

## Case study: Drivosity



Location: Winter Park, FL

### The client

Based in Winter Park, FL, Drivosity was founded in December, 2015 as a reply to a simple question: How can technology address the growing importance placed on driver safety in the delivery industry while aiding in the rising costs associated with employing those drivers? Through an entire fleet of tracking technology, Drivosity gives visibility and insight to individual driving habits utilizing a GPS-based fleet tracking system for some of the top companies in the pizza and sandwich delivery industry. Logging over a million deliveries since its launch, Drivosity's products have been proven to increase employee productivity, driver efficiency and overall road safety.

### The challenge

With the recent explosion of restaurant delivery services arising out of the needs and demands of millions of consumers nationwide, owners and operators were faced with additional costs associated with their insurance policies. Some of these businesses inevitably struggled to afford the increased premiums from operating vehicles in order to deliver food as part of their services; predictably, those prices vary wildly depending on the size of the operation, or if drivers are using their own vehicle versus a company car. Restaurateurs needed a solution that could verify driver behaviors and safe practices to help combat these costs, and even lower them over time.

### The solution

"We were in our infancy," begins Drivosity CEO Brian Moroney, "and bought all our TVs from Best Buy® for an installation project at ten pilot stores. What we discovered were errors that broke the customer experience. That's when Geek Squad® started working with us to devise a system that led to a greater level of consistency. The professionalism received from the Agents was why we reached out to begin with." Shortly after that initial experience, and having explained their needs, Brian was introduced to an Account Professional at Best Buy™ Business who took complete ownership of process, and was able to assign a Project Manager to oversee their business on a client-by-client basis moving forward. Brian continues, "Generally, businesses like Papa John's, Domino's Pizza and many mom-and-pop outfits are like our *resin drywall coverage* as I call it; meaning, they require much of the same solution. However, some need a completely different install routine.



*"It's a level of scale we would never be able to do... without the help of Best Buy Business. It has simply been an ideal partnership from the start."*

*— Alesia Hopkins, VP of Business Development*

In the case of someone like Jimmy John's, they have a small back office, and they're primarily known as being transparent in that, as a customer, you can see the entire kitchen. So, having a 55" monitor doesn't work for them. They require a different solution that we pro-actively work with Best Buy Business to achieve, such as changing the work instructions from the field and update as needed. Everything is done with scale in mind; to do it in a way that is duplicatable and well documented, which is something everyone at Best Buy Business does an outstanding job at in this respect." Brian further explains the benefits of working so closely with a team that possesses a wide range of expertise and skill sets and understands what they have to do to at any given time to coordinate and work through complex problems together to deliver the expected results. "Best Buy Business has been instrumental in finding solutions that we hadn't really thought of before. Our contacts in both project management and account management have been nothing short of outstanding, because they just get it. They aren't just short-term, tactical thinkers, but strategic thinkers. They steer us away from the potential major issues we could have in the future. For instance: Lithium Ion batteries. They power everything in our removable magnetic lit car toppers and are generally good for around five-hundred charging cycles before having to be replaced. After about eighteen months they see a sharp decline in

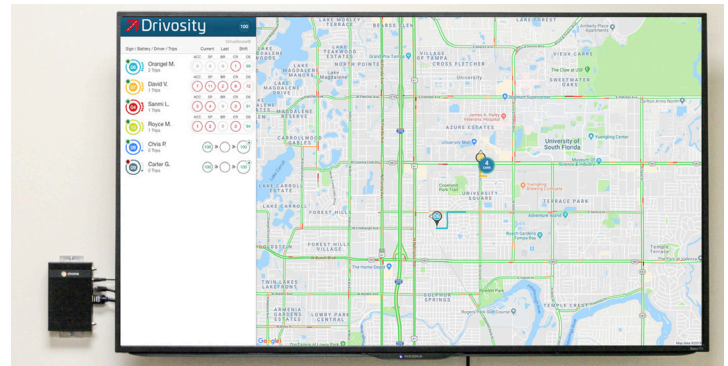
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### The solution (cont'd)

performance. So, being proactive, a solution was devised where we now automatically have Geek Squad® go in and change any batteries in need of replacing via a simple purchase order. The whole process is already built in, so our clients don't have to worry about anything.” Best Buy™ Business has also modified much of Drivosity’s delivery business by introducing a leasing format that brings together a more consistent brand experience. To illustrate, after 3 years on the road, car toppers suffer from wear and tear, and the devices inside require much-needed tech updates. In partnership with Best Buy Business, planned obsolescence is under way: within their 3-year service agreement, a refresh of all equipment is automatically built in—new TVs, Google Chromeboxes, lithium-Ion batteries and GPS-based telematics—so franchisees benefit both visually from a brand perspective, and technology-wise without ever having to think about it. It also includes the option of Geek Squad Protection, which ensures Drivosity is always able to take care of customers should they encounter a problem due to accumulation of dust, proximity to ovens, etc. With regard to the day-to-day process, dozens of stores from across the country can get technology and installation services lined up within 24 hours with a quick phone call rather than three weeks out. And everything is completed within a week. Alesia Hopkins, Drivosity’s Vice-President of Business Development confirms, “It’s a level of scale we would never be able to do, especially all over the country, without the help of Best Buy Business.

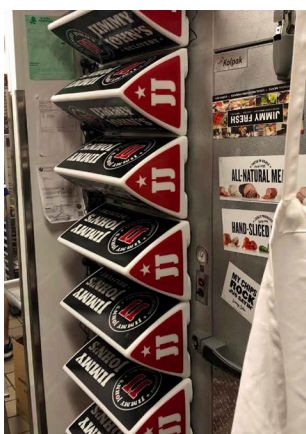


On-site monitor with Google Chromebox connected via a CAT6 cable to the customer-provided firewall modem.

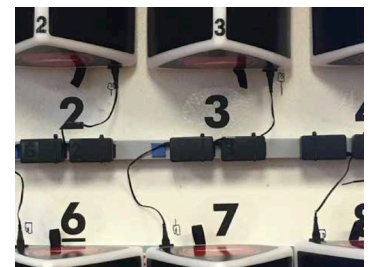
*“Best Buy Business has been instrumental in finding solutions we hadn’t really thought of before... [they] have been nothing short of outstanding, because they just get it. They aren’t just short-term, tactical thinkers, but strategic thinkers. They steer us away from the potential major issues we could have in the future.”*

— Brian Moroney, CEO

It has simply been an ideal partnership from the start.” With all of Drivosity’s user interfaces, designs and software programs, it’s really about empowering the driver with information, then rewarding and incentivizing them in concert with providing the insurance companies every aspect of a driver’s trip information. It helps everyone involved—from the franchises to the drivers to the insurance companies—focus solely on the all-important safety aspects and accident mitigation. That has been the single most important goal from the beginning, something the Drivosity and Best Buy Business partnership continually strives to improve.



Example of Jimmy John’s and Pizza Hut charging stations with topper numbers, complete with mounted magnetized wall/power strips to store and charge the car toppers.



Similar configuration of charging stations for Domino’s Pizza delivery (with close-up of typical franchise-numbered charging mounts).