



Challenge

Iron Mountain pursued a comprehensive program to cut road incidents in 2008 in partnership with its insurance provider Zurich. Iron Mountain cut accidents by 71%, but it wanted to improve this further.

Solution

Zurich worked with Iron Mountain to deploy GreenRoad's service across Iron Mountain's fleet of trucks and vans in the UK and Ireland.

Results

- Immediate ROI, covering costs from day one
- A 15% increase in MPG across the fleet
- 13% reduction in incidents
- 14% reduction on insurance premium for 2011



With the Help of GreenRoad, Iron Mountain Cuts Driving Incidents 13%, Achieves 15% Fuel Savings, and Achieves an Immediate ROI

"GreenRoad helps with both improving safety and our mandate to reduce fuel consumption. We complement GreenRoad's service with intensive driver training and fleet management software, resulting in a phenomenal 15% fuel savings."

Rory Morgan, Iron Mountain National Logistics General Manager.

Background

Iron Mountain, a global leader in information management, helps organizations around the world reduce the risks and costs associated with storing, protecting and managing company information. Iron Mountain's fleet of 430 vehicles in the UK and Ireland includes 290 vans and various types of heavy goods vehicles (HGVs).

At the end of 2008 the company set out to significantly improve their driving culture, in particular to:

- Reduce the risk of harm to employees and others
- Reduce the number of incidents
- Reduce costs
- Fulfill their legal duty under Health & Safety legislation
- Meet planned corporate social responsibility objectives

Iron Mountain embarked on a comprehensive risk assessment program for all commercial vehicle drivers, which reduced reported incidents by 71% and cut the cost of claims by 43% in just two years. Iron Mountain received recognition for its innovative safety program by achieving a 'Highly Commended' at Brake's 'Awards for Excellence' 2010 competition, in the Company Driver Safety (Smaller fleets) category (and several other awards in 2011).

Rather than rest on its laurels, however, the team at Iron Mountain took these initiatives further by deploying GreenRoad across its entire fleet in partnership with its insurance provider, Zurich. Zurich aims to help customers reduce their collision claims rate and insurance premiums by using GreenRoad to achieve a more effective approach to risk management.

Iron Mountain signed up for a trial of GreenRoad's service through Transport for London (TfL)'s Freight Operators Recognition Scheme (FORS). To encourage safer driving, TfL offers GreenRoad's service to all members for free for the first three months.

Recognition



- 2011 Fleet News 'Fleet of the Year 250-500 vehicles'
- 2011 Brake Awards for Excellence
- 2011 Motor Transport 'Van Fleet Operator' - Highly commended
- Member of Van Excellence Governance committee
- GreenFleet Magazine Private Sector Fleet (250-500 vehicles) of the Year Award 2010 and 2011

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Results

A pilot project in 2010 involved 32 Iron Mountain drivers using GreenRoad's service and delivered spectacular results. Iron Mountain saw MPG averages increase by 14%; an 80% reduction in risky maneuvers; and an 80% reduction in incidents compared to the previous year. While using GreenRoad's service over a ten-month period in 2010 the company submitted just three minor insurance claims.

After achieving a 15% MPG improvement across the fleet, the company has also implemented GreenRoad's new Idling Performance Management feature, which typically delivers a 2 – 5% drop in fuel consumption. By applying sophisticated filtering to the unavoidable idling that occurs at traffic lights and junctions, it quickly identifies specific drivers, vehicles, or trips that negatively impact fuel performance based on client-defined policy thresholds.

GreenRoad's Idling Performance Management service went live in late February 2011 in 430 Iron Mountain HGVs and LCVs across 30 depots in the UK and Ireland and is now used by 500 plus drivers. Results to date (September 2011) show a reduction of vehicle incidents by 13% on the same period in 2010 and own damage costs down by 40%. Iron Mountain was one of the first to also deploy GreenRoad's optional Posted Speed Performance feature (also known as "Speed by Speed Zone") across its entire fleet to highlight any speed violations by drivers.

About Iron Mountain

Industry: Information Management Services

Headquarters: Boston MA (Implementation in UK)

Description: Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organizations lower the costs, risks and inefficiencies of managing their physical and digital data. The Company's solutions enable customers to protect and better use their information – regardless of its format, location or lifecycle stage – so they can optimize their business and ensure proper recovery, compliance and discovery. Founded in 1951, Iron Mountain manages billions of information assets, including business records, electronic files, medical data and more for organizations around the world. Visit www.ironmountain.com.uk for more information.

Iron Mountain's drivers have performed so well that it created an ultra-low risk category of 'blue' drivers as a subset of its 'green' drivers. 75% of Iron Mountain drivers are now achieving this on a consistent basis. All of its locations are reporting an overall green score with the majority being blue most weeks.

"We believe that one of the key success factors in any work-related road risk management strategy is to develop the on-road safety culture. Drivers need to recognize that there may be opportunities to improve their own driving. We have developed a communications strategy to ensure that we help drivers understand the importance of driver behavior," said Rory Morgan, Iron Mountain's National Logistics General Manager.

He continued, "The success of our risk management program is a result of the close collaboration between internal stakeholders (the operations team, the transport managers, the risk management team, and senior management), third parties including Transport for London and Zurich, and GreenRoad."

Future

Iron Mountain management is reviewing how to use these results to further encourage a continuous improvement culture amongst the drivers. "Managing work-related road risks is not a short-term fix, and has to be reassessed on an on-going basis to ensure that any reductions in claims and collisions are sustainable, and so that further improvements can be made," said Andy Price, Practice Leader - Motor Fleet, Zurich Risk Engineering. "With Iron Mountain's investment in in-house driver trainers, and a wide range of risk reduction strategies in place or being planned, the business remains focused on ensuring that the impressive reductions continue."