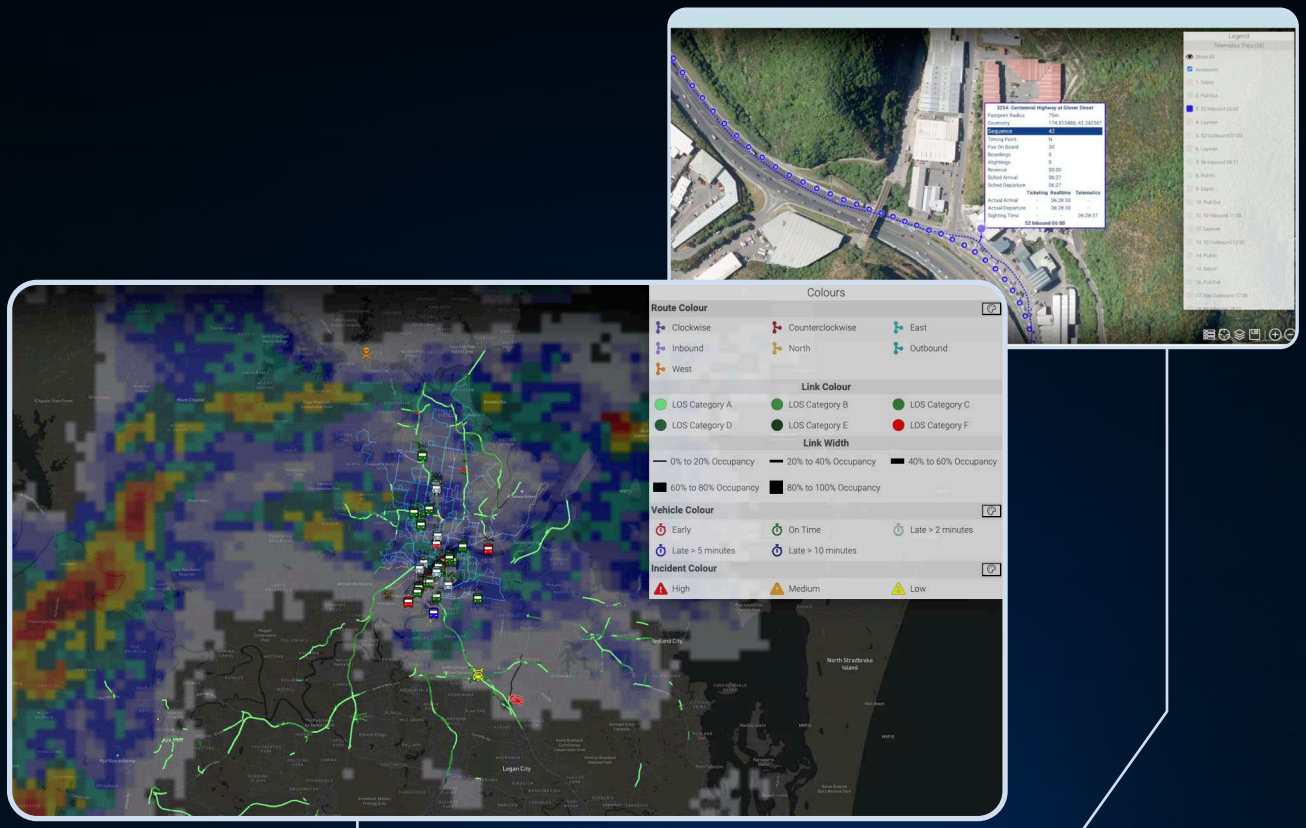
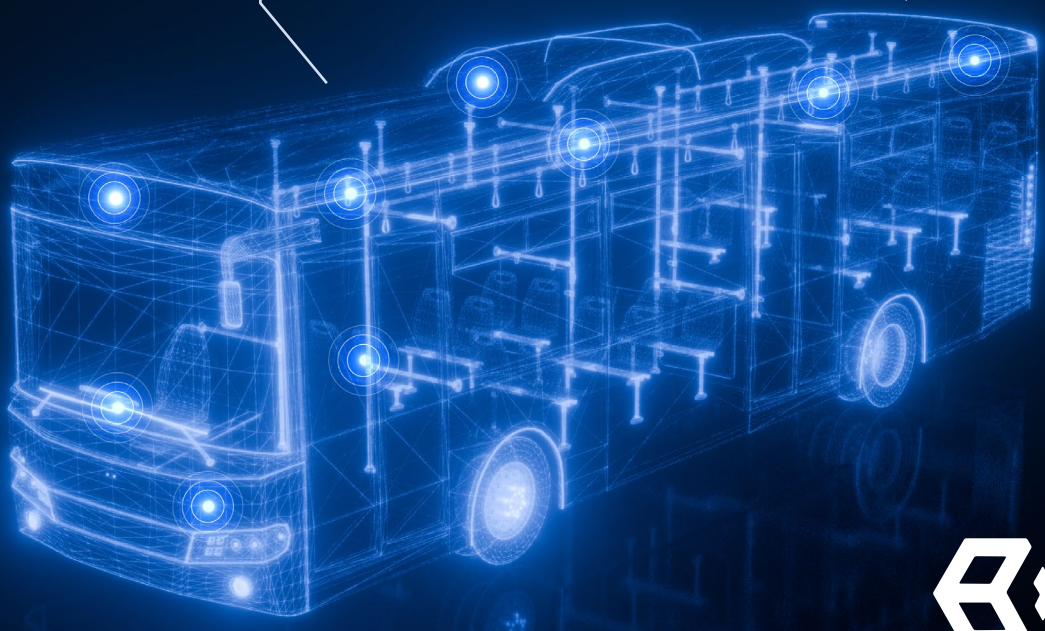
Powerful Safety Insights

- Merge telemetry and other data to surface hidden safety risks
- Assess driver behaviours and support training
- Identify other risks and problem locations in your network
- Turn data into safe services for passengers and staff





netBI
inspire curiosity

Why safety is a major issue for Australian bus operators

With 22[1] people losing their lives to bus accidents across the country in 2023, safety has remained sharply in focus for the Australian bus industry.

Aside from the tragic human consequences, safety drives straight to the heart of an organisation's reputation and commercial viability. Unsafe driving practices have both a tangible and intangible cost. The ability to operate in future, win contracts, manage costs effectively and be profitable can all be greatly affected by the safety practices of an organisation.

How data analytics technology can pinpoint safety risks

Accidents can be caused by unforeseeable external factors, but many are caused from internal factors - driver behaviour and mechanical malfunctions – both of which are within the remit of the operator.

Operators and authorities have a wealth of safety insights available to them in the form of behavioural and mechanical data, captured by telematics as well as many other on-board and network IoT systems. The challenge (and solution) is in effectively managing and analysing this data, so that accurate root causes are quickly identified, and programs put in place to address poor practices and improve safety for all stakeholders.

netBI's technology can capture data and provide analysis and reporting to help monitor key risk areas across operations and asset management, including:

- Driver behaviour, including harsh braking, acceleration and speeding;
- Asset condition, including fault and other system health alerts;
- Traffic accidents and diversions;
- On-board and off-board / platform incidents;
- Customer feedback and complaints.

The measures generated by netBI can be analysed across time, by many dimensions, at a very granular level, such as by stop, trip, route, vehicle, driver, etc. For instance, you can see if a driver is regularly speeding on certain roads or accelerating when they shouldn't be. Data will capture the conditions in the lead up to a safety event, offering the right kind of insights to properly understand the cause and take corrective actions, such as evidence backed training to yield permanent improvements.

Multiple data sources provide a 3D-like picture of events

A single source of data, without the right supporting context, will never provide the insights necessary to deeply understand the safety issues within a transport operation. netBI's unique ability to cleanse and fuse multiple data sources results in a highly granular and accurate view of the forces impacting operational safety over time. This helps to quickly surface possible solutions and focus your team's effort to where it is needed.

Key data sources which can be fused and analysed in netBI for safety reporting include:

- **Vehicle mechanical information** - mechanical malfunctions can be avoided through timely alerts and management of wearing parts, including brake pads, gearboxes and steering wheels;
- **Road congestion, traffic and incident data** – a wide variety of network IoT incident and on-board safety system data can be ingested and analysed to raise incident alerts, identify high risk zones and times, add context to the prevalence of incidents and analyse the impact of safe driving practices and preventative programs undertaken;
- **Weather data** – can be fused with operational data to understand the impact that adverse weather can have on the number, type and severity of incidents. This can support training and education, while also providing alerts to empower coordinators and drivers to proactively manage heightened safety risks;
- **Geographical, scheduling and ticketing information** – if certain areas on a route or network, relative to others, are prone to higher passenger numbers and standing loads, combined with heightened safety risks, then having the ability to visualise and drill down by different dimensions can focus your team where they can have the greatest impact.

netBI is here to help

Not only can any kind of operational and other data be ingested into netBI to analyse and report on safety related activities, clients also have the ability to configure their reporting to their unique service priorities and business rules.

Information is delivered in automated and easy-to-read dashboards, as well as graphical and spatial reports, giving service providers a holistic view of safety risks and pinpointing where improvements can be made.

Data analytics is a safety gamechanger for bus companies. netBI can help you improve customer satisfaction, empower better decision making, enhance your industry reputation and ultimately achieve your ongoing commercial goals. Get in touch now to learn more.

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[1] https://www.bitre.gov.au/sites/default/files/documents/heavy_bulletin_jun2023.pdf