FleetFidelity Launches to Unify Fleet Data and Drive Smarter Decisions

FleetFidelity, a new fleet performance platform developed by Yahara Software, has launched to help transportation companies improve safety, reduce costs, and run more efficient operations. Built with input from seasoned fleet professionals, FleetFidelity brings scattered data into one clear view and gives teams the insight they need to act quickly and with confidence.

"Fleets don't need more dashboards. They need clarity," said Laura Omdahl, Co-Founder of FleetFidelity. "We built this platform so teams can stop wasting time juggling spreadsheets and siloed systems, and instead focus on making confident, data-backed decisions."

By linking systems like ELDs, cameras, TMS, SMS, maintenance, and compliance tools, FleetFidelity gives operations teams a reliable, high-level view of their performance. Whether you are an executive, safety manager, or driver coach, the platform puts clear, actionable information at your fingertips to improve safety, raise margins, and reduce risk.

Built for Today's Fleet Operations

Fleets often struggle with data spread across disconnected tools. This makes it hard to see what needs to change to control costs. FleetFidelity integrates with the systems fleets already use, creating a complete and accurate picture of operations. It helps teams identify what's working, what isn't, and where savings can be found.
With updates on driver behavior, safety, and operations, teams can act early to prevent issues and avoid unnecessary costs. Research from the American Transportation Research Institute (ATRI) shows that up to 43 percent of fleet operating costs are tied to driver behavior. FleetFidelity helps uncover these risks before they impact the bottom line.

Easy to Use, Built to Scale

FleetFidelity works alongside a fleet's current systems. It is built to fit in, not replace. The four-step rollout process ensures a smooth setup:

1. Define Metrics – Set goals that match the fleet's priorities
2. Stabilize Data – Connect and clean up data sources
3. Configure Platform – Build custom dashboards and scorecards
4. Monitor Performance – Track progress and adjust to improve outcomes.

This approach helps teams see results quickly without a full system overhaul.

Built for Today's Fleet Operations

FleetFidelity is a performance intelligence platform developed by Yahara Software in collaboration with veteran fleet operators and driver coaching experts. It helps transportation companies bring their data together, gain operational clarity, and build a culture of safety and accountability—without replacing existing systems.