THE GROWING IMPACT OF COMMERCIAL TELEMATICS IN THE MIDDLE EAST AND AFRICA REGION

The second international Telematics Conference Middle East & Africa was celebrated in Dubai in early March. The main topics discussed were the current trends and obstacles in the region, new perspectives in the global telematics industry, and successful entry strategies to these rapidly growing and developing telematics markets.


Technological Innovation Changing the Game in the Fleet Telematics Market

Commercial vehicle markets are witnessing a technological revolution due to on-going innovation in the fleet telematics market. Dominique Bonte, Vice President and General Manager, B2B, at ABI Research, explained how technological innovation impacts traditional aftermarket TSPs and OEM technology: "For traditional aftermarket telematics service providers, this represents opportunities in terms of new partnerships but also a threat as OEM technology will replace and/or make redundant legacy telematics features. This will require TSPs to shift their focus away from hardware towards software, converged, and cloud-based approaches, resulting in further market consolidation. At the same time, truck OEM technology will transform transportation, turning truck drivers into professional mobile knowledge workers, while realizing a 100% safe driving environment."

Dominique Bonte, Vice President and General Manager, B2B, ABI Research: "Truck OEM technology will transform transportation, turning truck drivers into professional mobile knowledge workers, while realizing a 100% safe driving environment." *(Photo: Ergo Institute)*
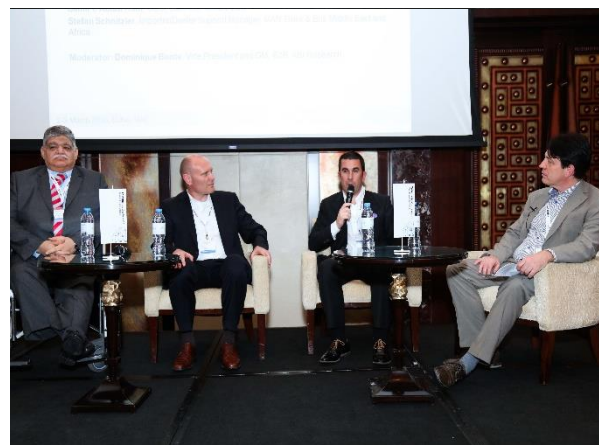
Dominique Bonte, Vice President and General Manager, B2B, at ABI Research, Ethem Eldem, Senior Director/M2M & Internet of Things at Etisalat, Samir I. Abdul Hadi, CEO at SamTech Middle East, and Stefan Schnitzler, Importer/Dealer Support Manager at MAN Truck & Bus Middle East and Africa. *(Photo: Ergo Institute)*

Telematics Value Chain: Challenges and Opportunities for the Industry

The first panel discussion was moderated by keynote speaker Dominique Bonte, Vice President and General Manager, B2B, at ABI Research, who hosted different stakeholders involved in the telematics value chain. Panel guests Ethem Eldem, Senior Director/M2M & Internet of Things at Etisalat, Samir I. Abdul Hadi, CEO at SamTech Middle East, and Stefan Schnitzler, Importer/Dealer Support Manager at MAN Truck & Bus Middle East and Africa, presented a global market overview and shared their views on current trends in the telematics industry.

Needs of Modern Fleets

Conference day 1 ended with an interesting panel with representatives from transport and logistics companies. Johan Alberts, General Manager of Corporate Transportation at Al Futtaim Logistics, Brent Melvin, General Manager – Supply Chain Solutions at Massar Solutions, and Kashif Rafiq, Director at Al Sharqi Shipping, shared their insights on the telematics industry and presented their experiences, needs, and obstacles in deploying telematics solutions in the region. Panel moderator Sebastjan Vagaja, Head of Business Development at CVS Mobile, revealed that all major automotive manufacturers across the globe are now concentrating on developing and implementing the telematics concept into their vehicles. Vehicles manufactured today offer unique connectivity solutions for better monitoring and tracking, which is changing the way telematics solution providers will operate in the future and the way transport and logistics companies will integrate and use implemented telematics solutions in their fleets.

Needs of a modern fleet, presented by representatives of transport and logistics companies: Johan Alberts, General Manager Corporate Transportation at Al Futtaim Logistics, Brent Melvin, General Manager - Supply Chain Solutions at Massar Solutions, and Kashif Rafiq, Director at Al Sharqi Shipping, with panel moderator Sebastjan Vagaja, Head of Business Development at CVS Mobile.
(Photo: Ergo Institute)

Doing Commercial Telematics Business in the Middle East & Africa region

Commercial telematics is growing faster in the Middle East and Africa than in other regions and is therefore challenged by customers' expectations and needs, local regulations and legislation, and technological development and infrastructure. Bassam Alkassar, Founder and CEO at FMS Tech, pointed out that a key success factor for the implementation of telematics solutions in the region is meeting the demand for high levels of service and information transparency in commercial fleets. Many global telematics players are looking to this region, and many have already entered it recently. Among them is the company Gurtam, with its newly opened office in Dubai. In her presentation, Volha Smirnova, Chief Marketing Officer at Gurtam, discussed market entry strategies for entering the Middle East and Africa and stressed the importance of a "new market – new attitude" approach for the MEA region as it is "essential to address the challenges of regional diversity, low stability, insufficient infrastructure and roads."

Bassam Alkassar, Founder and CEO at FMS Tech: "One of the greatest barriers for acquiring telematics services in the MEA region is client education." *(Photo: Ergo Institute)*

Volha Smirnova, Chief Marketing Officer at Gurtam: "Telematics will aid the economy, society, the environment and driver & vehicle awareness." *(Photo: Ergo Institute)*

Industry Collaboration Crucial for Successful Telematics Deployment

To build alliances and cooperation across the telematics industry is of great importance for a successful business growth. According to Elie Aad, Group Director IoT & M2M at Etisalat Group, cross-industry collaboration increases commercial reach and improves customer experience. Didier Nulens, Global Sales, Marketing and Operations Leader at Transics, continued: "The reason for frequent collaborations and alliances in the industry is to face the fast technological progress and to remain technology leaders." Hazael Hernandez, Technical Account Manager at Meitrack, emphasised that a whole new IoT world will evolve on account of the global M2M growth and migration from 2G to 3G and 4G, and that consumer wearables will grow at 32.9% CAGR, whereas industrial IoT and non-wearable consumer IoT will grow at 23.3% CAGR by 2020. To be able to lead the game, companies need to "change, innovate, adapt, and evolve," concluded Hernandez.

Elie Aad, Group Director IoT & M2M at Etisalat Group, speaking about cross-industry collaboration. *(Photo: Ergo Institute)*

Didier Nulens, Global Sales, Marketing and Operations Leader at Transics: "The right business partner is crucial for a successful business covering the needs of the fleets." *(Photo: Ergo Institute)*

Hazael Hernandez, Technical Account Manager at Meitrack: "Change, innovate, adapt, and evolve." *(Photo: Ergo Institute)*

Optimizing Advanced Telematics Solutions

Today, approximately 10 billion devices around the world are connected to the internet. The number is expected to increase dramatically within the next decade, with estimates ranging from 50 billion to up to 1 trillion devices. Therefore, Mohammad Albataineh, Worldwide Sales Leader, Internet of Things at IBM, encouraged the attending companies that they "ready your business for cognitive IoT – start small, grow fast, and connect data that matters." It is very important to collect data, but you also need to be able to use it. "The new IoT services enable new business models. Adding further functionality and external data sources enables value-added, predictive and personalized applications," concluded Albataineh.

Increasing the efficiency of business processes with telematics brings maximum added value to the client. Igor Poliscuk, Head of Sales to Middle East and Africa at Ruptela, explained in more detail the benefits for the company: "Higher margin, no price competition, huge customer loyalty, scalability and versatility, innovation."

Mohammad Albataineh, Worldwide Sales Leader, Internet of Things at IBM: "6,000 exabytes of data are generated by the IoT every day, 88% goes unused." (Photo: Ergo Institute)

Igor Poliscuk, Head of Sales to Middle East and Africa at Ruptela.
(Photo: Ergo Institute)

Telematics Can Help You Meet Your Business Goals

The last conference panel, moderated by Jan Cools, CEO at Be-Mobile, highlighted the current telematics solution development in the region and addressed burning issues such as the pains TSPs' customers have and how successful telematics companies integrate these solutions in customers' business processes. Both panel guests, Zaim Z. Azrak, CEO at Location Solutions – Middle East, and Corey Catten, Chief Technology Officer at inthinc, agreed that return on investment (ROI) is crucial for their customers as well as for their own business development.

The last panel in 2016, with guests Zaim Z. Azrak, CEO at Location Solutions – Middle East, and Corey Catten, Chief Technology Officer at inthinc, with panel moderator Jan Cools, CEO at Be-Mobile.
(Photo: Ergo Institute)

Telematics Startup

The Dubai event ended with Telematics Startup – a unique part of the conference. It connected 3 carefully selected startups with the telematics industry on regional and global levels: Charlotte Aldarwish, Co-Founder at GoSparc, Angus Webb, Director and Founder at Dynamon, and Ruslan Yegembayev, CEO at Mobiliuz. The aim of their 5-minute pitches was to reveal new solutions in telematics for fleet and vehicle management, and to provide networking opportunities for investment and partnerships in the industry.

Charlotte Aldarwish, Co-Founder at GoSparc *(Photo: Ergo Institute)*

Angus Webb, Director and Founder at Dynamon *(Photo: Ergo Institute)*

Ruslan Yegembayev, CEO at Mobiliuz *(Photo: Ergo Institute)*

See you in 2017!

The event was concluded by Nevena Knezevic, Project Manager at Telematics Conference, who thanked all participants and sponsors for attending the event and invited them to take part in the third edition of Telematics Conference Middle East & Africa, which will be held in Dubai on 8–9 March 2017.

TelematicsConference
MiddleEast & Africa
DUBAI
8-9 March 2017

CONTACT:
Nevena Knežević
Project Manager

E: nevena@telematics-conference.com
W: www.telematics-conference.com/mea

Thank you!

GOLD SPONSORS

SILVER SPONSOR

BRONZE SPONSORS

MEDIA PARTNERS

EXHIBITORS