



## Case Study

# Puma Transport .

### About

Puma Transport is a nationwide logistics company with over 30 years of experience in freight consolidation and distribution. Founded in 1993 as HV Transport, we initially focused on long-distance transport before expanding through the 2008 acquisition of Puma Transport Services. Today, with operational hubs in Johannesburg and Cape Town, we specialise in industry-focused logistics across South Africa.

### The Challenge

At Puma Transport, the safety of our drivers, our clients' cargo, and all road users is our top priority. To strengthen risk management and operational control, we opted to install a video safety solution into our trucks.

**Our main objective is to reduce risk, monitor driving performance and provide targeted training as well have accurate evidence in accidents or disputes.**



*Working with Optix has been an exceptional experience — not just because of their reliable hardware and powerful software, but also because of how welcome and supported we feel. It truly feels like we're part of their team. Since implementing their camera system, we've seen a significant drop in claims, and the insights into driver behavior have been invaluable for decision-making. In most cases, the footage has proven our drivers were innocent, which has strengthened trust within our team. I also appreciate how easy it is to use — being able to quickly view a 3–5 minute clip instead of monitoring 24/7 saves so much time. Highly recommended!*

**Heinrich Viljoen**  
CEO

Getting you safely home.

### The Solution & Results

Since May 2025 we have seen outstanding improvements across various categories.

The most notable of these are:



**62.8%**

Reduction in coachable events



**4.2%**

Reduction in risky events



**62.8%**

Reduction in handheld device events



**73.5%**

Reduction in no seatbelt events



**60%**

Improvement in following distance events