

The Challenge of Mobile Device Distraction at Work

Device distraction in the workplace has reached a tipping point. Whether behind the wheel of a rig, in the warehouse, or driving a company car, it's easy for your employees to be distracted by the near constant pings and buzzes of a mobile device. That can be dangerous, or even life-threatening. You need to do more than just set policies and rely on the good judgment of your employees and reactive disciplinary policy actions to drive the right behaviors when using a mobile device.

TRUCE's patented contextual mobile device management (CMDM) platform provides a comprehensive solution that allows you to fully enforce your policies across all Apple and Android devices. TRUCE™ enables companies of all sizes to minimize liability expense and legal/reputational exposure, while also improving employee productivity.

Industry Leaders are Leveraging CMDM and Realizing Compelling Results

Industry	Protected Employees	Reported Reduction in Crashes*	Deployment Date
Satellite / Cable	3,000	64%	2016
Pharmaceutical / Sales	3,500	56%	2016
Construction	10,000	42%	2016
Environmental Services	15,000	60%	2011
Pest Control	15,000	53%	2012
Oil and Gas	1,200	62%	2014

*From baseline

The Growing Epidemic of a Distracted Workforce is Taking a Toll

Liability and Expense



\$24,057 is the average cost per commercial accident¹



20% is now the annual commercial fleet accident rate²



Gross negligence claims up to \$21 million³

Lost Productivity



83% of employees open and respond to messages within 90 seconds⁴



Employees spend on average 5 hours per week on non-work-related mobile device usage⁵

Reputational Risk



75% of a company's market value is reputation⁶



Strong reputation yields 2.5x better stock performance⁷

(1) Cost of Motor Vehicle Crashes to Employers, <https://trafficsafety.org/costofcrashes/index.html> (2) Commercial Fleet Accidents Reach 20%, <https://www.automotive-fleet.com/303123/fleet-safety-metrics-reverse-negatively-accidents-increase> (3) Coca-Cola Hit with a \$21 Million Distracted Driving Judgment <https://www.riskmanagementmonitor.com/coca-cola-hit-with-a-21-million-distracted-driving-judgement/> (4) Is Your Cell Phone Killing Productivity at Work, <https://www.forbes.com/sites/kaytiezimmerman/2017/03/26/is-your-cell-phone-killing-your-productivity-at-work/#3517fe9d605c> (5) Here's How You're Wasting 8 Hours Per Work Week, Fortune, www.fortune.com/2017/07/25/cell-phone-lost-productivity/ (6) Managing Reputation Risk, <https://deloitte.wsj.com/cmo/2017/07/24/managing-reputation-risk/> (7) The Business Case for Reputation, <https://www.reputationinstitute.com/blog/business-case-reputation>

Enforce Your Policies with Contextual Mobile Device Management

CMDM software readily integrates with a company's IT ecosystem and core technologies. It resides on an employee's mobile device and intelligently identifies the zone or environment where he or she is located based on contextual indicators. Once the context is identified, apps and functionality on the device are temporarily activated or deactivated based on the parameters configured in the TRUCE Management Console. In the simplest of terms, certain apps or functions work when

they should and don't when they shouldn't, even when the TRUCE app is loaded on a personal device. This takes the guesswork out of mobile device policy compliance while automating the enforcement of the configured policy. Employees know when the TRUCE app is active because it is visible, and policies are enforced locally at the device level. That means TRUCE always works, even if the Internet goes down, WiFi is disabled, the device is in airplane mode or is connected to a hotspot.

TRUCE is Uniquely Qualified to Deliver the Optimal Solution

Founded in 2009, TRUCE is the global leader in enforceable technology to eliminate device distraction in the workplace. We proudly protect over 100,000 subscribers and nearly 400 companies large and small. Our heritage and patent-protected contextual platform stands apart from other solutions aimed at addressing the distracted employee.

	TRUCE	MDM	Telematics	Standalone Mobile App	In-Vehicle Cameras
Purpose Primary use of solution.	Eliminating device distraction at work to improve safety and productivity in the workplace.	Centrally and securely manage apps and data across all company devices to protect company information.	Using GPS to monitor the location, movement, and status of a vehicle or fleet of vehicles; to monitor driving behavior.	Downloadable app providing individual solution for mobile device distraction behind the wheel or at work.	Using cameras installed in the cabs of commercial vehicles to record driving behavior and improve safety.
Context Know what to enforce and when.	Automatically adjusts policy enforcement based on movement, proximity or location, time-based, work function or group.	Can configure based on work function or group. May offer geofencing for location.	Movement only.	Movement or time-based.	Movement only.
Flexibility Configurable down to the individual employee or use case.	Can be customized to fit the requirements of a specific workforce and company policy, even down to the individual employee.	Can be customized to fit the requirements of a specific workforce and company policy, even down to the individual employee.	Does not manage use of mobile devices while driving; vehicle tracking and driver scorecards can be configured down to the individual level.	Designed for individual usage not enterprise wide.	Configured for single purpose use.
Device Agnostic Works in both the closed iOS environment as well as the highly fragmented Android environment.	Works on any device, iOS and Android operating systems.	Works on any device, iOS and Android operating systems.	Not applicable.	May or may not support both iOS and Android platforms.	Not applicable.
Enforceability Can't be circumvented.	Managed by platform administrator. Can't be removed or turned off by user without alerting the admin.	Controlled by IT. Device can only be used how it is configured by company. Does not prevent distracting alerts.	Does not manage or prohibit use of mobile devices while driving or working.	User can opt out; typically use alerts rather than blocking; emphasis on deterrence.	Can be turned off or blocked; does not provide real-time enforcement only recording.

The Time for CMDM is Now

For today's business leaders, providing a safe workplace is a given. Most companies have a mobile device policy, but those who go the extra mile to ensure that their employees are free of mobile device distractions enable a safer, more productive workforce and better protection of the communities they serve. We welcome the opportunity to partner with your efforts to promote and provide a safe and protected work environment. To find out more, go to www.trucesoftware.com.



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