



IRON MOUNTAIN[®]

Challenge

Iron Mountain pursued a comprehensive programme to cut road incidents in 2008 in partnership with its insurance broker. Iron Mountain cut vehicle incidents across Ireland by 45% (24 incidents to 13 from 35 vehicles). An excellent reduction, but Iron Mountain wanted to reduce further.

Solution

Working with our insurers, Iron Mountain deployed a Driver Behaviour System across the entire fleet of vans and trucks in Ireland in early 2011

We have worked closely with the Health and Safety Authority and adopted good practice from Garda, HSA & RSA guidance

Results

Vehicle incidents reduced by over 38% (13 to 8) during 2011

Zero incidents in 2012 to date (Jan to August)

At blame incidents reduced by 60% (5 to 2)

Own damage costs down by over 22% and third party claims reduced by 27% Note: average cost per incident €1600

Insurance premium reduced by 14% for 2011 and a further 4% for 2012.

Negotiations are at an advanced stage to reduce by another 5% for 2013.

Fuel efficiency improved by 12.40%

A reduction of over 51,000 Kilo Grams CO2

'On time' customer service improved

Iron Mountain

Industry: Information Management Services

Head Office: Global – Boston MA (USA), Europe – London (UK), Ireland – Dublin

Description: Iron Mountain Incorporated (NYSE:IRM) information management services that help organisations 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 life cycle stage – so they can optimise their business and ensure proper assets, including business records, electronic files, medical data and more for organisations around the world.

Visit www.ironmountain.com for more information

Through driver training and initiatives, Iron Mountain Ireland has been able to reduce vehicle incidents and fuel use over the last three years.

Vehicle incidents down by 66% and fuel economy up by 12.4%

"The Driver Behaviour System helps both Iron Mountain's mandate in improving safety and fuel consumption. We complement the system with intensive driver training and fleet management software, resulting in excellent results, and fulfilling our legal duty under health & safety and road traffic legislation"

Denis Cronin, Iron Mountain Head of Service Delivery Ireland.

At the end of 2008 Iron Mountain set out to significantly improve its driving culture in particular to:

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

Iron Mountain embarked on a comprehensive risk reduction programme for all commercial vehicle drivers, fully supported by senior management. One of these initiatives was employing a dedicated driver trainer, with a clear and robust programme to deliver road safety, coach fuel efficient driving and enhanced customer service.

In 2012 Iron Mountain Ireland have been shortlisted for road safety and sustainability at the following awards:



Iron Mountain have been shortlisted for the Fleet Transport Safety Award 2013 to be announced in November 2012

In the last two years Iron Mountain have been recognised for their work and initiatives with awards:

*Brake award for excellence 2011
Brake 'safer vehicles' 2012
Fleet News 'fleet of the year' 2011
Fleet van 'fleet of the year' 2011
Green Fleet 'private sector fleet' of the year 2010 and 2011*



Other Initiatives

- Driver vehicle checks – Robust procedure which is audited
- Fleet maintenance system – ensuring compliance & minimal downtime
- Defect system – Generic procedure & fully auditable
- Internal auditing – Regular independent checks on compliance
- Driver debrief process – Engagement & coaching
- Driver feedback and communication process – Winning hearts & minds!
- Compliance training for supervisors – one business, one team
- Reward and recognition – Well done and Thank You!

Benefits

Iron Mountain installed a Driver Behaviour System across the Ireland fleet in early 2011.

The system measures and records high risk manoeuvre types in five categories: Acceleration, Braking, Cornering, Lane handling and Speeding. The driver receives in cab feedback through a 'traffic light' system.

The system then evaluates the score for the driver over a 10 hour driving period. The objective is to record a score as low as possible. Suggestions are that if a driver records a score of less than 20 (green), they have delivered a 'safer' drive. Iron Mountain drivers have performed so well, that a subset (blue) has been created for scores of 10 or less. 7

75% of drivers are consistently delivering a score in the 'blue' Iron Mountain also incorporates two other operational reports from the system; Vehicle Idling and Speed by speed zone. Suggestions are that if a fleet can keep its idling below 2.5% it can achieve circa 2% fuel reduction over the year. The fleet is consistently reporting 1% or less.

Iron Mountain initiated speed by speed zone recording in the summer 2011 and to date have reduced the number of violations by nearly 98%. The target remains zero violations

Our target for Ireland is to be zero vehicle incidents for 2012 (as of August, we are on course to achieve that objective)

Customer service levels

During these initiatives our service to customers has not diminished, in fact our 'on time' service improved during 2011.

We reported a 99.76% on time service level for 2011, with a steady increase each quarter;

Q1 – 99.55%, Q2 – 99.79%, Q3 – 99.83% and Q4 – 99.87%

We record our 'drops' per hour as a KPI, (Key Performance Indicator), and the 10 months since the Driver Behaviour System installation we have actually improved.

Iron Mountain Ireland was the first company to be accredited to the FTA Van Excellence scheme. A hugely beneficial guide for all Van operators

