



samsara

CONNECTED OPERATIONS AWARDS 2025

The Connected Operations Awards recognize leading fleets, physical operations, government entities, and individuals transforming their operations and creating impactful outcomes in safety, efficiency, performance, 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: October 28, 2024

Entry period closes: February 28, 2025

Finalist selection: March 2025

Finalist interviews: March – May 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 updated safety workflows and processes, complimented by AI and backed by proven results (reduction in accident-related costs, reduced insurance costs, improved CSA score, etc.).

Alternatively, they can showcase the implementation of innovative, organization-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, Connected Training, AI-powered vehicle and worksite cameras for 360° visibility, driver-facing apps, alerts, AI-powered event detection, HOS/ELD compliance, integrations, or other technologies and workflows.

Excellence in Systems Efficiency

Transforming systems to improve operational efficiency, utilization, and productivity of fleets and equipment

Customers competing for the Excellence in Systems Efficiency award should demonstrate significant efficiency gains for their operations. This can include making data go further to improve vehicle uptime, decrease maintenance costs, reduce worker workflow time costs, increase equipment utilization, improve routing or on-time arrival rates, reduce product shrinkage, and more.

This category recognizes organizations that use a mix of Telematics, Dash Cams, Trailer AG, Powered AG, Unpowered AG, Asset Tags, Environmental Monitors, MEM, Forms, Site Cameras, Integrations, or other technologies to drive operational innovation and improve productivity across their fleet and equipment.

Innovation in 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 Innovation in 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.

Digital Transformation of the Year

Turning outdated, manual processes into cutting-edge technologies for revolutionized operations

This award is ideal for customers who have been with Samsara for less than 2 years and have seen the impact of new technologies.

Digital Transformation of the Year recognizes organizations that have completely evolved their operations by replacing outdated programs with new technologies, integrating data to uncover new insights, and delivering a measurable shift in operational performance.

Customers competing for Digital Transformation of the Year use an interesting combination of **two or more Samsara products and third-party integrations** to create a step-change in how their operations run. This will involve using at least two Samsara solutions, employing integrations (Kafka, PowerBi, etc.), and leveraging data in strategic ways including improving service delivery to end customers.

AWARD CATEGORIES

Most Innovative Workforce

Modernizing the user experience to improve workforce performance and solve critical challenges

This category is designed for companies that are advanced Connected Operations users. These organizations are seen as trailblazers in their field and have a passion for using the power of technology to improve both their company's bottom line by driving employee productivity and improving their experiences—from the field to the back office.

Customers competing as the Most Innovative Workforce must use at least three of the following Samsara solutions: Vehicle Gateways and Telematics, Dash Cameras and Safety Workflows, Apps & Driver Workflows, Asset Tracking and Equipment Monitoring, Site Visibility, Forms, MEM, and Driver App. They should also use the open API and/or integrations to keep their operations connected. Operations Innovators will demonstrate a quantifiable positive impact on their business, their customers, and/or their community.

Excellence in Physical Security

Driving positive impact within communities while safeguarding assets and protecting teams

The most secure operations are experts in innovative security protocols. They invest in cutting-edge technology and develop inventive programs that ensure the safety of their workforce while building customer loyalty and expanding trust within the communities they operate in.

Customers competing for the Excellence in Physical Security category should demonstrate the implementation of effective organization-wide security protocols that decrease theft while increasing the safety of their teams. This includes the use of Samsara technology like Telematics, the Panic Button, Find My Asset, Vehicle Immobilization, Asset and Equipment Monitoring, Dash Cams, or other technology solutions. It also includes training programs that build a high level of trust within their organization, third-party vendors, and other organizations operating within their communities.

Excellence in Performance - Government

Leveraging technology to provide top-notch services to states, cities, and local communities

To be eligible for this category, you must be an organization that is either part of a government or is an independent authority chartered by the government to perform a not-for-profit public service. Applications from organizations that don't fit this definition will not be considered for this category.

Customers competing for the Excellence in Performance - Government award should demonstrate significant improvements in snow operation service delivery, reduced citizen complaints, improved route efficiency, significant progress toward sustainability goals, achievement of required milestones for grant funding, or other performance indicators that result from adopting Telematics, Dash Cams, integrations, or other technology solutions.

Excellence in Performance - Education

Demonstrating technology gains to improve service delivery for students and their communities

To be eligible for this category, you must be a school, school district, educational institution, or organization that is contracted by a school district. Applications from organizations that don't fit this definition will not be considered for this category.

Customers competing for the Excellence in Performance - Education award should demonstrate improved experiences for students, parents, and other school stakeholders by leveraging Telematics, Dash Cams, integrations, Equipment Monitoring, or other technology solutions. Improvements may include a reduction in accidents, improved routing, increased visibility into bus locations, and more.

AWARD CATEGORIES

Technology Leader of the Year

Recognizing an **individual** who has embraced technology to transform their operations

This category recognizes individual leaders who have spearheaded digital transformation, driving safety, efficiency, and sustainability gains across their organization's operations by leveraging new technologies. You may nominate yourself or apply on behalf of someone else in your organization.

Individuals competing for this award should demonstrate leadership in directing digital transformation in their organization, such as the implementation of new technologies, securing stakeholder buy-in, communicating updated policies, monitoring progress, and sharing their organization's wins. They should be able to showcase measurable improvements in performance as a result of technology and programmatic adoption.

Top Driver

Recognizing an **individual** with an exemplary safety record and commitment to improvement

This category recognizes a professional driver who has an outstanding record behind the wheel, champions safety and demonstrates excellent service delivery.

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

HOW TO APPLY

1. Visit samsara.com/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/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. The Samsara Awards Review Committee will review the finalists and choose winners for each category.

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 \$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/organizations) 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.

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 \$5,000)
*Public Sector customers are not eligible for the monetary prize.
- 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 previous year's video.](#)

ABOUT SAMSARA

Samsara is the pioneer of the Connected Operations™ Cloud, which is a platform that enables organizations that depend on physical operations to harness Internet of Things (IoT) data to develop actionable insights and improve their operations. With tens of thousands of customers across North America and Europe, Samsara is a proud technology partner to the people who keep our global economy running, including the world's leading organizations across construction, transportation and warehousing, field services, manufacturing, retail, logistics, and the public sector. The company's mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy.

QUESTIONS?

Visit samsara.com/awards

Email connected-operations-award@samsara.com