

# SafetyDirect

by RandMcNally



# SafetyDirect

## What is it?

SafetyDirect 5.5 is Rand McNally's premium safety reporting platform with video capture capabilities. This system ensures instant access to real-time data from day one. It enables customer to receive actionable data on events from the vehicle's ADAS system diagnostics, radar, and cameras providing insights that enhance decision-making and reduce risks.

## Why is it important?

Protects drivers by coaching them using complete video and engine data. Alerts provide warnings and critical safety system information, enabling you to take action to help prevent safety incidents. Captured video and data can help reduce fleet liability, cost of litigation and claims.

## How to Spec?

SafetyDirect 5.5 hardware can be spec'd on Gen5 Cascadia and comes with one-year base subscription included. Premium upcharge subscriptions can be opted at the time of new truck order.

## Key Features:

- Seamless integration upon delivery
- Reduced installation hassles
- Warranty coverage with the vehicles' systems
- Financing hardware and subscription
- Automatic Event Ranking (AER), can cut time spent on manual safety reviews by up to 70%
- DVR with battery backup
- Customizable reporting
- More accurate assessment of incidents
- More effective driver coaching



The screenshot displays the SafetyDirect 5.5 software interface. At the top, there's a navigation bar with options like 'Fleetmap', 'Events Map', 'Assets', 'Time Mgt', 'Jobs', 'Logbooks', 'My Logbook', 'Reports', 'Dashboards', 'Rand ELD', 'Subscriptions', and 'Tools'. The main content area is divided into several sections:

- Events Map:** A list of events with filters. The selected event is 'Harsh Braking' on 01/09/2025 at 13:24:37.
- Event Video:** A video player showing a road scene from the vehicle's perspective.
- Pre & Post-Event Statistics:** A line graph showing various metrics over time, including Vehicle Speed (mph), Time to Forward Vehicle (seconds x 10), Braking Force (g) x 10, Turning Force (g) x 10, Brake Pedal (% pres.), Speed of Forward Vehicle (mph), and Brake Switch (on/off).
- Event Details:** Information for the selected event, including Asset (test-imei-001), Driver (Dale Earnhardt), Location (Little Sandy Desert, WA, 6646 AU), and Heading (33 km/h @ South).

# SafetyDirect – Value for the Dealer

## Spec'ing SafetyDirect Hardware

### Active Option codes for easy spec

- Opportunity for hardware markup
- Leverage existing fleet safety programs
- Proven in market

### Pre-Installed at production

- Hardware covered by warranty
- Customer preferred financing
- Video and event storage and retrieval

### Support and training

- Dealer and customer training in-person and archived
- Troubleshooting support from Rand McNally
- DO NOT CUT AND PASTE FROM PREVIOUS ORDERS

## Upgrading SafetyDirect Subscription

### New multiyear subscription codes

- Opportunity for premium subscription markup
- First year, included in hardware
- 3, 4, 5 year premium upgrades

### Onboarding and Activation

- Subscription preprogrammed and active at time of delivery
- Customer onboarding by Rand McNally
- Portal support by Rand McNally

### Customer Engagement

- Data, video and reporting sent by Rand McNally
- Safety focused fleet loyalty to dealer and Rand
- Spec, upgrade and forget

# SafetyDirect – subscription Basic vs Premium

## Features definition:

### Basic

- Limited access
- Data files sent via csv report, includes AER
  - Customizable date ranges
- Critical event only / Data extraction - \$5000
- 30 Day data retention
- Limited video access / No Data Overlay

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### Premium

- Full portal access
- OTAP updates
- Practical AI, AER full features
- Multiple camera inputs including Driver Sate Monitoring
- 90 Day data retention, annual cold storage
- DVR data recall fee is reduced to \$1000.
- All features with Rand McNally platform
  - Event Mapping, Dynamic routing, ELD, Geofence, Workflows
- Custom API feeds where applicable
- *Basic and Premium will have visibility to Rand/SD integrated portal but not similar features and accessibility.*



# SafetyDirect - Ordering process

Resources: Highspot

Affected models: 5<sup>th</sup> Gen Cascadia

Order Codes	Length of Subscription	Definition
7B8-003	New hardware sales code for Fifth Generation Cascadia	SDP5.5 with cellular data service. Comes standard with 8D5-201.
8D5-201	1-year, Basic portal access, active at time of delivery to dealer. <b>Included in the hardware</b>	Subscription service will be active for one year. Rand will support onboarding and activation with customer as well as manage service
8D5-203	3-year, Premium full portal access, prepaid and active at time of delivery to dealer (optional)	Subscription service will be active for three years. Upgraded service, Rand will support onboarding and activation with customer as well as manage service. Can be added to financing sale price.
8D5-204	4-year, Premium full portal access, prepaid and active at time of delivery to dealer (optional)	Subscription service will be active for four years. Upgraded service, Rand will support onboarding and activation with customer as well as manage service. Can be added to financing sale price.
8D5-205	5-year, Premium full portal access, prepaid and active at time of delivery to dealer (optional)	Subscription service will be active for five years. Upgraded service, Rand will support onboarding and activation with customer as well as manage service. Can be added to financing sale price.



- 8D5-201 | 1 YEAR RAND MCNALLY INCLUDED WITH SPD5.5 FOR THE FIFTH GENERATION CASCADIA
- 8D5-203 | 3 YEAR RAND MCNALLY PREMIUM SPD5.5 SUBSCRIPTION FOR FIFTH GENERATION CASCADIA
- 8D5-204 | 4 YEAR RAND MCNALLY PREMIUM SPD5.5 SUBSCRIPTION FOR FIFTH GENERATION CASCADIA
- 8D5-205 | 5 YEAR RAND MCNALLY PREMIUM SPD5.5 SUBSCRIPTION FOR FIFTH GENERATION CASCADIA



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