

Advanced Telematics in Fleet Management



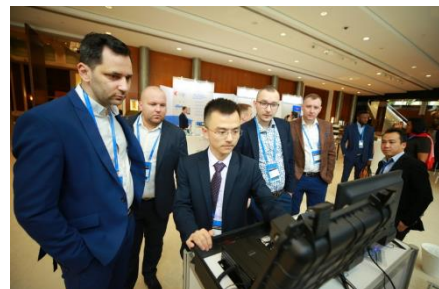
More than 130 attendees participated at the 5th edition of Telematics Conference Middle East & Africa. (Source: Ergo Institute 2019)

On 28th March 2019 Dubai hosted the 5th edition of Telematics Conference Middle East & Africa. The annual conference and exhibition focusing on telematics for fleet management hosted more than 130 delegates from telematics industry, representing telematics solution providers, telematics device manufacturers, navigation and digital map developers, smart sensors and HW manufacturers, IoT experts, M2M providers, OEMs, market research specialists, logistics and transport companies, and startup companies starting their business in the field of telematics. The main topic of this edition was "Advanced Telematics in Fleet Management". The conference program was enriched by globally and regionally recognized speakers from Bosch Connected Devices and Solutions, CANGO Technologies, Citracks, Continental Middle East, CVS Mobile, du, Geotab, HERE Technologies, Howen Technologies, Location Solutions, mlcGO, RoadSafetyUAE, TechnoKom and WABCO.

The latest products and services from telematics fleet management industry were presented at the exhibition with 13 exhibition booths by Aplicom, Bosch, CANGO Technologies, Cradlepoint, CVS Mobile, Geotab Africa, Howen Technologies, Inbound, Queclink, Sygic, TechnoKom, Transics a WABCO company and VST Mobility Solutions.



13 exhibitors presented their latest products and services to global telematics industry. (Source: Ergo Institute 2019)



The program started with a keynote speaker, Colin Sutherland, Executive Vice President, Sales & Marketing at Geotab, who was speaking about preserving telematics data security while solving big IoT problems with artificial intelligence. He explained that preserving secure and open data access is an issue for the transportation industry of today and tomorrow.



Colin Sutherland, Executive Vice President, Sales & Marketing, Geotab (Source: Ergo Institute 2019)

The next speaker, Bianca Barbu, Chief Marketing Officer at CANGO Technologies from Romania, discussed advanced telematics features and telematics as a service. She presented a Cango CANBUS LIBRARY and CANGO's collaboration with TomTom.



Bianca Barbu, Chief Marketing Officer, CANGO Technologies (Source: Ergo Institute 2019)

The program was followed by the first panel discussion moderated by Wael Al Kadamani, a Telematics Consultant. Panel guests, Sankalp Dhavale, Executive Director – International Business Development at CVS Mobile, Frances Ogujawa, Head at Citracks, Ingus Rukis, Co-CEO at Mapon and Leon Zhu, Product Director at Howen Technologies, talked about the increasing need for advanced telematics solutions in the Middle East and Africa region and globally. They also debated on how prepared telematics companies really are for these challenges and what they should be aware of when becoming an integral part of customers' everyday businesses.



Panel discussion on The Increasing Need for Advanced Telematics (Source: Ergo Institute 2019)

After the first coffee break, which was organized in the exhibition area and offered a great opportunity for networking, Dietrich Brunner, (Global) Sales Manager Insurance Industry at Bosch Connected Devices and Solutions presented, how Bosch creates value for the companies and its customers. He introduced Bosch's new telematics plug, its functionalities and the benefits, which can help reduce the accidents.



Dietrich Brunner, (Global) Sales Manager Insurance Industry, Bosch Connected Devices and Solutions (Source: Ergo Institute 2019)

Later on, Osama Zeid, Business Development Manager for Middle East and Africa for the Digital Customer Services at WABCO, spoke about the future of commercial vehicles. He presented some advanced technologies and services to support commercial vehicle OEM and fleet needs.



Osama Zeid, Business Development Manager for Middle East and Africa for the Digital Customer Services, WABCO (Source: Ergo Institute 2019)

The program continued with the second panel discussion, which was moderated by Volha Smirnova, Business Development Manager at Location Solutions. Guests of the panel, Mohammad Al Saraira, Senior Director of Business Development at du, Juan Uruburu Alonso, Head of Sales Middle East Commercial Vehicle Tires at Continental Middle East and Ivor Wheeldon, Head Customer Operations, Enterprise IoT at HERE Technologies, talked about the increasing impact of the new technologies on the fleet management field. They mostly discussed about AI, IoT, blockchain, and digitalization.



Panel discussion on The Great Impact of New Technologies (Source: Ergo Institute 2019)

After lunch guest had the opportunity to hear from Thomas Edelmann from RoadSafetyUAE. As a Founder and Managing Director of RoadSafetyUAE, which is a holistic platform aimed to increase the awareness of road safety in the UAE, he was the right person to speak about telematics and everyday road safety.



Thomas Edelmann, Founder and Managing Director, RoadSafetyUAE (Source: Ergo Institute 2019)

The last speaker was Kirill Lebedev, Project Manager at TechnoKom, who explained, how challenges in the telematics market, e.g. transport challenges, extension of the application areas, various sensors and equipment options, lead to the customization and integration of telematics industry.



Kirill Lebedev, Project Manager, TechnoKom (Source: Ergo Institute 2019)

In the late afternoon all participants had the opportunity to attend one of the interactive brainstorming sessions, where the facilitators provided an introduction to the framework of the session and acted as moderators, while the participants were encouraged to actively participate and drive the session discussion.

One of the sessions was moderated by Ivor Wheeldon, Head Customer Operations, Enterprise IoT at HERE Technologies. In this session participants were exploring the power of location technology in fleet telematics, and discussed the value it brings to the telematics industry. They reviewed a key new location technology and industry trends, and discussed the role the location technology may play in the future. They also talked about the barriers and challenges in the industry, from environmental, legal and safety through the availability of data and technology.



SESSION 1: Fleet Telematics, Advanced Location Technology for Complex Industry Use Cases (Source: Ergo Institute 2019)

The second session was moderated by Brent Melvin, COO at mlcGO. During this session participants were discussing the importance of good implementation practices with regards to the physical device, the system's capability to transfer knowledge to its users, as well as the support those users might need to get the most out of the features available. They talked about ways of ensuring that systems remains up to date and if these solutions should be integrated with other software and how. They discussed their overall view of digitization and what will be the role of the telematics companies in the future.



SESSION 2: Implementation, Utilization, and Sustainability of a Telematics System (Source: Ergo Institute 2019)

The event concluded with a networking dinner in the exhibition area, which gave delegates one more opportunity for one-on-one meetings and networking, and where exhibitors had the final chance to showcase their solutions to the telematics audience.



After event networking dinner in the exhibition area (Source: Ergo Institute 2019)

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