Roughly 4 million heavy commercial trucks currently operate within North America. To stay competitive, trucking companies must quickly and cost-effectively conform to the strict safety rules and regulations recently adopted in the United States, which affect Canadian carriers that haul into the US.

To solve this market need, Fleetmetrica Inc., a new business venture incorporated in Ontario, approached George Brown College in early 2011 for support in developing a beta version of their SafetyMonitor™ product. SafetyMonitor™, an innovative and patent-pending technology, helps truck fleets improve overall road safety. This product simplifies fleet safety monitoring by organizing data collected from onboard ‘black boxes’, reducing the need for additional staff and resources.

Working with Professor Ylber Ramadani and students from George Brown’s School of Computer Technology, Fleetmetrica’s development team rolled out a beta version to pilot carriers in 2012. Early adopters reported a reduction in accidents and a significant drop in fuel consumption.

Students worked alongside the company to refine and optimize the SafetyMonitor system, later bringing in George Brown design students to enhance the product’s aesthetic.

The students came to be experts on the subject, to the extent that one of the students was hired on at Fleetmetrica to finish what he started. "Working on the Fleetmetrica project has not only increased my technical skills and interpersonal skills," said newest staffer Zhongyan (Joe) Guan, "but it’s also given me valuable insight into the transportation industry."

Based on initial feedback, SafetyMonitor™ is currently undergoing essential upgrades and optimization. Fleetmetrica is also conducting formal efficacy testing of SafetyMonitor™ in an expanded pilot involving carriers across Canada with Natural Resources Canada’s participation. The SafetyMonitor™ project has enabled Fleetmetrica to go-to-market with a fully functioning, consumer-ready version of their product.