
SMART FLEETS ARE THE FUTURE OF FLEET MANAGEMENT

Smart fleets of commercial vehicles were the central topic of the fifth international conference Telematics Conference SEEurope, which took place in early October in the Bulgarian capital Sofia. The event, attended by more than 120 representatives from 24 countries, was geared towards the telematics sector involved in fleet management.



Gamification as the Key to Success

“In developing solutions, telematics solution providers have to take into account the drivers of goods vehicles and provide them with a simple and user-friendly interface,” said Rok Peternel from HP Commerce, who relies on telematics solutions in deploying vehicles in the field in his day-to-day work, at the first round table. “Drivers need gamification,” agreed Jonathan Dolby, Head of Marketing at Microlise, and Antoine Mathiaud, Director of Business Development and Marketing at Astrata Europe.



First panel discussion with guests (from left to right): Rok Paternel (HP Commerce), Antoine Mathiaud (Astrata Europe), Jonathan Dolby (Microlise), with moderator Alenka Bezjak Mlakar (Telematics Conference). (Photo: Ergo Institute)

New Technologies on the Rise

"The future starts today," said Raz Peleg, Regional Sales Director at the Israeli company Mobileye, in his presentation. His words emphasize the importance of the new technologies that will shape the guidelines for future development of telematics solutions and ensure greater safety of traffic and of smart fleets. "Changes are happening faster than ever," continued Peleg. What we perhaps only thought about yesterday is the reality today and will be a necessity tomorrow. Peleg highlighted the new guidelines that are already part of telematics and that will play an even more important role in the future: ADAS technologies and autonomous vehicles, environmental protection and a transition to a low-carbon society, urbanisation, orderly smart cities, and constant connectivity. Peleg also concluded that connected vehicles will be the ultimate part of the Internet of Things (IoT).



Raz Peleg, Mobileye: "The human factor is responsible for 93% of collisions." (Photo: Ergo Institute)



Ingo de Schrijver, Transics: "Understanding of our own customers is crucial." (Photo: Ergo Institute)

Ingo de Schrijver, Regional Sales and Operations Leader for Northern Europe and CEE at Transics, pointed out in his presentation that the solution providers' understanding of their own customers is crucial for the growth and development of the entire industry. Consumers from all levels of the transport industry should be included, meaning fleet owners, fleet managers, and drivers.



Antanas Segzda, Teltonika: "In the next few years, the number of commercial vehicles equipped with telematics will sharply increase in the region." (Photo: Ergo Institute)



Jan Cools, Be-Mobile: "80 percent of this data is unstructured and current database systems do not allow us to store, process, or analyse it." (Photo: Ergo Institute)

Numerous changes in telematics are expected also on the level of the strategies employed by telematics solution providers. Antanas Segzda, Deputy Director General of R&D at Teltonika and workshop moderator in Sofia, encouraged guests to consider the strategies adopted by their companies. The question “Is the future in focusing on a single solution or product, or is it better for companies to follow the strategy of diversification and market different solutions?” did not have a unified answer. The discussion ended on the point that choosing a strategy always depends, at the very least, on the phase the company is in, market maturity, competition, the size of the company, prices, etc.



Guests stopped at the exhibition hall to see the most recent products and solutions developed by Antenova M2M, Baltic Car Equipment, CalAmp, CVS Mobile, FMPlus, Icom, RCS-Navigation, Ruptela, Squarell Technology, Sygic Business Solutions, Technoton Baltic, Teltonika, and Trimble Transport & Logistics. (Photo: Ergo Institute)

Big Data in Telematics

In this day and age, we are surrounded by billions of sensors that automatically capture enormous amounts of data – data that is often left unprocessed and is therefore never used. “80 percent of this data is unstructured and current database systems do not allow us to store, process, or analyse it,” said Jan Cools, CEO of Be-Mobile, during a workshop. We need new methods and platforms for data analysis that would capture different formats and types of raw data and, by processing and analysing the data, enable us to use it in business decision-making. Gregor Loncar from IBM also presented solutions that support business decisions made by fleet managers, transport companies, and telematics solution providers. Only data that has been processed has added value for consumers.



Gregor Loncar, IBM: “Big data and analytics are key for success.” (Photo: Ergo Institute)



Dragomir Bojkov, Icom: “Commercial vehicle fleets in SE Europe are connected and smart.” (Photo: Ergo Institute)

Transition from Connected Fleets to Smart Fleets

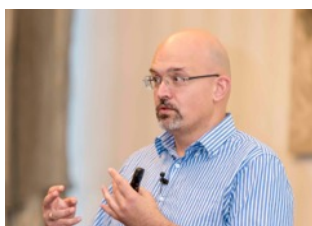
The conference in Sofia ended with a round table on smart fleets in Southeast Europe, moderated by the Telematics Conference Director Alenka Bezjak Mlakar. Guests included Dragomir Bojkov from the Bulgarian company Icom, Marko Javornik from the Slovenian company Comtrade, and Antanas Segzda from the Lithuanian company Teltonika. They agreed that the (commercial vehicle) fleets in the region are already smart, but that much needs to be done still for a successful transition from connected vehicles to smart fleets that would support not only work processes and automatic data capture but also support business processes and important decisions in companies. Bezjak Mlakar closed the official part of the conference with an invitation to the sixth regional Telematics Conference SEEurope, which will be held on 29 September 2016 in Budapest, Hungary. She also invited everyone to attend the international Telematics Conference Middle East & Africa, which will take place, for the second year in a row, on 2 and 3 March 2016 in Dubai.



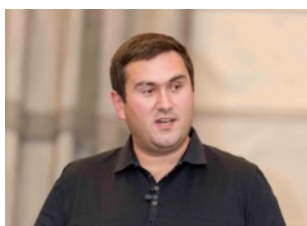
Concluding panel discussion with guests (from left to right): Dragomir Bojkov (Icom), Marko Javornik (Comtrade), Antanas Segzda (Teltonika), with moderator Alenka Bezjak Mlakar (Telematics Conference). (Photo: Ergo Institute)

Telematics Startups Showcased for the Industry

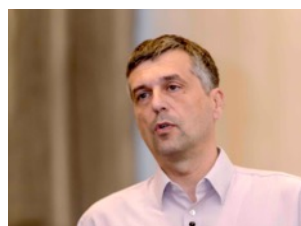
A special event, Telematics Startup, was held the evening before the main part of the conference in order to connect young telematics companies with investors and well-established companies. Four entrepreneurs held 5-minute pitches in the attempt to convince the industry that there is a demand for their solutions and that they are developing what telematics (and customers) requires right now. All four startups are involved in telematics and offer innovative solutions to the broader industry: Asparuh Koev, CEO at Transmetrics (Bulgaria), Jurica Magoci, Founder at Fueloyal (Macedonia), Dino Mandic, Founder at SailRouter (Croatia), and Matija Matija, CEO at Tourgent (Croatia).



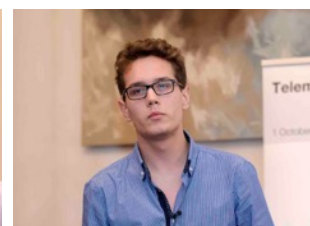
Asparuh Koev, Transmetrics
(Photo: Ergo Institute)



Jurica Magoci, Fueloyal
(Photo: Ergo Institute)



Dino Mandic, SailRouter
(Photo: Ergo Institute)



Matija Matija, Tourgent
(Photo: Ergo Institute)

Max Gurvits (CCC Startup) and Stephane Gantchev (LAUNCHub) commented on the short presentations as representatives of the entrepreneurship environment and of investors, and Oliver Albu from the Romanian company SafeFleet outlined various obstacles and opportunities from the point of view of the industry.



Telematics Startup panel guests (from left to right): Oliver Albu (SafeFleet), Stephane Gantchev (LAUNCHub), and Max Gurvits (CCC Startup). (Photo: Ergo Institute)

Because Telematics Startup adds the startup community to the already existing audience, this pre-event presents a new opportunity for the industry—an opportunity for a mutual cooperation. Telematics Conference will run similar startup events in Dubai at the 2nd Telematics Conference Middle East & Africa in March 2016 and as a part of the SEEurope conference held in Budapest on 29 September 2016.

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