

# Powered by Experts, Driven by Data



## AI Integration at J. J. Keller: A Technical Overview

### Executive Summary

In fleet operations, having safe, qualified drivers and vehicles on the road is the single most important factor determining profitability and reducing risk. The complex responsibilities of today's fleet manager are a juxtaposition of not only ensuring accurate regulatory compliance and safe operations, but doing so as efficiently as possible.

At **J. J. Keller & Associates, Inc.**, our role in the transportation industry is to help fleets drive these critical outcomes from behind the scenes — processing ever-higher volumes of driver and vehicle data at greater rates of speed while still maintaining the unequaled levels of experience and accuracy we've been trusted to provide for decades.

To make this possible, we integrate **Artificial Intelligence (AI)** into our services and solutions. This enables our clients to meet the highest standards of safety and compliance in complex environments. J. J. Keller's approach is rooted in **Hybrid Intelligence** — the strategic fusion of AI and human expertise — to deliver smarter, faster, and more precise regulatory support.

*"Where others automate, we amplify.  
J. J. Keller's AI doesn't replace our experts,  
it empowers them to act faster, smarter,  
and with greater precision."*

— **Edwin Rivera**,  
Sr. Director of Software Engineering  
J. J. Keller & Associates, Inc.

### Hybrid Intelligence: AI + Human Expertise

J. J. Keller's experts use AI to accelerate responsiveness to client needs, leading to greater safety, compliance, and efficiency. What sets J. J. Keller apart is that **AI is strategically embedded to enhance — not replace — our experts' unparalleled practical experience.**

AI helps J. J. Keller capture years of our experts' smart thinking and systemize it on a larger scale. This allows our safety and regulatory advisors to focus on exceptions and high-risk scenarios, thereby getting safe, qualified drivers on the road quickly and keeping vehicles road ready. This has become increasingly important as fleet managers face the growing complexities of running a successful fleet.

### Complexities Facing Today's Fleet Managers

In the *2025 State of Fleet Management* study conducted by the J. J. Keller Center for Market Insights, more than one-third of fleet managers responded that their work is extremely to very challenging. When prompted to state what aspect of their work is most difficult, the top three responses were:

- Staying on track with regulatory compliance, including DOT, FMCSA, and OSHA regulations
- Hiring and retaining drivers, particularly entry-level and high-performing drivers
- Managing paperwork, recordkeeping, and ensuring all files are up to date

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Within these broader categories, fleet managers identified these specific FMCSA compliance priorities:

- Maintaining accurate, well-organized driver qualification files (48%)
- Staying up to date on regulatory changes (41%)
- Centralizing records for quick and easy compliance verification (29%)
- Understanding how FMCSA changes impact their business (25%)
- Managing drug and alcohol testing records and identifying noncompliance quickly (25%)
- Ensuring proper use of hours-of-service (HOS) exemptions and limits (15%)

The list of fleet manager responsibilities is long, time-consuming, and growing, with significant risk to the business if safety and compliance requirements aren't met. It's why they seek assistance from J. J. Keller, where our experts apply unequalled **regulatory compliance expertise to their operations, backed by extensive and reliable data.**

*"At J. J. Keller, AI makes it possible for our experts to deliver faster, more precise regulatory guidance without disrupting the trusted workflows our clients rely upon."*

— **Steve Murray,**  
EVP of Professional Services,  
J. J. Keller & Associates, Inc.

## AI Integrations That Yield Smarter Fleet Management

J. J. Keller has thoughtfully integrated AI technologies across multiple facets of our business to enhance how we deliver safety and compliance solutions. These technologies are embedded within our platforms, services, and workflows — not as replacements for our experts, but as tools that extend their capabilities.

**From driver qualification and DOT monitoring to software development and fleet camera systems, AI helps us process data more efficiently, identify risks faster, and deliver insights with greater precision.** It supports our Client Advisors in taking targeted action and enables flexible customization of our solutions to match specific compliance strategies.

By layering AI into these areas, we ensure that our clients benefit from the speed and scale of modern technology, while still receiving the trusted, expert-led guidance that defines J. J. Keller. This hybrid approach allows us to stay ahead of regulatory changes, deliver smarter tools, and help fleets operate with confidence and clarity.

## Looking Ahead: Innovation with Purpose

AI assists J. J. Keller in amassing and sorting large amounts of data and in flagging anomalies in driver or vehicle records with a high degree of accuracy. But AI alone cannot provide the care, context, and judgment that our experts bring to every client interaction.

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It cannot rely on trusted relationships with external parties to get answers, nor can it draw on decades of hands-on experience to solve nuanced problems. That's why **J. J. Keller remains powered by transportation safety industry experts — and driven by data.**

Looking ahead, J. J. Keller will continue to evolve its AI capabilities with a commitment to:

- Staying ahead of regulatory changes
- Expanding AI integrations across our platforms
- Continuing to implement best-in-class data encryption and access controls to ensure data integrity and security
- Investing in expert-led innovation that keeps our clients compliant, confident, and future-ready

Hybrid Intelligence is not just our strategy, it's our standard.