



#### CUSTOMER SUCCESS STORY

# Daytona Beverages Implements an AI-First Safety Program with Nauto

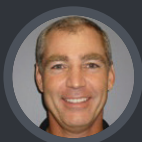
#### WHAT THEY DO

Daytona Beverages is principally an Anheuser-Busch distributor, delivering 4.5 million cases per year. They have served the Florida counties of Volusia and Flagler since 1995, earning a reputation as the most service oriented and cost efficient beer distribution organization.

Daytona Beverages' Owner and Executive VP of Strategic Planning & Business Advancement, John Ufheil, has been in the industry for 24 years overseeing operations and fleet. He manages the fleet's insurance and constantly evaluates the risks and rewards for his business, fleet, and drivers.

#### WHAT THEY'RE SAYING

“With Nauto, I have changed my drivers' behavior for the better. It is by far the best AI safety platform I've seen on the market.”



John Ufheil  
Executive VP of Strategic Planning and Business Advancement and Co-owner



#### CHALLENGES

##### Keep drivers safe and focused while on the road

Prior to Nauto, distracted driving was an issue. Even with a zero tolerance policy on cell phones and electronic devices, drivers were still using them heavily, as well as exhibiting other high risk behaviors such as eating and reviewing paperwork while driving.

Speeding among drivers was another issue. While they were using a GPS-based tool that provided some insight into possible speeding risk, the required context to enable effective driver coaching and incentives was not available.

##### Prevent wrongful claims due to brand visibility

Daytona Beverages found themselves a frequent target for wrongful claims due to the high brand recognition that came from being an Anheuser Busch distributor.

#### RESULTS



##### Effective enforcement of safety policies

Nauto's On-Demand Coaching has helped Daytona Beverages track compliance to their zero tolerance policy around cell phone and electronic devices. In addition, they have been able to design, implement, and enforce a new policy around eating while driving to protect drivers while they are on the road.



##### Augment and improve existing safety programming

With Nauto's real-time in-vehicle capabilities, Daytona Beverages was able to gain insight immediately and communicate the value of Nauto to their drivers. The insights provided by Nauto has helped them to review risky behavior with their drivers and implement new training. In addition, follow up measures have been implemented for drivers whose scores remain below an acceptable threshold.

“You can't be proactive or get the context you need to be an effective coach with any other solution. That's what sold me on Nauto. They're the only one out there that can enable a fleet to **be proactive**,” said Ufheil.