

CUSTOMER CASE STUDY



How OOCEP in Oman put safety first, and kept it there

Risk was high and OOCEP needed a proven solution, fast

Oman Oil Company Exploration & Production LLC (OOCEP), an upstream oil and gas company based in the Sultanate of Oman, is a subsidiary of Oman Oil Company S.A.O.C (OOC). The company's fleet includes 72 vehicles, which is used for the movement of men and material to and from its various assets in the region. Upon assessment, it was determined at OOCEP that certain driver practices, such as over speeding and harsh braking, were resulting in a dangerously high percentage of 'near-miss' incidents, often placing the company, its drivers and other road users at unnecessary risk. The company had an urgent requirement to address this, as well as the need to reduce unauthorised trips.

A MiX solution for driver safety

In January 2013, OOCEP signed a partnership agreement with MiX Telematics channel partner in Oman, FMSi, and opted for driver behaviour monitoring through MiX Telematics. FMSi installed MiX units across OOCEP's fleet over a period of eight months, while consulting with the customer as to the value of making the solution a day-to-day part of their operation. Drivers were educated as to how the solution could enhance safety and enable them to become better professionals, rather than viewing the technology as an "on-board policeman".

The solution, MiX SafeDrive, incorporates an In-Vehicle Monitoring System (IVMS) and a web-based fleet management platform. It identifies and alerts drivers of risky driving manoeuvres, such as speeding, harsh acceleration, or harsh braking, giving them the means to improve their driving style in real-time. The solution also includes MiX Vision, an in-cab video monitoring system by MiX Telematics, which provides video clips of both the road and the driver cab should an incident occur.

FAST FACTS

CUSTOMER	Oman Oil Company Exploration & Production LLC (OOCEP)
CHANNEL PARTNER	FMSi Oman
REGION	Oman
BUSINESS	Exploration
INDUSTRY	Oil & gas
TOTAL FLEET SIZE	72 vehicles
CUSTOMER SINCE	January 2013
SUBSCRIPTION	MiX SafeDrive, with MiX Vision
AIMS	To identify and monitor drivers; to reduce near-miss incidents; to reduce violations such as speeding and harsh braking
WEBSITE	www.oocep.com

“As part of OOCEP's commitment to continuous improvement in HSE management and especially in road safety, we have implemented many controls over the years. One of such controls is deploying a tool to monitor driving performance in our operations and inculcate positive driving behaviour amongst our personnel. MiX Telematics and FMSi are our partners who have helped us adopt a proactive approach and enabled us to maintain a strong road safety culture.”

Mr Nasser Al Yaarubi, Head of Resilience, OOCEP

OOCEP maintains fantastic safety results, thanks to partnership with MiX and FMSi

Potential accident rates decreased from 70% in early 2013 to 0% just one year following the implementation of the MiX SafeDrive solution. This includes a sharp reduction in speeding violations: from 700 incidents in early 2013, to zero, one year later. Geo-fencing was effectively used to manage speed limit adherence in different areas. Cumulatively, major violations such as speeding, harsh braking and harsh acceleration dropped from over 3,000 in early 2013, to only 137 at the end of 2015 – three years later. This means that the company has achieved and maintained an incident rate close to 0%, thanks to the MiX solution. They're delighted to be maintaining this exceptional driver safety standard.

Managers at OOCEP reported that the solution also enabled them to easily provide feedback and coach drivers. In addition, they were better equipped to expand the management capability of vehicles, while improving driver attitudes towards safety and compliance. In early 2013, the number of 'red band' or 'high-risk' drivers exceeded the number of 'green band' or 'safe drivers'. In just three months, this pattern changed, with the number of 'green band' drivers overtaking 'red band' drivers. After one year, 90-100% of drivers were rated 'green band', with this figure maintained three years later.



0%

AFTER 1 YEAR

POTENTIAL ACCIDENT RATE reduced from 70% to 0%.



0

AFTER 1 YEAR

SPEEDING INCIDENTS down from 700 to 0.



90%

AFTER 1 YEAR

GREEN BAND drivers jumped from 30% to 90%.



0%

AFTER 3 YEARS

MAJOR VIOLATION* incident rate dropped to 0%, and has been maintained.



* speeding, harsh braking, and harsh acceleration.

About MiX Telematics

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for safety, efficiency and security.

About FMSi

FMSi (Fleet Management Systems International) provides a complete range of fleet management services to more than 300 customers in the Middle East/North Africa region with a key focus on the oil and gas industry, while managing a portfolio of around 20,000 vehicles. Headquartered in Dubai, FMSi has successfully implemented MiX Telematics fleet management solutions for customers in Oman and the United Arab Emirates.

