



samsara

CONNECTED OPERATIONS AWARDS 2025

The Connected Operations Awards recognises leading fleets, operations, and individuals transforming their operations and creating impactful outcomes in safety, efficiency, sustainability, and innovation.

ELIGIBILITY & KEY DATES

The 2025 Samsara Connected Operations Awards are open to all current customers. Customers can and are encouraged to apply for multiple award categories. There is no cost to participate.

Entry period opens: 28th October 2024

Entry period closes: 28th February 2025

Finalist selection: 14th March 2025

Finalist interviews: March – April 2025

Winners announced: June 2025

AWARD CATEGORIES

Safest Operator

Protecting employees, safeguarding communities, and preventing incidents

The safest operations are using technology to improve safety within their workforce and the communities in which they operate.

Customers competing for the Safest Operator category should demonstrate an excellent safety record backed by an organisational culture of safety. Alternatively, they can showcase the implementation of innovative, highly effective, organisation-wide safety programs or initiatives that take a proactive approach to preventing incidents before they occur. This includes safety programs designed to coach drivers and worksite employees to protect their teams, assets, and warehouses. Relevant safety initiatives should incorporate telematics, AI-powered vehicles, driver-facing apps, alerts, AI-powered event detection, Tachograph compliance, integrations, or other technologies and workflows.

Most Sustainable Operations

Driving reductions in fuel waste, carbon emissions, energy usage, and food waste

Sustainability leaders are committed to reducing their environmental impact in myriad, innovative ways, and driving business policies that contribute to cleaner air and better environments for today and future generations to come.

Customers competing for Most Sustainable Operations should quantifiably demonstrate the introduction of sustainability programs and green initiatives that leverage Samsara to drive significant reductions in fuel waste, carbon emissions, energy usage, food waste, or pollutants. They should showcase a future-focused vision, such as ESG reporting, target goals for emissions, transition to EVs and other alternative fuel vehicles, and more.

Top Driver

Recognising an individual with an exemplary safety record and commitment to improvement

This category recognises a **professional driver** who has an outstanding record behind the wheel and champions safety.

Individuals competing for this award should have an exemplary safety record and demonstrate leadership within their organisation. Winners of this award will have gone above and beyond to cultivate a culture of safety and service within their organisation and to lead by example.

Industry Innovator

Delivering a measurable shift in operational performance by introducing new technologies

This category recognises companies that have achieved a digital transformation, by introducing new technologies, integrating data to uncover new insights, and delivering a measurable shift in operational performance.

Customers competing for Industry Innovator should demonstrate best-in-class approaches for implementing telematics, integrations, and interesting combinations of technologies to drive a step-change in operations. This will involve **using at least two Samsara solutions, employing integrations, and leveraging data in strategic ways**. This award is ideal for customers who have been with Samsara for less than two years and have seen the impact of leveraging new technologies.

Excellence in Driver Engagement

Empowering, protecting, and rewarding drivers through driver engagement programs

This category recognises companies that have achieved outstanding driver engagement programs, which are empowering drivers to build safer habits, protecting them from false claims, and delivering improved driver engagement scores.

Customers competing for Excellence in Driver Engagement should demonstrate the benefits of front, and or, inward-facing dashcams. They should showcase how dashcams improve safety and exonerate drivers from blame. This award is ideal for customers who have implemented driver reward programs and seen an improvement in driver scores.

TERMS AND CONDITIONS OF ENTRY

There is no entry fee for fleets and physical operations customers to apply for the Samsara Connected Operations Awards. By submitting an application, you agree to the steps outlined above and that your application materials, along with any associated data therein, may be used by Samsara for any marketing purposes at Samsara's sole discretion. If you are selected as a winner, you also agree to provide a video testimonial and footage to be used as part of promotional materials. YOU FURTHER AGREE TO INDEMNIFY, RELEASE, AND HOLD HARMLESS SAMSARA FROM ANY AND ALL LIABILITY ARISING FROM YOUR PARTICIPATION IN THE CONNECTED OPERATIONS AWARDS PROGRAM. You confirm you're permitted on behalf of your employer to participate in the Samsara Operations Award include, without limitation, providing the video testimonial and footage from you and your company which may be used as part of promotional materials.

Additional Eligibility Rules:

- Payment of applicable taxes, if any, on any employee appreciation event sponsored by Samsara, if any, is solely the responsibility of the winner. The actual retail value of the prize is not to exceed the equivalent of \$5,000 USD.
- Participation is limited to business entities located in the following regions:
 - The fifty United States or the District of Columbia (US)
 - Mexico
 - United Kingdom
 - Ireland
 - Canada
 - France
 - Germany
 - Austria
 - Switzerland
- Government-affiliated entities in the United States (e.g. K-12 schools; public libraries; federal, state, or local government agencies/organisations) are only eligible to participate in the Connected Operations Awards if such participation is allowed under their employer's policies and applicable government gift and ethics rules, policies, and regulations.
- Individuals who represent a foreign (non-US) government entity, as defined under relevant anti-corruption statutes, are not eligible to participate in the Connected Operations Awards.
- Samsara reserves the right to disqualify any participants who Samsara determines in its sole judgment (i) fail to meet any of the eligibility criteria, (ii) fail to complete any portion of the application, or (iii) are otherwise ineligible to participate in the Connected Operations Awards program.
- Samsara cannot operate the Connected Operations Awards program without processing certain data supplied by and attributable to participants, which may include personal data attributable to individual participants ("Personal Data"). Personal Data supplied by participants to Samsara in connection with the Connected Operations Awards may be processed by Samsara, its subcontractors, and other members of the group of companies to which Samsara belongs, in accordance with the [Privacy Policy](#) for the sole purpose of administering the Awards. By participating in the Awards program, each participant consents to the processing of any Personal Data supplied to Samsara as outlined above. Participants submitting an application on behalf of another individual must ensure that they have received permission to share any such data on the individual's behalf. If a participant later finds out they did not have such consent, please inform Samsara as soon as possible.
- For more information on how Samsara uses and protects this data, as well as applicable privacy rights, please visit our [Privacy Policy](#) or email our privacy team at privacy@samsara.com.

HOW TO APPLY

1. Visit samsara.com/uk/awards.
2. Click 'Apply Now' to fill out the application form.
3. Select the award category you wish to apply for and complete the application.
 - Use this [worksheet](#) to preview questions and plan your answers.
4. Review and agree to the Terms and Conditions of Entry, then click Submit.
5. If you'd like to submit an entry for a different award category, you can do so by returning to samsara.com/uk/awards and entering the form again.

EVALUATION PROCESS

Submissions to the Samsara Connected Operations Awards will take place in two stages:

Application: Customers complete and submit an online questionnaire, providing details on company performance, programs, and policies. In the case that Samsara needs additional information to consider a company's submission, a Samsara representative will follow up with applicants via the phone number or email address provided in their application. Finalists will be chosen to advance in each category based on their results and achievements.

Finalist Interviews: The Samsara Awards Review Committee will conduct interviews with finalists to review and supplement the application with additional information. Samsara's Awards Review Committee will review the finalists and choose winners for each category.

AWARDS AND RECOGNITION

Connected Operations Award winners receive several benefits, including:

- **Public recognition and press opportunities** with the ability to share successes on different platforms
- An **employee appreciation event** sponsored by Samsara (up to the equivalent of \$5,000 USD)
- A **professional video** filmed at your headquarters, highlighting your company's achievements
- **Exclusive invites to VIP customer events** to shape product direction and learn best practices from peers

See the video of [Otto Car](#), one of our 2024 winners.

ABOUT SAMSARA

Samsara is the pioneer of the Connected Operations™ Cloud, which is the platform that enables organisations that depend on physical operations to harness Internet of Things (IoT) data to develop actionable insights and improve their operations. Samsara operates in North America and Europe and serves tens of thousands of customers across a wide range of industries including transportation, wholesale and retail trade, construction, field services, logistics, utilities and energy, government, healthcare and education, manufacturing, and food and beverage. The company's mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy.

Samsara is a registered trademark of Samsara Inc. All other brand names, product names or trademarks belong to their respective holders.

QUESTIONS?

Visit samsara.com/uk/awards

Email connected-operations-award@samsara.com