

## Digital independence for forwarders: idem telematics wins German Telematics Award

- Comprehensive testing and evaluation procedure with laboratory and practical tests
- System openness in place of binding commitment also wins with transport companies
- New hardware and wireless technology radically simplifies assembly and setup
- Jens Zeller: "Telematics in trailers will be as commonplace as brake and tail lights"

**Munich/Ulm, 20/11/2019 --- Europe's leading trailer telematics system is also the best. This is the verdict given by the German Telematics Award panel of experts, one which is bestowed once every two years: idem telematics successfully relies on the principle of system openness in order to network practically everything in transport – including competing third-party systems. That's why forwarders also give top marks.**

Data is the gold of the 21st century. That's why networking in transport and logistics is regarded as the business boom of the future – and increasingly more providers are flocking to this up-and-coming market. Car companies, trailer manufacturers, IT companies and creative start-ups: everyone wants to secure their own piece of the pie – and incidentally bind forwarders as closely as possible to their software and hardware or vehicle brand. No wonder, that many an owner of a transport company has since lost track of what's going on. The German Telematics Award, given every two years as part of the Commercial Vehicle Outlook Conference, is therefore intended to provide some orientation: a comprehensive testing and evaluation procedure includes laboratory and practical tests as well as interviews with reference customers from the transport industry. As a result, the practical experience of forwarders also plays a decisive role. The panel includes renowned transport and telematics experts, scientists, trade journalists as well as representatives from ADAC and DEKRA.

The result is clear: idem telematics wins the German Telematics Award 2020 with its all-in-one solution, cargofleet. The most widely installed trailer telematics system across Europe receives the prize in the "Trailer and Swap Trailer Technology" category – but to be precise, this only describes a small part of a range of services that networks practically everything with everything else: vehicle, driver and freight as well as dispatcher and consignee, refrigeration units, rear portal doors or innovative transport security systems such as the invisible "digital seal" or the BPW iGurt: the possible application options are as diverse as the haulage itself. This was also confirmed by the reference customers surveyed from the transport practice.

The secret to success lies in the system openness principle, explains Jens Zeller, Managing Director of idem telematics, at the award ceremony in Berlin: "Transport companies mainly operate mixed fleets with a wide variety of vehicle types and brands. With trailers and swap trailers, the possible combinations are almost unlimited. This is an extremely complex, heterogeneous world that has shaped our mindset and technology. Owners of transport companies want to maintain their independence and not be dominated by individual manufacturers. It is because we understand and support them that we are successful".

Jens Zeller relies on extensive personal consultation with the transport companies to ensure that the telematics is in place immediately, while remaining flexible and developable: "Transport means movement, change. We make it possible for transport companies to get a safe start in trailer telematics and to develop themselves further individually using this as a basis. In doing so, we integrate third-party systems as well. There's practically no hardware or software interface that we can't integrate".

idem telematics relies on integration and system openness when it comes to its hardware as well: the next hardware generation of the TC Trailer Gateway PRO integrates central functions for the first time and communicates simultaneously via five different wireless standards. For the first time, signals from the door, cooling unit and tyres can be processed and controlled wirelessly and without the need for intermediate hubs – in both directions. Omitting the need for cabling has drastically simplified installation. Commissioning, configuration, garage service and driver communication will also be wireless in future.

Jens Zeller: "Truck trailer telematics holds enormous potential for increasing safety and efficiency in transport. Not only does this benefit transport companies, drivers and their customers, but the environment and climate as well – a win-win situation for everyone. That is why our goal is to make the networked trailer the standard. In the future, telematics networking in trailers will be as commonplace as brake and tail lights".

#### LIVING TELEMATICS

Read the news [Annual report of the BPW Group](#) to find out why size still matters in telematics – and how idem telematics networks with important players in the transport, vehicle and supplier industries.

#### **About idem telematics GmbH – connecting all road transport**

*As Europe's leading telematics partner, idem telematics supports forwarders, fleet operators and shippers in using data to continuously improve their core business, and thus to increase their profitability, customer satisfaction and competitiveness. Our systems are uncomplicated, independent, cross-fleet and cross-manufacturer, and adaptable to any company size and business model. The service: individual on-site process consulting – combined with the Europe-wide market-leading all-in-one cargofleet telematics platform for trucks, trailers, freight and logistics. Consolidating and summarising the data sets of vehicles, drivers and freight, idem telematics provides a complete system for increasing the transparency and economy of the entire logistics process. The benefits: unique customer proximity and versatility for individual telematics requirements based on 20 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of the BPW Group and employs around 75 staff at its locations in Munich and Ulm. [www.idemtelematics.com](http://www.idemtelematics.com)*

**About the BPW Group**

The BPW Group researches, develops and manufactures everything needed to keep transport moving, safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, drawbar trailers and buses. The BPW Group provides a comprehensive range of mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 7,200 staff in more than 50 countries and registered consolidated sales of 1.48 billion euros in 2017. [www.bpw.de/en](http://www.bpw.de/en)

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