces, significant fleet operations, and exposure to safety-critical risks. In these environments, preventable incidents can result in significant financial exposure, including insurance claims, legal liability, asset damage, and workforce disruption. As a result, many organizations are increasingly turning to AI-powered safety solutions to improve visibility into driver behavior, reduce risk, and improve financial performance.

IDC conducted a Business Value study to examine the impact of Motive's AI-powered Driver Safety solutions. Through in-depth interviews with six organizations, averaging 1,000 vehicles and $250 million in annual revenue, IDC analyzed how these solutions influence safety outcomes, operational efficiency, and financial performance. Using IDC's standardized Business Value methodology, this paper presents the aggregated and anonymized experiences of organizations operating in mission-critical environments where safety is paramount.

The Accuracy of Motive's AI-Powered Fleet Safety Technology Drives Effective Driver Safety Programs and Improved Business Outcomes

IDC found that organizations attributed meaningful improvements in safety outcomes, risk reduction, and financial performance to accurate AI-powered driver safety solutions. Specifically, enhanced visibility into driver behavior and more consistent, precise detection of unsafe events drove improved outcomes.

This advantage often first became evident during evaluation and trial phases, where interviewed organizations reported materially higher confidence in Motive's ability to accurately detect and contextualize unsafe driving behaviors. Several organizations noted that this early confidence in AI performance was a key factor in their vendor selection process.

These capabilities helped prevent incidents and enable more targeted and effective driver coaching. As a result, organizations reported improvements across multiple dimensions of business value, including safety outcomes, workforce productivity, and cost reductions.

IDC also found organizations reported challenges with prior systems, including inconsistent alert detection and high false-positive rates, which resulted in declining driver trust.

Key findings from the study include:

- **Reduced Preventable Safety Incidents:**
  Organizations reported substantial declines in unsafe driving behaviors and at-fault collisions following deployment, including an average 95% reduction in at-fault collisions, reflecting improved driver awareness and accountability.

- **Higher AI Accuracy:**
  In their initial trials, the interviewed organizations reported 50% higher AI accuracy with Motive compared to other trialed vendors. After adoption, they also reported 92% higher confidence in unsafe driving behavior prevention compared to other systems.

- **Improved Coaching Effectiveness and Driver Engagement:**
  Access to accurate, video-based event data enabled more targeted coaching, with organizations reporting 82% more effective driver coaching, increasing driver participation and trust in safety programs. Safety coaching teams achieved nearly 5x (4.6x) more worker capacity per employee.

- **Increased Operational Efficiency:**
  Automating safety detection, and prioritizing event mitigation according to severity and for specific drivers, reduced the time required for manual review. These improvements contributed to 67% more efficient safety teams, equating to $369,000 in annual productivity benefits for the average organization. Automation allowed organizations to focus on higher-value activities such as coaching and risk mitigation, helping safety teams achieve 3x more worker capacity per employee.

- **Lower Risk-related Costs:**
  Organizations reported reductions in insurance claims, legal exposure, and incident-related downtime, driven by fewer preventable safety events and improved incident documentation. This resulted in an average annual safety-related saving of over $1.8 million per interviewed organization.

- **Strong Return on Investment:**
  Organizations achieved an average of eight times return on investment, driven by reductions in preventable incidents, better operational efficiency, and lower risk-related costs.
- **Rapid Time to Value:**
  Organizations realized benefits quickly, achieving a payback period of five months, reflecting the immediate impact of safety and efficiency improvements.
- **Significant Cumulative Financial Benefits:**
  Over a three-year period, organizations realized approximately $7.8 million in total benefits, reflecting the combined impact of safety improvements, cost reductions, and productivity gains.

IDC's analysis indicates that improvements in driver safety outcomes were closely linked to the ability to consistently prevent, identify, and act on unsafe behaviors. Organizations emphasized that reliable detection and clear event context were critical to preventing incidents, enabling behavior change at scale and improving the organizations' overall risk profile.

In addition to quantifiable benefits, organizations reported broader organizational impacts. These included increased confidence in safety systems, improved driver satisfaction due to perceived fairness and transparency, and stronger alignment between safety objectives and operational performance.

IDC observed a consistent causal relationship between AI accuracy and business outcomes across interviewed organizations. More accurate detection increased driver trust in the system and its outputs. Higher levels of trust supported stronger engagement with coaching programs, enabling more effective and targeted interventions. This, in turn, led to measurable improvements in driver behavior, contributing to a reduction in preventable incidents and collisions. As collision rates declined, organizations experienced lower operational costs and reduced exposure to insurance and legal risk. Together, these findings demonstrate how AI accuracy serves as a foundational driver of safety performance and financial outcomes.

Overall, IDC concludes that organizations using AI-powered driver safety products with high AI accuracy and precision, such as Motive, can achieve significant business value by preventing collisions, reducing preventable risk, improving operational efficiency, and strengthening financial performance. These outcomes are driven by the ability to translate behavioral insights into consistent, organizationwide safety improvements.

Situation Overview

Organizations with physical operations, including transportation and logistics providers, construction, utilities and field service fleets, waste and sanitation operators, and public-sector fleets such as police and first responders, are undergoing a rapid digital shift. The operational drivers are consistent across these segments: rising service expectations, tighter compliance requirements, increasing collision and liability exposure, labor and skills constraints, and the need to coordinate large numbers of mobile assets reliably and cost-effectively.

In response to these business transformation drivers, organizations are increasingly turning to AI-powered platforms that use computer vision, a type of AI that analyzes video and images, to improve visibility across vehicles and operational sites. By converting previously underutilized visual data into structured, actionable signals, these systems help teams identify risk, improve safety, and make faster operational decisions.

Three technology advances are now making AI vision more deployable at scale:

- **Edge deployability:**
  Edge computing reduces latency and network load by processing data near where it is created (including in vehicles) and sending only what is needed upstream. When proprietary computer vision models run directly on the device using edge AI, unsafe behaviors such as distraction, drowsiness, close following, or phone use can be detected in real time.
- **Usability:**
  Foundation and multimodal models reduce the burden of building vision systems from scratch and make more capabilities configurable and reusable.
- **Accuracy and Operational Trust:**
  Model catalogs/marketplaces and managed ML platforms help organizations adopt higher-quality models faster, but operational trust still depends on reliable detection and few false positives.

Notwithstanding the potential benefits, failure to scale the implementation of AI-powered driver safety solutions, or worse, scaling inaccurate AI, poses significant consequences:

- **Missed Events Turning into Preventable Collisions:**
  When distracted driving, unsafe following, drowsiness, or rolling stops are not detected accurately and reliably, organizations carry greater safety, operational, and legal risk.
- **False Positives Leading to Alert Mistrust and System Disengagement:**
  Teams turn off alerts, and drivers distrust and ignore alerts and coaching, resulting in safety programs losing credibility.

Reliable industry benchmarks are critical for customers to effectively evaluate AI-powered driver safety solutions. Without standardized evaluation, organizations are forced to rely on marketing claims rather than measurable proof. Interviewed customers noted that they tested solutions in side-by-side trials across a range of real-world driving scenarios and environments to assess AI performance and accuracy. In safety-critical environments, rigorous benchmarking and validation are essential.

The industry needs to address the AI accuracy gap by establishing reliable AI accuracy benchmarks. This is especially essential for safety-critical environments where accurate AI is non-negotiable.

Without reliable, industry-validated benchmarking practices, organizations face three systemic risks:

- **Lack of Transparency:**
  Vendors make claims that are difficult to validate.
- **Uneven Performance:**
  AI models can vary widely in accuracy and false-positive rates. This can affect safety outcomes, operational performance, and financial results.
- **Reduced Trust:**
  Drivers and operators are less likely to adopt solutions that behave inconsistently.

The Business Value of Motive

Study Methodology

This IDC Business Value study is based on structured, in-depth interviews with six organizations using Motive's AI-powered driver safety and fleet management solutions. The objective of the research was to understand how these organizations leveraged AI-powered safety capabilities to address operational challenges, improve driver behavior, and reduce risk, as well as to quantify the resulting business value.

Methodology

IDC applied its standard Business Value methodology to evaluate the impact of Motive's solutions. This approach is based on:

- **Primary Research Through Customer Interviews:** IDC conducted detailed discussions with key stakeholders responsible for safety, fleet operations, and risk management within each organization.
- **The Quantification of Operational and Financial Impact:** IDC normalized and aggregated customer-reported data to calculate average benefits across organizations.
- **Financial Modeling Over a Three-year Period:** IDC modeled the value of identified benefits relative to the costs of deploying and operating the solution, incorporating standard assumptions such as burdened labor rates and a discount factor for the time value of money.

Interviews focused on several key areas, including:

- Pre-deployment safety and operational challenges
- Evaluation and selection criteria for safety solutions
- The role of AI-powered event detection in daily operations
- Changes in driver coaching and behavior
- Measurable safety, operational, and financial outcomes

All data presented in this study reflects customer-reported experiences and IDC's analysis. The results have been anonymized and aggregated to ensure confidentiality and consistency with IDC research standards.

Importantly, this study is based on real-world customer experiences and does not represent a controlled comparison of vendors or a standardized performance test. Findings reflect how interviewed organizations evaluated and realized value from their deployments in operational environments.

Study Firmographics

The six organizations interviewed represent a cross-section of industries within the physical economy, including logistics, materials and construction, sanitation, equipment supply, pest control, and shipping. These industries have several common traits, including distributed workforces, large fleet operations, and exposure to safety-critical risks.

Across these organizations, IDC observed the following average and median operational characteristics:

Table 1

Firmographics of Interviewed Organizations

Firmographics	Average	Median
Number of employees	1,050	700
Number of drivers/operators	800	300
Fleet size (vehicles/assets)	1,010	310
Total number of business applications	30	9
Annual revenue	$252M	$150M
Countries	The United States (6)	
Industries	Pest Control, Sanitation, Logistics, Equipment Supplier, Materials and Construction, Shipping	

n = 6; Source: IDC Business Value In-Depth Interviews, February 2026

These organizations typically manage large, distributed fleets operating in complex, real-world conditions. Prior to adopting Motive, many reported challenges related to limited visibility into driver behavior, inconsistent event detection, and time-intensive manual processes for reviewing safety incidents.

As a result, these organizations sought solutions that could provide more reliable insight into real-world driving conditions, enable more effective safety interventions, and support broader risk management objectives.

This methodological foundation ensures that the findings presented in this paper reflect **practical experience-based outcomes,** grounded in how organizations deploy and use AI-powered safety solutions in real operational environments.

Choice and Use of Motive

Across the interviewed organizations, the decision to adopt Motive's AI-powered driver safety solution was driven by common objectives: preventing collisions, improving visibility into driver behavior, and reducing preventable risk.

While organizations varied in size, industry, and operational complexity, they consistently emphasized the need for more reliable and actionable insight into real-world driving conditions. Across interviewed organizations, overall system accuracy, including AI accuracy, emerged as the most important factor in selecting a safety solution, with organizations reporting 50% more accurate statistics with Motive compared to other trialed vendors. After adoption, organizations also reported a 92% increase in risky behavior prevention confidence.

Primary Drivers for Adoption

Prior to deployment, many organizations reported challenges with existing safety systems, including limited detection capabilities, inconsistent identification of unsafe behaviors, and time-intensive manual processes.

As a result, they sought solutions that could:

- Provide accurate AI-powered alerts to prevent collisions
- Offer clearer visibility into day-to-day driving behavior
- Enable more proactive identification of safety risks
- Support more efficient and scalable safety operations
- Improve the quality and consistency of incident review

For many organizations, these needs were closely tied to broader business objectives, including reducing accident-related costs, increasing productivity, improving compliance, and strengthening overall risk management.

The Role of Evaluation and Trial Processes

The organizations did not rely solely on vendor claims when selecting a solution. Instead, they conducted internal evaluations to assess how different systems performed in real-world conditions. Motive's performance in these trials was a key driver of adoption.

These evaluation processes typically involved:

- Testing solutions side by side across a range of driving scenarios and environments
- Reviewing detected events for accuracy, timing, and relevance
- Deploying systems with higher-risk drivers to assess real-world impact
- Gathering feedback from safety teams and drivers on usability and perceived accuracy

Through these processes, organizations aimed to determine whether a solution could deliver consistent, actionable insights that would support their safety programs:

Equipment Supplier:
"Motive's AI detection was clearly more accurate than competing solutions during our trial. We were also confident in their product road map, which aligned well with our long-term goals and gave us confidence in future growth."

Pest Control:
"We designed the trial to capture whole sets of features. Motive has overwhelmed us in every way, shape, and form, which is just abnormal for me. Motive continues to overwhelm us with the confidence and the amount of features that they continue to roll out. I feel like their AI algorithms are some of the best I've ever seen."

Logistics:
"Motive was able to capture distracted driving and cell phone usage that competing systems were not consistently detecting. Our primary focus was the effectiveness of event detection, as confidence in our previous system had eroded over time. With Motive, we could reliably capture and replay video for day-to-day safety management, which gave us confidence that critical behaviors were being identified consistently."

Sanitation:

"We chose Motive for its ease of use, adaptability, and ability to integrate directly with vehicle systems through OBD2 and engine management unit connections. The platform also stood out for its faster reaction time, providing proactive notifications that help prevent incidents rather than simply reporting on them after the fact."

Shipping:

"During the trial, we focused on driver behavior, such as compliance with stop signs, speeding, and ensuring that driving logs matched video evidence. Speeding was a major concern for us at the time. We deployed the system with our highest-risk drivers to evaluate its impact and saw significant improvement, which gave us confidence in scaling the solution across the fleet to reduce overall risk."

Reported Differentiators in Selection

Based on IDC interviews, organizations that selected Motive frequently cited increased confidence in its ability to detect and contextualize unsafe behaviors during their evaluation processes.

Specifically, interviewed organizations reported:

- Detected events were more consistently aligned with actual driving behaviors.
- Event context, including video evidence, supported clearer interpretation and decision-making.
- The system enabled more timely identification of potential risks.
- Outputs were perceived as more actionable for coaching and intervention.

These factors contributed to greater trust in the system among leaders and drivers, which organizations viewed as critical for successful adoption and long-term success.

In addition, interviewed organizations reported higher confidence in the system's ability to identify and prevent unsafe behaviors during evaluation phases. On average, organizations indicated 92% higher confidence in unsafe driving behavior prevention compared to previously used or evaluated systems, reflecting the perceived reliability of detection and event context.

Organizations also quantified differences observed during internal trials, reporting that their evaluation criteria and operational testing perceived Motive's AI-detection capabilities as being, on average, 50% more accurate compared to other trialed solutions.

One organization echoed these findings, saying: *"During the trial, we found Motive to be more accurate and precise in both alerting and event capture. It consistently detected behaviors such as rolling stop signs, hard acceleration, and harsh braking at the moment they occurred, which set it apart from other solutions we evaluated."*

Illustrative Customer Perspectives

Interviewed organizations highlighted several reasons for selecting Motive:

Shipping:

"We were coming from a very unstable platform that required excessive back-office effort to manage. We needed a more reliable solution, along with forward-facing cameras to better protect and hold drivers accountable. After switching to Motive, the improvement in compliance and operational visibility was dramatic, making it a game-changing tool for our compliance team."

Pest Control:

"Our primary drivers were improving safety and reducing costs. We wanted to lower idling and fuel spend, and features like Face Match have been especially valuable by ensuring drivers are properly logged in."

Sanitation:

"Our loss runs were driven largely by behavioral issues on the road. We needed visibility into what was actually happening in real driving conditions, and Motive provided a simple, effective way to do that in a very complex environment. It works for drivers, the company, and even law enforcement, which is why we chose it."

Equipment Supplier:

"We were already using telematics, but we wanted to add AI and dashcams to gain much deeper visibility into what was happening on the road. That need for greater insight is what led us to evaluate new solutions and ultimately choose Motive."

Materials and Construction:

"We were spending too much time resolving 'he said, he said' incident reviews by collecting multiple statements before making decisions. Video footage gave us an objective view of what actually happened, significantly reducing the time it took to investigate incidents and take appropriate action."

While specific evaluation approaches varied, a consistent pattern emerged: Organizations prioritized solutions with proven AI accuracy that could reliably capture safety events and prevent collisions in real-world operating conditions.

Organizations selected Motive not simply for access to AI-powered features but for its perceived ability to provide consistent, actionable insight into driver behavior due to the accuracy of its AI. This capability established the foundation for the operational, financial, and safety improvements discussed in subsequent sections, where accurate and timely event detection enabled more effective coaching, behavior change, and risk reduction.

Safety Outcomes: The Role of AI Accuracy in Motive Deployments in Reducing Preventable Risk

IDC found that improvements in driver behavior translated into measurable gains in safety performance across interviewed organizations. AI-powered event detection helped prevent collisions and improve driver coaching. As coaching became more targeted and consistent, organizations saw reductions in unsafe behaviors and fewer preventable incidents.

Decline in Collisions and Incidents

Due to AI's ability to accurately detect unsafe driving behaviors and prevent collisions, interviewed organizations reported reductions in overall collisions. More importantly, IDC observed a consistent emphasis on the decline of preventable, at-fault collisions, which carry the greatest operational and financial impact. On average, organizations reported a 95% reduction in at-fault collisions, reflecting a substantial shift in preventable risk exposure.

Organizations noted that:

- Fewer incidents were attributed to driver behavior.
- Remaining incidents were more frequently linked to external factors beyond driver control.
- The overall severity and frequency of preventable events declined.

This shift represents a meaningful change in the underlying risk profile of fleet operations, as noted directly by the interviewed organizations:

Shipping:
"Since deploying Motive, we've been able to successfully exonerate our drivers in every applicable case, and we had no at-fault accidents or insurance claims this year. Before, we didn't have video evidence to support our position, so our ability to defend claims was limited. With Motive, that has fundamentally changed."

Logistics:
"We saw a 51-percentage-point improvement in our premium trajectory, based on a conservative assumption of a 15% annual increase. Prior to deploying Motive cameras, our premiums had been rising 20% to 30% annually. The improved loss experience supported by video evidence was a key factor in reversing that trend."

Shipping:
"When we first implemented the system, our highest driver scores were in the mid-40s, and some were in the 20s. Today, our fleet consistently scores in the 96–97 range, with nearly all drivers in the 'Excellent' category and the remainder in 'Good.' In October, we even had a three-week period where every driver was rated 'Excellent.' The only dips we see now are typically tied to isolated events such as harsh braking or unavoidable deer strikes. In those cases, the impact is recorded and affects the score, even though there was no vehicle damage and little the driver could have done to prevent it."

Reduction in Unsafe Driving Behaviors

Organizations indicated that increased visibility into driver behavior and more effective coaching contributed to meaningful reductions in high-risk activities.

High-risk activities included behaviors commonly associated with accidents, such as:

- Distracted driving
- Unsafe following distance
- Failure to comply with traffic controls
- Harsh acceleration and braking

These behavioral improvements were broadly reflected across driver populations, with organizations reporting that, on average, **99% of drivers demonstrated safer driving behaviors** following implementation. This indicates that improvements were not limited to high-risk individuals but extended across the broader workforce.

Interviewed organizations also saw a 58% reduction in unsafe driving behaviors such as phone use and close following compared to their prior driver safety technology.

Improved Incident Visibility and Fault Determination

In addition to reducing the number of incidents, organizations reported improvements in how incidents were understood and managed.

Access to clear, contextual data, particularly video evidence, enabled:

- Faster and more accurate incident review
- Improved determination of fault
- Reduced ambiguity in contested scenarios
- Greater confidence in internal and external reporting

This enhanced visibility allowed organizations to respond more effectively when incidents did occur and supported stronger alignment between safety, compliance, and legal functions.

Illustrative Customer Perspectives

Interviewed organizations described the impact of these improvements in practical terms:

- Some reported significant declines in accident frequency following deployment, particularly in areas previously associated with high-risk behaviors.
- Others emphasized the value of objective evidence in resolving incidents, noting reductions in disputed claims and faster resolution times.
- Several organizations highlighted that the majority of remaining incidents were no longer attributable to driver error, reflecting a reduction in preventable exposure.

Directly, interviewed organizations told IDC the following:

Equipment Supplier:

"We use video footage as part of every incident investigation, and it has helped us clearly exonerate drivers when they were not at fault. In one case, the footage showed another driver running a stop sign, allowing us to quickly establish what actually happened."

Shipping:
"We're now able to target coaching toward our lowest-scoring drivers, which wasn't possible before. Analytics have given us clear visibility into where intervention is needed, and that focus has helped move many drivers from moderate to excellent performance while expanding the reach of our coaching efforts."

Pest Control:
"We've been able to save millions on legal fees. The data provided by Motive cameras that we're able to pull from these vehicles for incident investigation is unbelievable."

Improvements in driver behavior, enabled by consistent detection and targeted coaching, led to a measurable reduction in preventable risk. The decline in at-fault incidents is particularly significant, as it directly influences insurance costs, legal exposure, and operational disruption. These financial implications are examined in the following sections.

Driver Coaching: The Role of AI Accuracy in Motive Solutions in Enhancing Coaching Effectiveness

IDC found that one of the most significant sources of value for interviewed organizations was the ability to translate detected safety events into structured, repeatable improvements in driver behavior. This represents a shift from traditional safety management approaches toward more proactive, behavior-based safety programs enabled by consistent event detection and contextual insight.

From Event Detection to Actionable Coaching

Organizations reported that access to AI-detected safety events, supported by contextual data such as video evidence, enabled more targeted (69%) and effective (82%) driver coaching.

Rather than relying on generalized guidance or retrospective analysis, safety teams were able to:

- Focus on specific, observed behaviors
- Provide immediate and relevant feedback to drivers

- Prioritize high-risk events for intervention
- Standardize coaching practices across teams and locations

This shift allowed organizations to move from reactive incident response toward continuous improvement of driver performance.

Improved Coaching Effectiveness

The interviewed organizations consistently emphasized that coaching became more effective when supported by clear, objective evidence.

Key improvements included:

- **Greater Relevance of Coaching Sessions:**
  Conversations were grounded in actual driving events rather than assumptions or incomplete information.
- **Increased Driver Receptiveness:**
  Drivers were more likely to accept feedback when it was supported by visual evidence and aligned with their real-world experience.
- **More Consistent Application of Safety Policies:**
  Standardized event detection reduced variability in how safety issues were identified and addressed.

As a result, organizations reported higher engagement in coaching programs and more sustained improvements in driver behavior over time.

These improvements were reflected in reported outcomes, with organizations indicating that coaching programs became significantly more impactful, achieving, on average, 82% greater effectiveness compared to prior approaches, driven by more precise and actionable event data. Organizations further added that, on average, they improved the targeting of their coaching by 69%. This enabled them to prioritize the most severe events and target specific drivers to correct safety-related issues.

Driver Trust and Program Adoption

With prior technology, before adopting Motive, interviewed organizations experienced inconsistent or unclear AI-powered event detection. In some cases, these inconsistencies led to skepticism and reduced engagement. A critical factor in the success of these programs was the level of trust drivers placed in the system.

Organizations noted that when detected events were perceived as accurate and fair:

- Drivers were more willing to engage with coaching processes.
- Resistance to monitoring technologies decreased.
- Participation in safety initiatives and incentive programs increased.
- Objective, evidence-based feedback helped address these concerns and improve overall adoption.

The impact of more targeted, evidence-based coaching with Motive was reflected in measurable improvements in driver performance. Organizations reported a 23-percentage-point increase in driver safety performance scores, improving from an average baseline of 72.4% to 95.7% following deployment.

At the same time, unsafe driving behaviors declined significantly, with organizations reporting an average **58% reduction in high-risk behaviors,** including distracted driving and unsafe following distance. These improvements demonstrate the effectiveness of linking accurate event detection with structured coaching programs.

Operational Workflow Outcomes: The Role of AI Accuracy in Motive Deployments in Safety Operations and Team Efficiency

In addition to improving coaching outcomes, organizations reported that AI-powered event detection streamlined safety workflows and contributed to more efficient use of safety team resources. This enabled organizations to scale their safety programs more effectively.

Key operational benefits included:

- **Reduced Time Spent Identifying Relevant Events:**
  Automated detection and prioritization allowed teams to focus on the most critical issues.
- **Faster Response to Safety Risks:**
  Timely alerts enabled earlier intervention.
- **Improved Coordination Across Teams:**
  Standardized data and event categorization supported more consistent processes across regions and departments.

IDC's analysis indicates that consistent and contextual AI-powered detection of unsafe behaviors plays a central role in enabling behavior change. By supporting targeted coaching, increasing driver engagement, and improving operational workflows, organizations were able to establish more effective and scalable safety programs. These behavioral improvements serve as a leading indicator of the safety outcomes examined in the next section.

Interviewed organizations reported meaningful gains in operational efficiency and workforce productivity.

These benefits were primarily driven by the ability to automate event detection, reduce non-actionable alerts, and streamline safety workflows:

Equipment Supplier:
"Once we introduced coaching, we started to see meaningful improvements in driver behavior. From our initial rollout, safety events declined significantly, with sustained reductions after the peak period, demonstrating the impact of structured coaching."

Shipping:
"Motive has driven meaningful risk reduction by changing and educating our drivers. Motive gave us tools we never had before and couldn't replicate manually, and the impact has been game-changing. Since going live, the overall quality of our driver pool has improved significantly, with clear gains in driving skills across the fleet."

Logistics:
"Safety has been the primary benefit. Since adopting Motive, we've seen a dramatic reduction in claims and at-fault accidents, which has also contributed to lower insurance rates. Improved safety has translated directly into meaningful bottom-line savings."

Materials and Construction:
"The most direct benefit has been more aware, safer drivers. Driver behavior has changed because there's accountability and clear evidence if an incident occurs, which builds trust and confidence. At the same time, GPS visibility into vehicle locations has improved scheduling accuracy, allowing us to provide more reliable information to customers."

Reduction in Manual Review Effort

Prior to adopting more advanced AI-powered solutions, safety teams often relied on manual processes to identify and review safety events.

This included:

- Searching through large volumes of footage
- Reviewing low-priority or non-relevant events
- Validating the accuracy of detected incidents

Organizations reported that these activities were time-intensive and limited their ability to focus on higher-value tasks.

Automated event detection helped organizations significantly reduce the time required for manual review.

Safety teams described:

- Faster identification of relevant events
- Reduced need to validate false or unclear alerts
- More efficient access to contextual information, including video evidence

This allowed teams to shift their focus from searching for events after the fact to acting on them in real time.

Improved Safety Team Efficiency

As a result of these efficiencies, organizations reported measurable improvements in safety team productivity.

Key impacts included:

- Increased capacity to manage larger fleets without proportional increases in head count
- More time allocated to proactive activities such as coaching and risk mitigation
- Accelerated responsiveness to safety events and incidents

Rather than reducing staffing levels, organizations typically reallocated time toward higher-impact activities that contributed directly to safety outcomes. These efficiency gains were also reflected quantitatively, with organizations reporting an approximate

three times increase in efficient work capacity for members of the team, equating to $369,000 in additional annual benefits **(Table 2, below).** This enabled teams to manage larger fleets and higher event volumes without proportional increases in resources.

Table 2

Safety Team Efficiency

Efficiency	Before Motive	With Motive	Difference	Benefit
Total FTE count	7.8	2.6	5.2	**67%**
Value of staff time per year	$547,500	$178,500	$369,000	**67%**

n = 6; Source: IDC Business Value In-Depth Interviews, February 2026

Enhanced Safety Coaching Team Efficiency

Safety coaching teams also benefited from more streamlined workflows.

With access to prioritized, high-quality event data, coaching processes became:

- More focused on relevant behaviors
- Faster to execute due to reduced preparation time
- More consistent across different drivers and locations

Organizations reported that managers were able to support more drivers and deliver more frequent, targeted interventions without increasing workload proportionally. These improvements were accompanied by measurable gains in coaching outcomes and workforce productivity. Organizations reported that safety coaching teams achieved nearly **4.6 times greater capacity per employee,** enabling more frequent and targeted interventions without increasing staffing levels **(Table 3, next page).**

Table 3

Safety Coaching Team Efficiency

Efficiency	Before Motive	With Motive	Difference	Benefit
Total FTE count	24.8	5.4	19.4	**78%**
Value of staff time per year	$1,736,500	$376,200	$1,360,300	**78%**

n = 6; Source: IDC Business Value In-Depth Interviews, February 2026

Operational Impact Beyond Safety Teams

Efficiency gains extended beyond dedicated safety and coaching teams.

Organizations also observed:

- Faster incident investigation and resolution processes
- Improved coordination between safety, operations, legal, and compliance functions
- Reduced administrative overhead associated with safety management

These improvements contributed to more efficient day-to-day operations and supported broader organizational performance objectives.

IDC's analysis indicates that automation and improved event quality play a central role in driving operational efficiency. By reducing manual effort and enabling teams to focus on high-priority activities, organizations were able to increase productivity and scale their safety programs more effectively. These efficiency gains, combined with improved safety outcomes, contribute directly to the financial benefits discussed in the next section.

Financial Impact: The Role of AI Accuracy in Motive Solutions in Risk-Related and Operational Cost Outcomes

IDC found that improvements in safety performance and operational efficiency translated into meaningful financial benefits and improved financial performance for

interviewed organizations. Reductions in preventable incidents, improved visibility into events, more productive teams, and more effective risk management practices were the primary drivers of these financial benefits.

Reduced Insurance- and Risk-Related Costs

Organizations reported that improvements in safety performance contributed to a reduction in costs associated with insurance and incident-related risk. As preventable incidents declined, organizations experienced fewer high-impact safety events and a more favorable overall risk profile. Over time, this translated into improved insurance-related outcomes, including more stable or reduced cost exposure and stronger positioning in discussions with insurers.

Lower Legal and Liability Exposure

Enhanced visibility into safety events also supported more effective management of legal and liability risk. Access to clear, objective information enabled organizations to better understand incident circumstances and respond more efficiently when issues arose. As a result, organizations reported reduced complexity in incident resolution, fewer escalations, and improved ability to manage claims and disputes. A shipping organization noted the following: *"Before Motive, insurance payouts and legal actions were a significant cost, even in cases where we were not at fault. Since deploying video, we've been able to clearly establish what happened at the scene of serious incidents, allowing law enforcement to quickly release our drivers and avoid prolonged investigations. That visibility has helped us avoid substantial claims and legal exposure that would have occurred previously."*

Reduced Operational Disruption and Downtime

Fewer preventable incidents also led to lower levels of operational disruption.

Organizations noted that reductions in collisions and safety events resulted in:

- Less vehicle downtime for repairs
- Fewer interruptions to scheduled operations
- Reduced administrative burden associated with incident management

These factors contributed to improved operational continuity and more predictable performance.

Improved Risk Profile

Taken together, these changes resulted in a stronger overall risk profile for interviewed organizations.

By reducing exposure to preventable incidents and improving their ability to manage and document safety events, organizations were better positioned to:

- Control safety-related costs
- Improve compliance with regulatory requirements
- Strengthen internal risk management practices

Importantly, these financial benefits were not realized in isolation. They were the direct result of upstream improvements in driver behavior, coaching effectiveness, and operational efficiency.

When talking about business-related risk, organizations noted:

Materials and Construction:

"Exoneration has been one of the biggest benefits. Video evidence has helped us avoid potential lawsuits and clearly establish fault, even in situations where claims were initially pursued aggressively. In one case, video footage eliminated exposure to a potentially significant lawsuit by showing the other party was at fault, making avoided litigation a larger source of savings than insurance premium reductions."

Logistics:

"Motive has improved our customer service by giving us clear visibility into deliveries. When questions arise, we can share vehicle location data and video evidence to quickly confirm what occurred, which helps resolve issues more effectively."

Equipment Supplier:

"We were able to reduce insurance premiums by taking our improved safety results back to the market. At the same time, incidents declined significantly, and the cost of collisions dropped even more sharply, meaning fewer accidents and much less severe ones. We also gained better visibility into vehicle status and maintenance, so issues are addressed faster and nothing falls through the cracks, creating additional operational efficiencies."

These improvements in safety and risk management translated into measurable financial outcomes. Across interviewed organizations, IDC observed average annual safety-related savings of $1.8 million per organization, driven by reductions in preventable incidents, improved claims outcomes, and operational efficiencies.

The reduction of preventable risk is a primary driver of financial value in the organizations interviewed. By improving visibility into driver behavior and enabling more effective safety intervention, organizations were able to lower insurance and legal costs, minimize operational disruption, and strengthen their overall financial performance. These outcomes form the basis for the return on investment analysis presented in the next section.

ROI Analysis

To quantify the financial impact of AI-powered driver safety solutions, IDC applied its standard Business Value methodology to model the ROI experienced by interviewed organizations. This analysis incorporates the direct and indirect benefits associated with improved safety outcomes, operational efficiency, and reduced risk exposure.

Overview of Financial Benefits

Based on aggregated interview data and IDC's financial modeling, organizations realized value across several key categories:

- Reduced costs associated with preventable incidents, including vehicle damage and related expenses
- Lower insurance-related costs driven by fewer incidents and claims and improved loss histories
- Decreased legal and administrative expenses associated with incident resolution
- Productivity gains resulting from more efficient safety and coaching operations
- Improved operational continuity due to reduced worker and vehicle downtime

These benefits reflect the cumulative impact of improvements described in earlier sections, particularly reductions in at-fault incidents and increased efficiency in safety management processes. Data presented in **Table 4 (next page)** shows how organizations that invested in Motive's safety capabilities saw, on average, an over eight times return on their safety investment in the three-year research window, with a very rapid five-month payback period.

Table 4

Three-Year ROI Analysis

ROI Analysis	Per Organization	Per One Fleet Vehicle
Discounted benefits	$7,795,000	$7,400
Discounted investment	$937,400	$900
Net present value (NPV)	$6,857,600	$6,500
ROI	**732%**	**732%**
Payback	**5 months**	**5 months**
Discount factor	12%	12%

n = 6; Source: IDC Business Value In-Depth Interviews, February 2026

Investment Considerations

IDC's ROI model accounts for the full cost of deploying and operating the solution, including:

- Software and hardware costs associated with implementation
- Ongoing operational and support costs
- Internal resource requirements for deployment and management

Costs were normalized across organizations to ensure comparability and reflect typical deployment scenarios.

Financial Results

Using a three-year time horizon and applying standard IDC assumptions (including discount rates and burdened labor costs), IDC modeled the overall financial impact for a representative organization.

Key financial outcomes include:

- **Over Eight Times Return on Safety Investment:**
  Organizations achieved a multiple return on their investment, driven primarily by reductions in preventable risk and associated costs.
- **Rapid Five-month Payback Period:**
  Benefits were realized quickly, allowing organizations to recover their initial investment within a relatively short time frame.
- **Significant Cumulative Value:**
  Over a three-year period, organizations realized approximately $7.8 million in total benefits, reflecting the combined impact of safety improvements, cost reductions, and productivity gains.

These results demonstrate that investments in AI-powered safety solutions can deliver short- and long-term financial returns when they effectively reduce preventable incidents and improve operational efficiency.

The Relationship Between Safety and Financial Outcomes

IDC's analysis highlights a direct relationship between safety performance and financial results, specifically:

- Reductions in unsafe driving behaviors lead to fewer preventable incidents.
- Fewer preventable incidents reduce claims, legal exposure, and operational disruption.
- Improved efficiency lowers the cost of managing safety operations.

As a result, financial benefits are not independent outcomes but rather the downstream effect of improvements in driver behavior and risk management.

IDC concludes that organizations can achieve compelling financial returns from AI-powered driver safety solutions when these solutions effectively support behavior change and reduce preventable risk. The IDC-calculated ROI in this study reflects the combined impact of safety improvements, operational efficiencies, and cost reductions across multiple areas of the business.

Organizational Impact: Trust, Adoption, and Confidence

Beyond measurable safety and financial outcomes, interviewed organizations reported meaningful changes in how safety programs were perceived and adopted across the organization. These changes were closely linked to increased confidence in the system's outputs and the ability to provide clear, objective insight into real-world events.

Increased Driver Trust and Engagement

A consistent theme across interviews was the role of AI accuracy and fairness in shaping driver attitudes toward safety systems.

Organizations noted that when detected events aligned with actual driving behavior and were supported by clear evidence:

- Drivers were more likely to accept feedback and engage in coaching.
- Resistance to monitoring technologies decreased.
- Participation in safety initiatives and incentive programs increased.

This shift in perception, from viewing safety systems as punitive to viewing them as protective, was critical in driving sustained adoption. This is further evidenced by an average 87% increase in driver satisfaction driven by improved safety performance and stronger safety programs.

Improved Transparency and Fairness

Access to objective, event-based data helped reduce ambiguity in safety-related discussions.

Organizations reported that:

- Coaching conversations became more transparent and evidence based.
- Disputes over incidents were reduced due to clear documentation.
- Drivers and managers shared a more consistent understanding of events.

This transparency contributed to a stronger sense of fairness, which organizations identified as a key factor in maintaining engagement and trust.

Greater Organizational Confidence

Interviewed organizations also described increased confidence at the operational and management levels.

With more reliable insight into safety events, organizations were better able to:

- Make timely and informed decisions regarding incident response
- Assess risk more accurately across their fleets
- Align safety initiatives with broader business objectives

This improved confidence extended to interactions with external stakeholders, including insurers, regulators, and law enforcement, where clear documentation and rapid access to information were valuable.

The Cultural Impact on Safety Programs

Over time, these changes contributed to a broader cultural shift in how safety was managed within organizations. Rather than being viewed primarily as a compliance requirement, safety became more closely integrated with performance and operational excellence.

Further expanding on the 87% increase in driver satisfaction finding, contextualized above, organizations reported:

- Greater alignment between safety goals and day-to-day operations
- Increased accountability supported by objective data
- Stronger reinforcement of safe driving behaviors through recognition and coaching

To further illustrate this, organizations noted the following:

Shipping:

"There was some initial resistance during deployment, particularly among independent contractors, but once drivers understood the system was there to protect them, adoption improved and no one left. After several serious incidents, driver behavior changed and trust in the system increased to the point where drivers now rely on video evidence when something happens. Compared with the prior, unstable system, this has significantly reduced friction and manual effort around log management."

Sanitation:

"Motive allows us to introduce healthy competition by using objective safety scores to evaluate performance across the company. We implemented a driver recognition program that rewards high safety scores with monthly incentives, including larger awards for top performers at each site."

IDC's analysis indicates that trust and confidence are critical enablers of sustained value from safety solutions. When systems are perceived as accurate, transparent, and fair, organizations are more likely to achieve high levels of adoption and engagement. This, in turn, reinforces behavioral improvements and helps sustain the safety, operational, and financial benefits identified throughout this study.

Challenges/Opportunities

Despite mature technology building blocks, driver safety programs still fail or stall with relevant consequences for safety and compliance-sensitive fleets.

- **Integration Complexity:**
  Computer vision is rarely the whole workflow. It is a perception layer that must integrate with dispatch, HR/training/safety processes, claims workflows, and maintenance systems. Data capture heterogeneity (fleets vary by vehicle type, camera placement, sensor availability, and operating environments), integration with legacy processes and systems, and the need to optimize and manage IoT/edge device life-cycle management are the primary sources of complexity. CIOs/CTOs who want to deal with integration realities must treat AI as a platform capability (APIs, identity, audit, data model, and retention policies). Fleet managers play a key role in prioritizing use cases to maximize operational adoption.

- **Siloed AI Efforts and Data Governance Maturity:**
  Many organizations run separate initiatives for telematics, safety cameras, yard surveillance, and maintenance inspections, each with different tools and retention policies, creating fragmentation that undermines value and increases compliance risk. The availability of model catalogs and easier deployment tooling can intensify this problem by making it easier for teams to launch AI projects independently (e.g., by selecting models from hubs/catalogs). The countermeasure is governance and shared architecture.

- **Compliant and Responsible Use of Data and AI:**
  Fleet video systems can collect sensitive data. This means privacy and responsible use are not optional. CIOs and fleet leaders should design privacy and responsible use into the architecture through role-based access, audit logs, retention schedules, redaction where needed, and clear policies on how footage is used in coaching and investigations. AI governance guidelines, such as NIST's AI Risk Management Framework, provide playbooks that can help design, execute, and monitor responsible AI policies and procedures.

- **Business Value Realization:**
  ROI is sometimes difficult to prove because the benefits accrue across different functions: Safety reduces insurance, maintenance improves service reliability, claims processes reduce legal exposure, and coaching efficiency affects head count and productivity. Many of these benefits are cross-budget and require a program-level view rather than a single department metric. The rare-event nature of severe collisions

complicates ROI measurement. This IDC Business Value study provides an example of ROI framing that combines safety, productivity, and payback period to illustrate how fleets can structure ROI narratives around measurable outcomes and time to value.

- **The Lack of Reliable AI Accuracy Benchmarks:**
  Benchmarking is the process of evaluating AI models against standardized data sets, tasks, or real-world conditions to verify performance. Industries such as automotive manufacturing, medical devices, and pharmaceuticals depend on rigorous testing before products ever reach the market. AI should be no different, particularly in safety-critical environments. Customers that IDC interviewed expressed that the absence of industry standards forces them to conduct their own trials, audits, and comparisons, which often translates into duplication of efforts and inconsistency of results. Without reliable, industry-agreed benchmarking practices, organizations face three systemic risks:

  - **Lack of Transparency:**
    Vendors make claims that are difficult to validate.
  - **Uneven Performance:**
    AI models can vary widely in accuracy and false-positive rates. This can affect safety outcomes, operational performance, and financial results.
  - **Reduced Trust:**
    Drivers and operators are less likely to adopt solutions that behave inconsistently.

Conclusion

This IDC Business Value study demonstrates that, in safety-critical physical environments, AI accuracy is not simply a technical performance metric; it is essential and a foundational driver of business outcomes.

Across the interviewed organizations, IDC observed a clear relationship between more accurate event detection and measurable improvements in safety, operational efficiency, and financial performance. Organizations consistently reported that higher AI accuracy and lower false-positive rates increased trust in the system among managers and drivers. That trust, in turn, drove stronger adoption, more effective coaching, and sustained behavior change across the workforce.

The business impact was significant. Interviewed organizations reported an average 95% reduction in at-fault collisions, 82% more effective driver coaching, 67% more efficient safety teams, and an average eight times return on safety investment with a five-month payback period. These outcomes reflect the direct business value of translating accurate behavioral insights into timely interventions and organizationwide safety improvements.

A key theme that emerged throughout IDC's research was the lack of standardized industry benchmarks for AI accuracy in driver safety, particularly in safety-critical environments where performance directly affects human lives, liability, and operational performance. In the absence of widely accepted standards, interviewed organizations frequently relied on their own side-by-side trials and operational testing to evaluate vendors.

In those evaluations, organizations reported that Motive's AI detection capabilities were perceived to be 50% more accurate than other trialed solutions based on their own evaluation criteria and operational testing. Following adoption, organizations also reported 92% higher confidence in the system's ability to identify and prevent unsafe driving behaviors compared to previously used or evaluated systems. These findings underscore the need for greater transparency and benchmarking across the industry and the importance of demonstrated real-world performance in vendor selection.

IDC's findings reinforce a central lesson for organizations operating in high-stakes physical environments: AI model performance directly influences safety outcomes, workforce trust, and financial returns. In these settings, reliable detection, strong event context, and few false positives are essential to reducing preventable risk and scaling durable safety programs. ●

Motive Platform Overview

Motive's AI-Powered Integrated Operations Platform

Motive aims to empower the people who run physical operations with tools to make their work safer, more productive, and more profitable. Safety, operations, and finance teams can manage their drivers, vehicles, equipment, and fleet-related spend in a single system. Combined with accurate AI, the Motive platform gives teams visibility and control and helps reduce manual work by automating and simplifying tasks.

Motive serves nearly 100,000 customers, from Fortune 500 enterprises to small businesses, across a wide range of industries, including transportation and logistics, construction, field services, energy, manufacturing, agriculture, food and beverage, retail, and the public sector.

Motive's Integrated Operations Platform is purpose-built to address the challenges of the physical economy. The platform offers a suite of products, including Driver Safety, Fleet Management, Equipment Monitoring, Spend Management, Workforce Management, and AI Vision.

Motive's key strength is its focus on AI accuracy. Its AI Dashcam runs proprietary computer vision models directly on the device, inside the vehicle, using edge AI. This allows unsafe behaviors such as distraction, drowsiness, close following, or phone use to be detected in real time, without relying on the cloud or human review.

Every safety event is processed by Motive's Event Validation Engine (EVE), where cloud-based AI models analyze video, audio, and telematics for every event to validate what actually happened and assign a confidence score.

- High-confidence events are automatically delivered to managers in the Motive Dashboard without human review.
- Low-confidence events are validated within minutes by the Motive Safety Team to remove false positives so that drivers aren't penalized for mistakes they didn't make. Only true events are delivered to managers.

By combining AI with targeted human review, EVE delivers speed and accuracy. AI handles the majority of events instantly, while human reviewers focus on complex edge cases, protecting drivers and eliminating time spent on false positives.

Data handling, privacy, and security are also priorities. Motive automatically records safety-event clips and recalls videos in the cloud, while other continuous video remains on-camera and is overwritten based on recording capacity. Motive customers' system administrators can configure retention settings. Access controls features include role-based access control, audit logs, and two-factor authentication to restrict who can view/download certain incidents. Privacy features include face/license plate blurring, configurable driver-facing recording behaviors, physical lens covers, and an API-based camera control capability that can remotely disable recording (including alerts/LEDs) for privacy-restricted contexts.

Appendix: Methodology

IDC utilized its standard ROI methodology for this project. This methodology is based on gathering data from current users of Motive as the foundation for the model.

Based on interviews with organizations using Motive, IDC performed a three-step process to calculate the ROI and payback period:

1. **IDC gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of Motive.** In this study, the benefits included staff time efficiency benefits and the reduction of various cost areas associated with improved organizational safety profile.
2. **IDC created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Motive and can include additional costs related to migrations, planning, consulting, and staff or user training.
3. **IDC calculated the ROI and payback period,** conducting a discounted cash flow analysis of the benefits and investments for the organizations' use of Motive over a three-year period. ROI is the ratio of the NPV and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and productivity savings. For the purposes of this analysis, IDC used assumptions of an average fully loaded $100,000 per year salary for IT staff members and an average fully loaded salary of $70,000 for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- The net present value of the three-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- Further, because Motive requires a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits monthly and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

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Massimiliano Claps is the research director for the Worldwide National Government Platforms and Technologies research in IDC's Government Insights practice. In this role, Claps provides research and advisory services to technology suppliers and national civilian government senior leaders in the United States and globally. Specific areas of research include improving government digital experiences, data and data sharing, AI and automation, cloud-enabled system modernization, the future of government work, and data protection and digital sovereignty to drive social, economic, and environmental outcomes for agencies and the public.

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Message from the Sponsor

motive

As roads become more dangerous and accident-related costs continue to rise, organizations managing commercial fleets need greater visibility into what is happening on the road in real time.

In safety-critical environments, AI model accuracy directly influences driver safety, operational risk, and financial outcomes. Yet many organizations still lack clear industry benchmarks to evaluate how AI-powered safety solutions perform in real-world conditions.

This research, developed in collaboration with IDC and informed by interviews with Motive customers, explores how AI accuracy affects vendor evaluation, driver trust, coaching effectiveness, and measurable business outcomes, including collision reduction, operational efficiency, and return on investment. The findings are intended to help organizations better understand how accurate AI and low false-positive rates can strengthen safety programs and improve business performance.

Learn more about Motive's approach to accurate AI for driver safety and physical operations here

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