



CUSTOMER CASE

Safedrive: Enabling real-time driver awareness with connected traffic alerts

With over one million alerts sent annually, Safedrive is helping drivers across Norway anticipate risks and make safer decisions on the road, powered by reliable, real-time connectivity.



Introduction

Many of the risks drivers face are unpredictable. Animals crossing the road, sudden obstacles, or changing conditions can appear without warning, especially on unfamiliar routes.

Safedrive was created to address this. Through a connected in-vehicle device, drivers can share and receive real-time alerts about potential dangers, helping others react earlier and drive more safely.

Unlike smartphone-based solutions, Safe-drive is designed as a dedicated device installed in the car. This means alerts are always active and visible, without requiring drivers to interact with a phone, an important consideration in environments where mobile phone use is restricted or impractical.

Today, Safedrive is used not only by private drivers, but also by professional fleets such as taxi services and security companies, where continuous awareness on the road is critical.

To deliver this experience at scale, the Norwegian company turned to Telenor IoT and its managed connectivity solution, IoT Connect.



If a warning comes too late, it loses its value. It needs to reach the driver in time to make a real difference, and be delivered in a way that is intuitive and not distracting."

Magnus Wester, Safedrive CEO.

The challenge

For Safedrive, timing is critical. Alerts about hazards must be delivered instantly to be effective.

At the same time, the platform needed to support reliable, real-time communication across a growing number of vehicles, operating in both dense urban environments and remote areas.

This required:

- Consistent connectivity across varying geographies
- Low-latency data transmission for real-time alerts
- The ability to scale as usage and data volumes increased

Without this foundation, alerts risk arriving too late — or not at all.



The solution

Safedrive partnered with Telenor IoT to implement IoT Connect, a managed connectivity service designed for scalable and resilient IoT deployments.

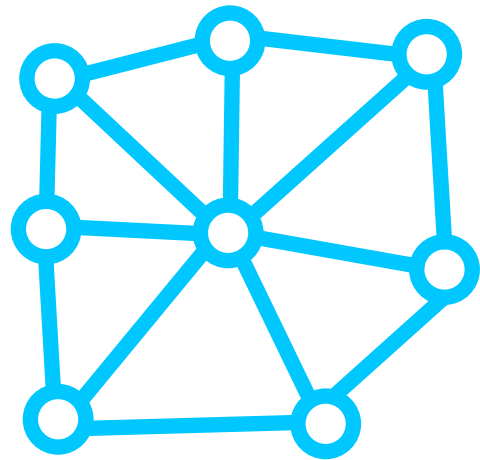
By integrating IoT Connect into its device, Safedrive enables real-time communication between drivers across its network, with centralized control over connectivity and performance.

This provides a stable and scalable foundation for Safedrive's growing, community-driven platform.



We needed a solution that just works everywhere our users are. With Telenor IoT, we have the reliability required to deliver real-time alerts at scale. That's hugely important for us and our customers."

Magnus Wester.



The benefits

With reliable connectivity in place, Safedrive can focus on delivering timely, relevant information to drivers.

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- **Real-time awareness**

Drivers receive alerts when and where they matter, helping them anticipate risks and adjust behaviour

- **Scalable platform for mixed users**

Supports both private drivers and professional fleets with consistent performance

- **Reliable foundation for future services**

Enables the introduction of new alert types and integrations over time

The results

Safedrive has established itself as Norway's largest community on the road, with drivers actively contributing to shared situational awareness.

Over
1,5 million alerts sent annually,
the majority related to animals and road obstacles.

A majority say
the service increases awareness
of their own speed

Nearly
70% of users
report feeling safer and more in control.

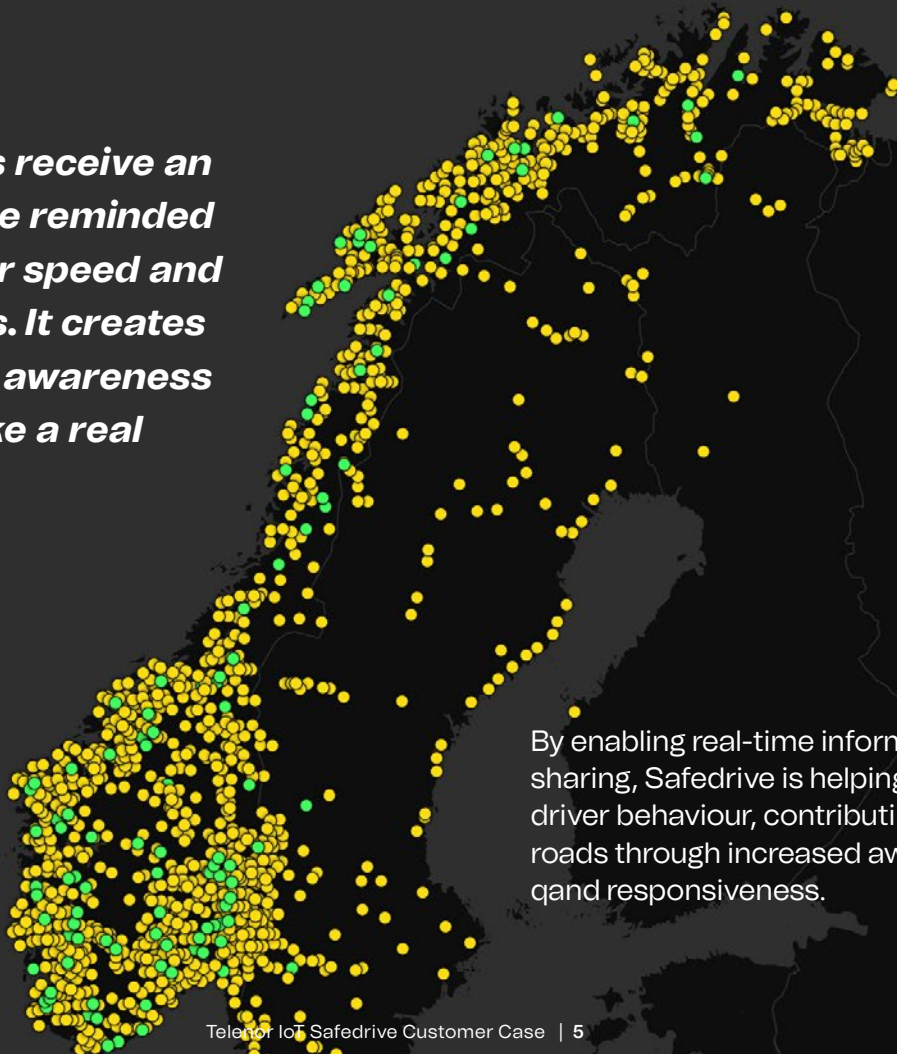
According to a recent customer survey,
8 out of 10
state that they think a Safedrive warning has helped them avoid an accident.



When drivers receive an alert, they are reminded to check their speed and surroundings. It creates a moment of awareness that can make a real difference."

Magnus Wester.

Yellow dots show active devices in motion, and the **green dots** show devices that have just connected.



By enabling real-time information sharing, Safedrive is helping influence driver behaviour, contributing to safer roads through increased awareness and responsiveness.



ABOUT TELENOR IOT

Telenor IoT is Telenor Group's dedicated organization for managed IoT, built on the scale and reliability of one of the world's leading mobile operators. We help companies around the globe securely connect, manage and scale their products — from global enterprises and automotive leaders with millions of connected devices, to small and medium-sized businesses looking for simplicity and flexibility.

With more than 20 years of IoT experience, a global sales presence across the Nordics, EMEA, the Americas and APAC, and over 30 million connected devices in operation, Telenor IoT is recognized for consistently high customer satisfaction and is a trusted partner to enterprises such as Volvo Cars, Scania, Hitachi, Verisure and Great Wall Motors.

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