

CUSTOMER CASE STUDY



Long-term benefits for leading recycling and waste management company

Outside the box

DS Smith is the UK's largest paper and cardboard recycler, and one of the leading full recycling and waste management companies. They started out in 1940s as an East London box-making company run by the Smith family and went on to list on the London stock exchange in the late 1950s. DS Smith has a strong presence in 37 countries, employing more than 28,000 individuals worldwide.

The company specialises in closed-loop recycling solutions that keep quality recycling in the supply cycle for as long as possible to capture its maximum value. This process ensures real longevity for resources and diverts waste from landfill or incineration more successfully.

DS Smith set numerous goals for their fleet including improving current safety and efficiency standards, reducing costs and benchmarking drivers. To achieve these goals, they partnered with MiX Telematics to implement a telematics solution that accommodates driver performance management.

Consultative driver management

Based on DS Smith's goals and an analysis of their fleet's current status, MiX Telematics recommended the MiX Fleet Manager solution with RIBAS Display.

RIBAS is a dashboard-mounted driver display that uses green, amber and red status lights to reflect driver behaviour on the road. These lights notify drivers when they are driving the vehicle correctly (green), when a parameter is close to being exceeded (amber) and when a driver has failed to correct behaviour even after a warning notification has occurred (red).

The following pre-programmed parameters or behaviours are measured with the RIBAS display:

- R** = over-revving
- I** = excessive idling
- B** = harsh braking
- A** = harsh acceleration
- S** = over-speeding

MiX also set up a personalised driver scoring system based on the

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| FAST FACTS | CUSTOMER | DS Smith Recycling UK Ltd |
| | REGION | United Kingdom |
| | BUSINESS | Recycling transport |
| | TOTAL FLEET SIZE | 101 |
| | CONNECTED VEHICLES | 101 |
| | VEHICLE TYPES | Heavy goods vehicles |
| | CUSTOMER SINCE | 2015 |
| | SUBSCRIPTION | MiX Fleet Manager with RIBAS Display and driver identification |
| | AIMS | Improve efficiency and safety, reduce costs, benchmark drivers |
| | RESULTS | Reduced harsh acceleration, harsh braking, excessive idling and over-revving |
| WEBSITE | https://www.dssmith.com/recycling | |

RIBAS parameters. The system was calibrated so that a benchmark score of 95% or above represented green-band driving. When poor driving events are generated, drivers' scores drop. Depot league tables were introduced to encourage healthy competition between drivers.

The solution was rolled out in two phases in 101 vehicles across a total of nine depots. This approach allowed for more time to be spent on each depot, vehicle and driver. The first phase involved MiX consulting with drivers, demonstrating how the solution works and how it would impact them. Driver input and acceptance is always key in the success of a telematics solution, especially in cases where driver performance is being monitored. In the second phase, 6 months after implementation, the focus was on maintaining the results received in phase one.

Unpacking the benefits

DS Smith has benefited significantly since partnering with MiX Telematics – in both phases of the project. This is due to the use of the RIBAS system, the intense focus on driver performance, and MiX’s dedicated consultancy service.

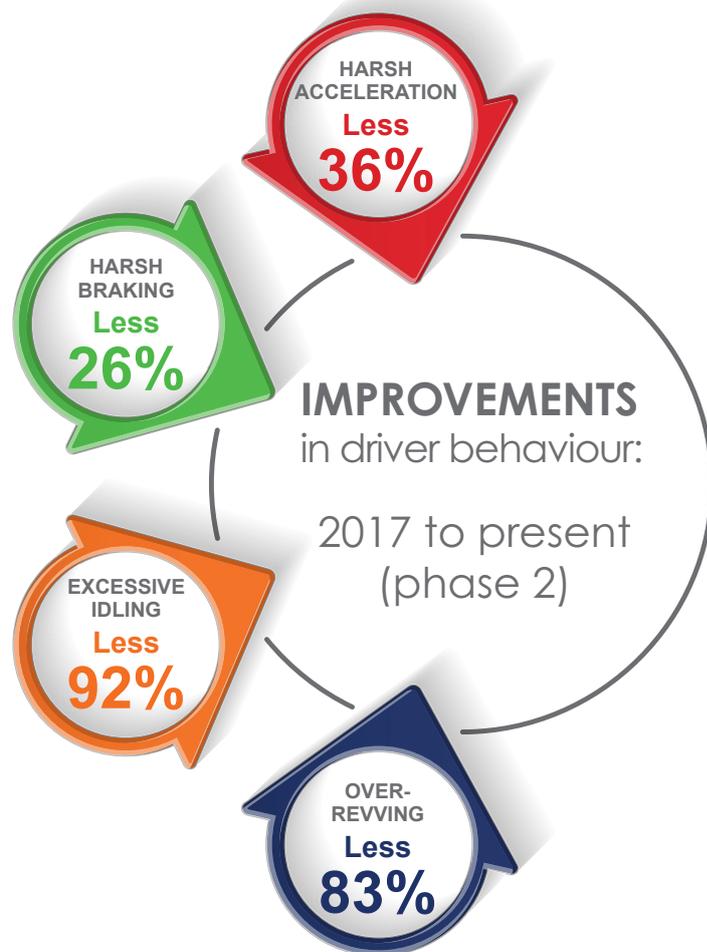
Within six months of implementation (in phase one), DS Smith could already see significant improvements in driver behaviour (including harsh braking and harsh acceleration), driver scores, fuel consumption and road safety.

In phase two, the initial results were cemented through continued driver engagement and a customised workshop programme. The programme focussed on coaching drivers about RIBAS, safe and fuel-efficient driving techniques, interpreting scoring reports and using the MyMiX driver app to view their scores.

DS Smith plans to expand on what is currently implemented to strengthen their fleet even more. Their plans include continuing to use the expertise of MiX consultants, who work with drivers on their performance, and developing driver profiling and trends using MiX Insight Agility (a customisable reporting tool).

“
 With the second phase of the project,
 we are above our 95% target in every
 single depot.”

Kate Dally, General Manager – Fleet, Plant and Projects,
 DS Smith Recycling



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 efficiency, safety, compliance and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT).

