
IS CO-OPETITION POSSIBLE IN TELEMATICS?

INTERACTIVE SESSION REPORT 1/3 - SESSION HOSTED BY MAPON



The 8th Telematics Conference CEEurope was held in Poland end of September 2018. The main topic this year was Telematics Industry Collaborations. The event ended with 3 interactive sessions, which provided brainstorming and workshop style interaction among the participants and the facilitators.



The first interactive session was hosted by Latvian company Mapon and facilitated by its Co-CEO Ingus Rukis. The facilitator introduced the framework of the session and acted as moderator, while the participants actively participated in the discussion about “Is Coopetition Possible in Telematics?”. The goal of the session was to let industry players and even competitors come up with ideas on how everybody in the market can gain from the cooperation.

The discussion was organised according to the well known World Caffee methodology and started off with a basic presentation about co-opetition theory and examples of co-opetition from other industries - airlines, thermal insulation industry in South Africa, automotive industry, travel industry, and others.

On the first round of discussions, teams had to come up with as many cooperation ideas as possible. The best teams generated 15 different ideas each. In order to keep discussion down to earth, on the second round the teams had to filter out only the ideas that are executable within the next two years and discuss the pros and cons of the ideas.

The teams did a very good job and generated a lot of great ideas, see them categorised below.

Hardware related ideas

- A shared assembly line for hardware manufacturing;
- Group buying for hardware components, connectivity - an option to save on import costs, logistics, warehousing;

- Open hardware platform, SDK for hardware, algorithm, and solution sharing on the hardware level;
- A universal communication protocol between hardware devices and telematics platforms so that hardware integration becomes a snap.

Software related ideas

- Shared developers pool, cost sharing to develop a solution for multiple telematics providers;
- White label software - extend your solution range with a white-labeled solution from other telematics providers. Having this idea in the air sounds like a compliment to Mapon team, as Mapon provides digital tachograph data analysis solution Tachogram as a white-label solution. The next level of this idea could be a cross-provider white label solution app store.



Support, installations related ideas

- Shared installation instruction database, creating standards for installations;
- Shared installation provider network, spanning multiple countries;
- A shared 1st line of support - being a small player and providing a 24/7 support is a challenge. By cooperating with multiple telematics providers and sharing costs, this becomes a reality;
- Telematics Quora - a publicly available knowledge base on telematics topic;
- Shared HR (headhunting, developing training programmes for telematics industry employees - sales, support, technicians, developers)

Marketing, sales related ideas

- Market insight sharing, market research;
- Marketing material, business case sharing;
- Cooperate on public tenders, international tenders;
- Participation in exhibitions by sharing a booth and costs.



As you can see there are a lot of great ideas in the air and the players in telematics just need to keep their minds open and be open for collaboration in order to push these ideas forward. Ingus Rukis, Co-CEO at Map concluded with a quote: “We at Mapon see a lot of potential in executing these ideas and are open to bringing these ideas to life even with our direct competitors. As the theory of co-opetition says - we shouldn't be fighting for a bigger slice of the cake, but for a bigger cake instead.”