



TelematicsConferenceSEEurope

## Growth as the main theme of the second regional telematics conference

**The telematics industry, with its rapid growth, is a bright exception in this time of economic crisis in Europe. How to keep the sales of telematics systems for vehicle monitoring and fleet management at a high level and use development potentials in South-east Europe were key themes of the second regional event Telematics Conference SEEurope, which was at the end of September 2012 held in Ljubljana, Slovenia.**

Conference director Alenka Bezjak carried out her introductory speech for approximately 80 conference participants. She presented findings of market research in commercial vehicles and telematics solutions in Southeast Europe. According to the research, the number of commercial vehicles has stagnated at the same level as before the economic crisis, while the number of vehicles equipped with tracking devices continues to grow. It is expected that their number will annually grow by 20 percent in the following 5 years. That means that by

2016 almost 900 thousand or 8 percent of commercial vehicles in the region will be equipped with systems for tracking and fleet management.

### **In 2020, more devices will communicate than people**

Vlado Galevski, regional manager for CEE/CIS countries at the Telekom Austria Group M2M, was the first speaker at the event in the session on M2M systems in the telematics industry. In his presentation, he focused on the growing 'internet of things' and the development of devices capable of communication (i.e. machine-to-machine or M2M). He mentioned that according to some predictions in 2020 there will be 50 billion devices with communication capability – that means much more than there are people on Earth. At Telekom Austria Group, they expect to connect 10 million 'smart' devices only in Central and Eastern Europe by 2015. In the intertwining of telephones, computers, vehicles and other devices that



**Approximately 80 participants** attended the second regional conference on telematics and fleet management in Southeast Europe.

will be able to 'talk' to each other, it will be very important to assure the simplest and the most economical information transfer. In that way companies – e.g. providers of telematics solutions for commercial vehicles – will be able to significantly reduce their costs.

Claudiu Suma, CEO of the Romanian telematics solutions provider SafeFleet, continued with the topic of cost optimisation for future years, which will not be all rosy, since there will be too many providers of fleet management systems in the region. In conclusion, he proposed a short recipe for survival: “We must be efficient, integrate many operations under one hood, find new services, sell some

data and help each other.”

### Bright future of insurance telematics

The second conference section on global development and impact began with a speech by Dean Herenda, who is the secretary at the Ministry of Infrastructure and Spatial Planning of the Republic of Slovenia and the vice-president of the European network for intelligent transport systems Ertico ITS Europe. He presented the implementation in the EU of eCall, i.e. the system in vehicles for automatic emergency calls. According to expectations, the system should be fully developed and deployed by 2015.

The next presenter, Ante Sladojević from Nokia Location & Commerce, was focused on maps, which are prepared by collecting numerous data – including those sent by their users. “They are the largest cartography team on the planet,” he explained and mentioned that maps shouldn't be merely precise but also constantly updated.

Matjaž Fajfar from the Slovenian company Adacta presented insurance telematics as a very prospective market niche. It is becoming quite common to pay an annual insurance premium by mileage and driving style, which are monitored by built-in telematics systems in vehicles that operate via on-board



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**Dean Herenda, Ministry of Infrastructure and Spatial Planning of the Republic of Slovenia**, presented the implementation of eCall.



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diagnostics (OBD) instead of GPS positioning. In Fajfar's opinion, their system enables a more fair payment of annual premiums, and it also spares customers their worries about the 'surveillance eye', since vehicle use is diagnosed without any direct surveillance from GPS-based systems.

### Shooting moving targets

Klemen Jamšek from CVS Mobile, a regional telematics solutions provider headquartered in Slovenia, described differences between efficiency and effectiveness in fleet management using an example of a public transport

group with over 200 vehicles. He explained how through a smart choice by the most efficient solution for vehicle tracking and fleet management, the company can reduce fuel costs by 4 to 7 percent. "There is not only one custom solution to improve vehicle fleet efficiency," emphasised Jamšek. "Therefore, we always try to find the best solution for each company. It can be achieved only if we are familiar with our 'targets' or focus groups – in our case vehicle fleets. Only then can we 'hit' them with our system."

Dragomir Bojkov, COO of the leading Bulgarian telematics provider ICOM, presented on the influence of European initiatives on the re-

gional situation. As he explained, a system for emergency calls (eCall), a system for localised vehicle breakdown (bCall) and Pay as You Drive (PAYD) insurance will be some of the driving gears for further telematics development in Southeast Europe.

Nenad Hercigonja from EMA Group, headquartered in Slovenia, introduced a somewhat different theme compared to other conference speakers, who were mainly focused on vehicle fleet management. He presented telematics solutions for vessels, which have to be reliable in the open sea and are therefore based on the satellite telecommunication system Iridium.



**Matjaž Fajfar, Adacta**, presented insurance telematics as a very prospective market niche.



**Klemen Jamšek, CVS Mobile**: "The best telematics solutions can be implemented only if we are familiar with our targets – vehicle fleets."



**Dragomir Bojkov, ICOM**, talked about the influence of European initiatives on the regional situation.



**Nenad Hercigonja, EMA Group**, presented telematics solutions for vessels, which have to be reliable in the open sea.



**Antoine Mathiaud, Qualcomm Enterprise Services,** talked about the main advantages of telematics solutions, developed by the global telematics giant.



**Jan Cools, Be-Mobile,** presented so-called dynamic navigation.

### Dynamic navigation instead of traffic reports on the radio

The last conference section presented two case studies from the telematics industry. The first speaker in this section was Antoine Mathiaud from Qualcomm Enterprise Services. He presented the main advantages of telematics solutions, developed by the global telematics giant, which tracks the movements of a million and a half vehicles in 39 countries. The final presenter was Jan Cools from Belgian company Be-Mobile. He described how it is possible to collect and analyse large sets of data containing information on vehicles that are sent to them by telematics solutions providers. Analysed data helps to inform drivers for example about obstacles and traffic congestion on the road. So-called dynamic navigation, which can be accessed even via mobile applications, enables drivers to follow the traffic situation in real time, which makes it easier for them to make decisions about optimal routes.

### Conference will move to the south

The official part of the event was concluded by a round table. Conference director Alenka Bezjak discussed with Dragomir Bojkov

from ICOM, Vlado Galevski from Telekom Austria Group M2M and Jan Cools from Be-Mobile about the future of telematics in the region, the role of smart phones, traffic information and its use and cooperation in telematics industry. The guests presented three different views on this topic: a perspective of telematics solutions provider, a perspective of telecommunication operator and M2M specialist and a perspective of a company that collects, analyses and dispatches traffic data.

The visitors to the conference,

which is already considered to be the central regional business meeting in telematics that merges the key stakeholders from and outside Southeast Europe, also visited the exhibition hall where SeeMe, VEPAMON, TELTONIKA, CANGO, BlueTraker, Telekom Austria Group M2M and CVS Mobile presented their recent solutions. At the end of the official part, the conference director invited all participants to the next conference that will be held on 26 September 2013 in Zagreb, the capital of Croatia.



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**Visitors of the conference**, which is considered to be the central regional event, focused in telematics and fleet management, gathered at the exhibition hall.



**Coffee break** is an excellent opportunity for networking.

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