

## **Next Gen Mobile Safety for Lone and Remote Workers, Fleets and Organizations Caring for Their People**

*Sfara announces Companion Mobile Safety—driver telematics, training and personal safety in a single app*

HOBOKEN, N.J. ([PRWEB](#)) January 11, 2021 -- Today Sfara announced the introduction of Companion Mobile Safety, which provides patented safety services and driver telematics in a single app at dramatically lower pricing and increased convenience than traditional connected services. This makes Companion an ideal solution for any company or organization looking for a cost effective way to protect its people, offer increased benefits, plus reduce their risk and liability.

Companion Mobile Safety is the answer to an emerging global market need, which is to combine driver telematics and safety services into a single mobile solution. That is exactly what Sfara did by merging into a single app their two previously existing mobile services, Guardian for advanced personal safety and Fleet Companion for driver behavioral improvement (training) and fleet telematics.

The Companion Mobile Safety app was anxiously anticipated by Sfara's customer base, which immediately deepened adoption and expansion of Sfara's now singular product into new areas of need, such as in Chile and South Africa. "We are fortunate to have group of vanguard partners, leaders in numerous industries, who helped us perfect this solution so that it maximizes safety, while minimizing intrusions of any kind," said Rocco Tricarico, CMO of Sfara. "The net result is that Companion 'democratizes' safety, allowing companies and organizations worldwide to enable a best-in-class solution regardless of their size".

As a result of this industry-first, Sfara is already taking on new customers. "We identified two substantial risks to our organization, driving while on business and remote workers. Companion is a comprehensive solution which addresses these risks, and its global compatibility enables us to support our staff on an international scale. We are proud to be rolling out 24/7 protection across our business," said Simon Leitch, European & U.K. Fleet Manager of Syneos Health Deployment Solutions. Syneos is a new customer through Sfara's long-term distribution partnership with Applied Driving Techniques. Soon the two companies will announce additional product launches in the US, UK, Australia, Middle-east and Southeast Asia with several companies who are leaders in employee safety and duty of care.

Companion offers four ways to get personal emergency help, including the revolutionary Sfara Triple-Tap™, where those in trouble can simply tap the front or back of the phone three times to discreetly get connected to help, even if the device is in a pocket. It also includes Sfara's industry-leading crash detection algorithm and artificial intelligence, providing the lowest false positive rates available. For fleets, Companion provides standard telematics data, plus advanced driver profiling and Triggered Training™, a closed-loop driver safety solution that reduces at-risk driving behaviors without heavy involvement from managers.

All of these Companion Mobile Safety services are offered in service bundles that are easily configurable remotely, so organizations can for instance offer safety and telematics services to its fleet drivers, but only safety services to its administrative staff. Because of its innovative app architecture, services can also be upgraded, without user downloads, thereby massively simplifying deployment, adoption and ongoing maintenance.



“Companion is the next generation mobile safety solution, not only for us, but for the industry,” said Erik Goldman, CEO of Sfara. “By offering personal safety, driver improvement and telematics in a single app, and making it easy to configure and implement, we’ve made Sfara Companion Mobile Safety the obvious one-stop solution for organizations looking to avoid the hassles of implementing and maintaining multiple safety solutions that most people seem to agree should have been merged years ago. Our ability to deploy a solution without the need for costly hardware and do so on a global basis makes us particularly attractive to multi-national organizations.”

For more about Sfara, visit <http://Sfara.com>.



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