

## **EcoGo - Cost optimization based on vehicle usage pattern analysis**



### APPLICANT

- Seacon Europe Ltd. (<https://www.seacon.hu/en/>)

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Due to the nature (activity) of the companies operating vehicle fleets, the possible professional areas can be categorized quite well. These categories (service needs) may appear simultaneously in a given company, with greater or lesser overlap. In such cases, the company's core activity practically determines the priorities. For example, in the case of transport companies, transport organization and optimization are important, while in the case of a dealer or leasing company, the sales process based on technical records - possibly supplemented with operational services - is important.

### **THE MAIN - BUT INTERACTING - AREAS**

1. *General fleet management, fleet administration, possibly fleet controlling (in our case Seafleet)*
2. *GPS-based vehicle tracking (typically with vehicle asset protection, sometimes with attempts at driver behavior analysis)*
3. *Transport organization and optimization (typically with vehicle tracking and asset protection)*
4. *Fleet sales, leasing (typically with operation support, possibly with maintenance services)*
5. *Maintenance services*
6. *Cost-cutting, life and environmental protection solutions based on vehicle operation behavior analysis and driver behavior analysis (possibly supplemented with driver education based on this)*

Our goal is to interface with a specific on-board device manufacturer or a company providing vehicle tracking and vehicle asset protection to develop a prototype that will be suitable for performing the analyses necessary for the economical operation of vehicles, and will also find correlations between vehicle usage habits and the operating costs incurred, based on the data of the vehicle tracking system and the technical and cost data of our Seafleet product on the market

We want to provide a solid foundation for the future expansion and market application of the solution in multiple directions (even to be implemented in more projects). Planned possibilities include:

**POSSIBILITIES FOR FUTURE EXPANSION**

- 1. Based on the experience of the first vehicle tracking system, integrate additional on-board devices and tracking systems. Any manufacturer can provide data, which they want*
- 2. Expanding the analysis portfolio, i.e. the continuous expansion of the definitive rule based system*
- 3. Using artificial intelligence solutions, uncover hidden correlations between collected data from many sources*
- 4. Implementing fleet management support*

In the practice of companies providing GPS-based fleet tracking, it has become a common and regularly used phrase to “feedback on driving habits” and to present the savings and benefits that can be created from the data provided. The practical experience of users is rarely in line with the possibilities. All elements of the development process must function properly to achieve success.

**PROBLEMS EXPERIENCED IN THE VALUE CHAIN, IN ORDER OF FREQUENCY**

- 1. The source of driving habits – a device that provides events – is too flat, the data derived from it is not sufficient in quantity or quality to characterize driving style*
- 2. Few and easily refuted “events” arouse doubts in the person whose task it would be to rate the driver concerned face-to-face on this basis*
- 3. Driver development equals change management. The objective measurement method applied in vehicle driving enables rating and carries the possibility of development*

Statistics on individual drivers' driving habits, vehicle condition, repair and maintenance needs – especially long-term statistics spanning several years – are also crucial. Data from multiple, combined sources provide a credible assessment and easy presentation, allowing the parties – the driver development person and the driver – to engage in an objective, forward-looking dialogue.

**THE DUAL GOAL OF ECOGO**

- 1. To ensure that the dialogue between the parties is well-founded in every respect by using the full range of data sources and advanced data analysis methods*
- 2. To prepare our clients (customers) for the effective development of drivers, using the EcoGo system*