

Gorski Bulk Transport Supports Drivers with PeopleNet's Video Intelligence Solution

Gorski Bulk Transport's experience with in-cab video systems started when a driver shared with company leadership a personal recording of an incident he had experienced on the highway. Without the presence of video, the situation may have led to ramifications for the driver.

When Ted Gorski, president of Gorski Bulk Transport (GBT), saw the video he made plans to install digital video recorders (DVR) in the entire fleet to capture any future events.

For Ted, the decision to start a video program was the right one. After nearly 60 years in the trucking industry, the leadership of GBT, brothers Ted and Bernard Gorski, had seen numerous innovations in transportation safety. From anti-lock brakes to anti-rollover systems and electronic logging devices, GBT had implemented many of these innovations to improve safety for its driving team. Video recording seemed like the next logical step.

However, after two years of using their own in-cab DVR solution, they felt the information received was valuable but managing the system, which included sorting through hours of video to find a single moment in time, was overwhelming. Additionally, the functionality of the DVR units was not robust enough for extended use.

An integrated solution

Ted struggled to find an alternate DVR solution that was easier to manage, so he asked PeopleNet, GBT's technology provider for the past 15 years, for advice. Through PeopleNet he learned about its Video Intelligence Solution that combined forward-facing camera technology with driver and vehicle data.

Already a fleet-wide user of PeopleNet Blu.2 units and fleet management solutions, including electronic logging devices, Ted viewed adding video intelligence as a way to create a bundled package of technology solutions that was dependable and durable.

"Given our long-standing relationship with PeopleNet, we were comfortable that the company would have a video solution that would fit our needs as an international carrier – and one that would fully integrate with our existing platforms," he said.



About Gorski Bulk Transport:

- Founded in 1957
- Headquarters in Oldcastle, Ontario, Canada
- 100 employees
- Fleet of 75 power units and 175 tank trailers
- Specializes in liquid and dry bulk transport
- Serves continental North America
- Time using standard video solutions: 2 years

In late 2015, GBT became a beta tester for PeopleNet's Video Intelligence Solution, installing the forward-facing cameras in a number of trucks. Immediately he saw the benefit of real-time video. Through PeopleNet's Video Intelligence Solution, GBT uses its own company-controlled settings for the onboard event recording (OER), to automatically record videos triggered by an event or the driver. This information is then delivered directly to GBT's safety team for tracking and analysis.

“We want to help our drivers be the best they can be,” Ted said. “It’s difficult for someone in the back office to understand what issues drivers are experiencing over the phone or via email. Video intelligence is our way to see what the drivers are seeing, remove uncertainties and better support our drivers in the field.”

Ted also shared information about the Video Intelligence System with GBT's insurance provider to share the steps the company was taking to improve the safety of its vehicles. The insurance provider was impressed with the benefits of the solution and plans to raise awareness of the technology with its other transportation customers.

The next phase

Soon the entire GBT fleet will be equipped with PeopleNet's Video Intelligence Solution, and Ted is looking forward to using features like the Safety Analytics Dashboard, which brings big data into one place. Using recorded video events, Compliance, Safety, Accountability (CSA) analytics, vehicle speed, hours of service (HOS) and driving behavior, the data is used to help point the carrier towards opportunities for improvement and document key highway events.

Eventually, Ted would also like to add side-view and back-up cameras, bringing additional support to GBT's team of drivers.

“There are a lot of vehicles on the road that get in the way of good, safe operations,” Ted said. “Having a resource like video puts a carrier in a position to support its drivers and customers and ultimately to improve the safety and efficiency of its business.”

ABOUT PEOPLENET

PeopleNet provides fleet mobility technology for North America's land transportation industry that enables greater levels of safety, compliance, cost reduction and customer service. The company's fleet mobility system combines network communications, mobility and analytics to create the next generation standard in technology-driven fleet performance and decision-making management. Its products are used by more than 2,000 truckload, LTL, private, and energy services fleets in the United States and Canada, including several Fortune 500 companies. The company aggressively develops new products that continue to improve fleet management. PeopleNet is a Trimble (NASDAQ: TRMB) Company and part of its international Transportation and Logistics Division. PeopleNet was named as a key factor in Trimble's top ranking by ABI Research's 2015 Commercial Fleet Telematics Competitive Assessment. PeopleNet's ConnectedFleet™ was recognized as a 2016 Top 20 Product by Heavy Duty Trucking.

For more information about PeopleNet and its products, call (888) 346-3486, or visit www.peoplenetonline.com.