Innovation in software

around fleet management and enterprise mobility

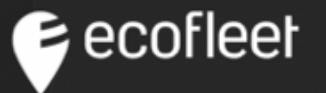Jüri Tarkpea, Development director, Ecofleet

Ecofleet story

we are a software as a service company

for 10 years
we have built tools for mobile enterprises

to maximize efficiency
and minimize waste

FleetComplete® | ecofleet

The most common problem
in software development

is with listening what the user says.

User says:

I want to know where my company vehicles are!

I want to make sure the drivers use the cars efficiently!

Developer says:

Let's build a map!

Let's build a report!

The problem with that

with every gain, there is a pain

with every gain, ~~there is a pain~~?

Changing of the behaviour

Motivation

Why no motivation?

No goals

No visible impact

No feedback about progress

No need

„I'm a good driver"

Table 1
Distribution of percent of estimates over degree of safe and skillful driving in relation to other drivers. Higher percentiles represent less risky and more skillful driving.

	Estimated position in sample (percentiles)									
	0–10	11–20	21–30	31–40	41–50	51–60	61–70	71–80	81–90	91–100
Safety										
US sample	2.5	0.0	5.0	0.0	5.0	2.5	2.5	22.5	37.5	22.5
Swedish sample	0.0	5.7	0.0	14.3	2.9	11.4	14.3	28.6	17.1	5.7
Skill										
US sample	0.0	2.4	2.4	2.4	0.0	12.2	22.0	12.2	26.8	19.5
Swedish sample	2.2	6.7	2.2	4.4	15.5	17.7	11.1	24.4	13.3	2.2

Ola Svenson, Acta Psychologica #47, 1981

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>80%

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Elements of motivation

Autonomy
„I feel in charge"

Value
„It is a good thing to do"

Competence
„I'm getting better at this"

https://www.scientificamerican.com/article/three-critical-elements-sustain-motivation/

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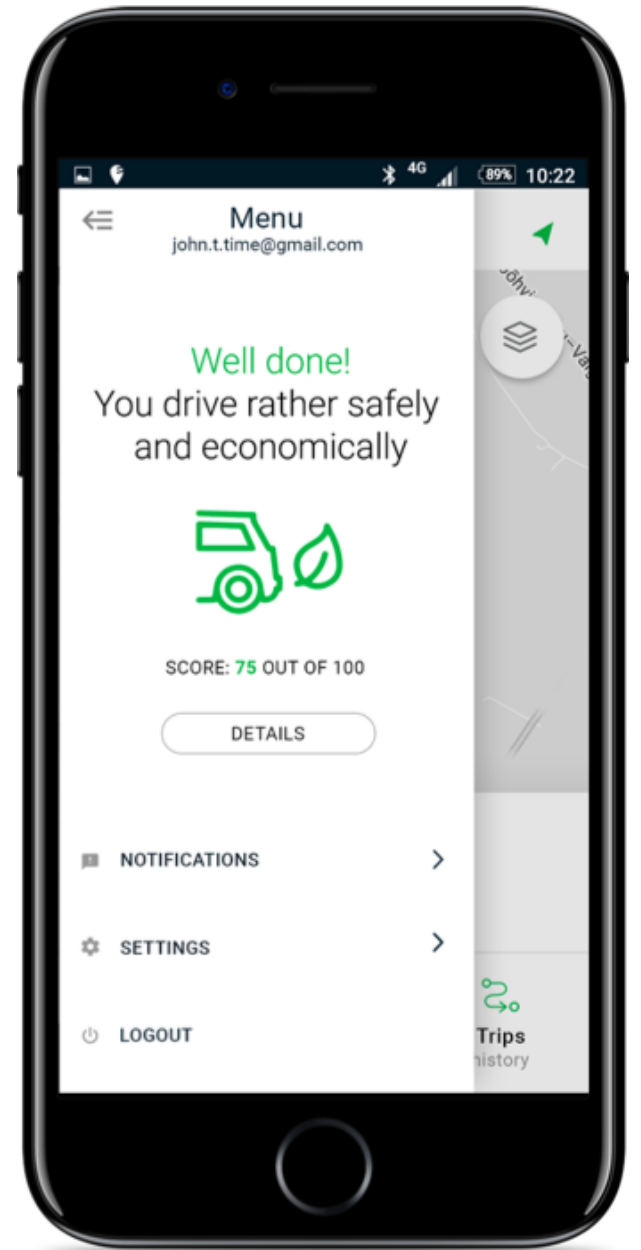
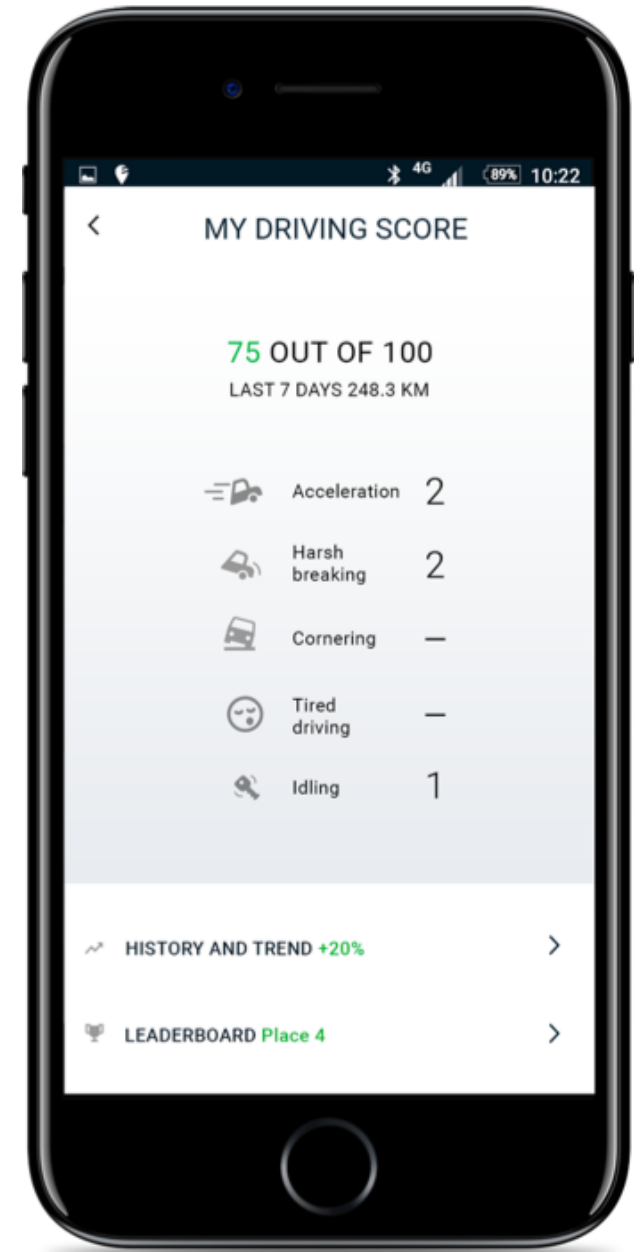# Create motivation without fleet manager

No goals → set goals

No visible impact → display impact

No feedback about progress → give feedback
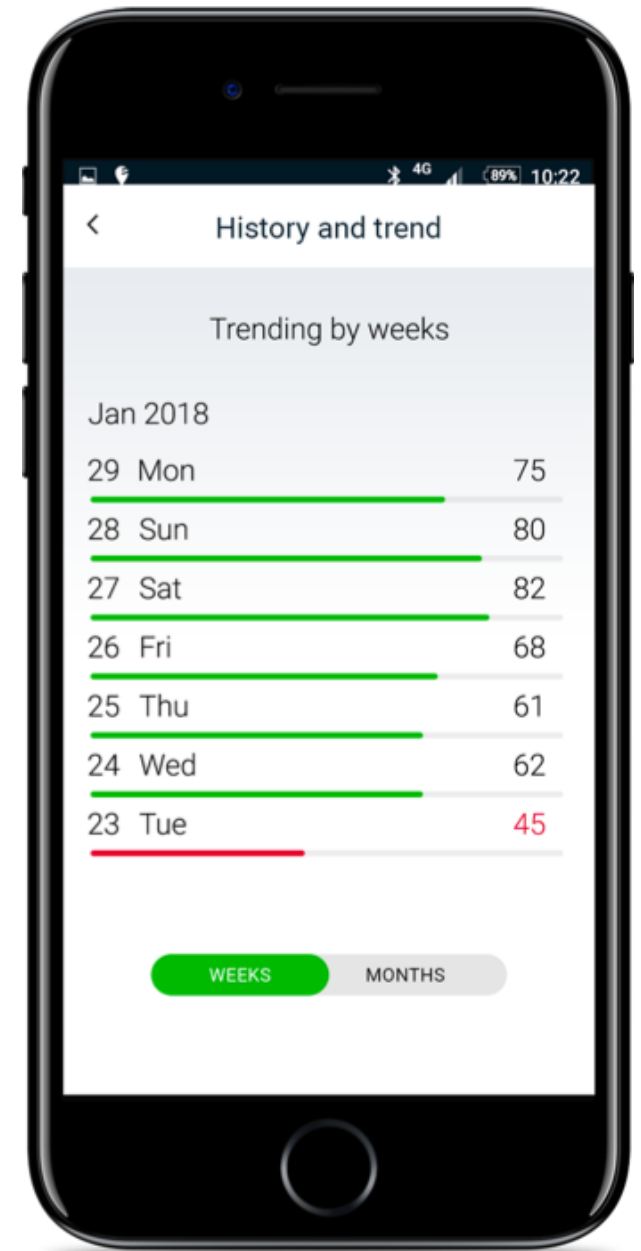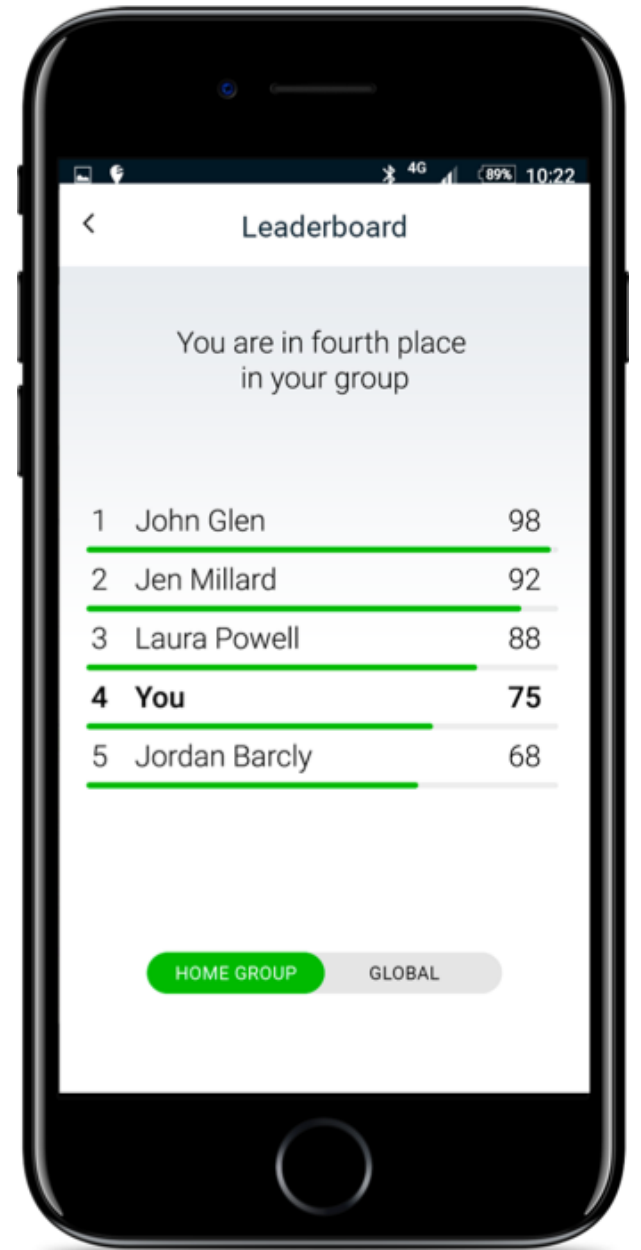
No need → show the need

Instant feedback

Detailed feedback

Show progress

Reward

Test group results

33%   33%   33%

Active participants   Passive participants   Don't care

Key factors of successful gamification at work

It is a (fun) game, not means of punishment
The rules must be simple and clear for everybody

More material rewards
Management participation

How long is motivating people relevant?

Carsharing / Ridesharing

Autonomous vehicles

Machine learning

Carsharing / Ridesharing

Autonomous vehicles

Machine learning (in virtual reality)

Ecofleet news

31 JAN 2018

Press release: Fleet Complete acquires Ecofleet, advancing its expansion in Europe

Company enters new markets in Scandinavia and Baltic states through acquisition of Ecofleet, reaching global subscriber base of over 400,000

(Jan 31, 2018 – Toronto, Canada) – Fleet Complete, the fastest-growing provider of IoT solutions in the connected commercial vehicle space, announced today its acquisition of Ecofleet, the leading fleet telematics player in the Nordic and Baltic regions. Terms of the transaction were not disclosed. This is Fleet Complete's second acquisition in Europe since ITmobile in 2016 (now operating as Fleet Complete Europe), establishing a presence in the Netherlands, Belgium, Luxemburg, Austria and, recently, Germany.

Ecofleet is the current top telematics provider in the north European market, offering cost-effective, high-benefit mobile asset management solutions in Denmark, Finland, Sweden, Norway, Estonia, Latvia, and Lithuania. The

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