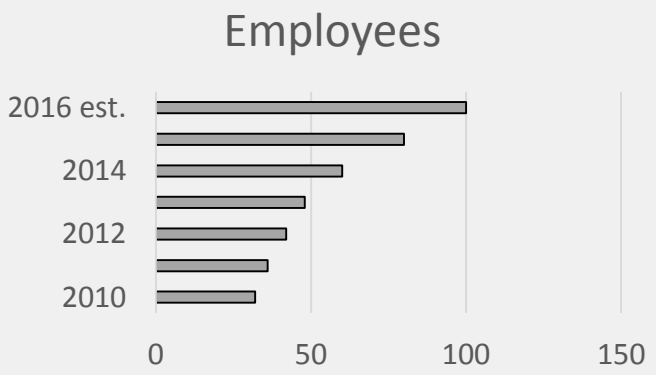
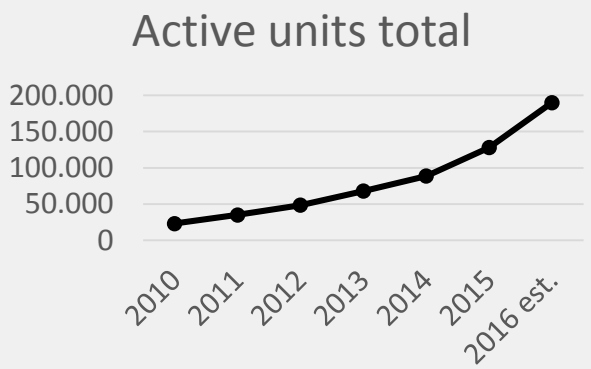
LEADING SOLUTIONS IN A GROWING BUSINESS

NUMBERS AND CHARTS





Trackunit
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Trackunit is recognized as telematics leader in off-highway vehicles and assets:

- 500.000+ installed units
- Significant partnerships with OEM´s

VISION 2020

Trackunit

Dedicated to Machine Telematics

Primary focus on machine telematics:

- OEMs and OEM resellers
- Equipment rental
- Construction companies
- Other partners

Chicago

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ATLAS
menzi muck
MUSTANG
GEHL
Haulotte
GROUP
MAGNI
TELESCOPIC HANDLERS
SDMO
HeatWork
industrial heating solutions
VOLVO
PENTA
HAMM
DINOlift
UP TO THE JOB
Genie
A TEREX BRAND
YANMAR
WACKER
NEUSON
Nilfisk
Advance
setting standards
MATHIEU
FAYAT GROUP
Atlas Copco
JLG
MANITOU
GEISMAR
nifty lift
KAESER
KOMPRESSOREN
AUSA

GSM equipment

2G/3G technologies to connect machines to the Internet

Integrated antennae's, accelerometer and battery, IP67 resistance, various interfaces like CAN, I/O etc.

RFID & key pad solution

Immobilizer and operator ID

Identify operator, manage access to machines, avoid unintended usage, supporting IPAF PAL cards.

The Police

Overloaded?

No drivers license
No weight limitations
No speed limitations
No Police

What does all the machines have in common ?

The story about a hole in the ground

Operational lease

“The Angle assumptions”

Hypothesis

Detect & document overload

Extend the machine life from 5 to 7 years with out increasing repair cost and unplanned repair.

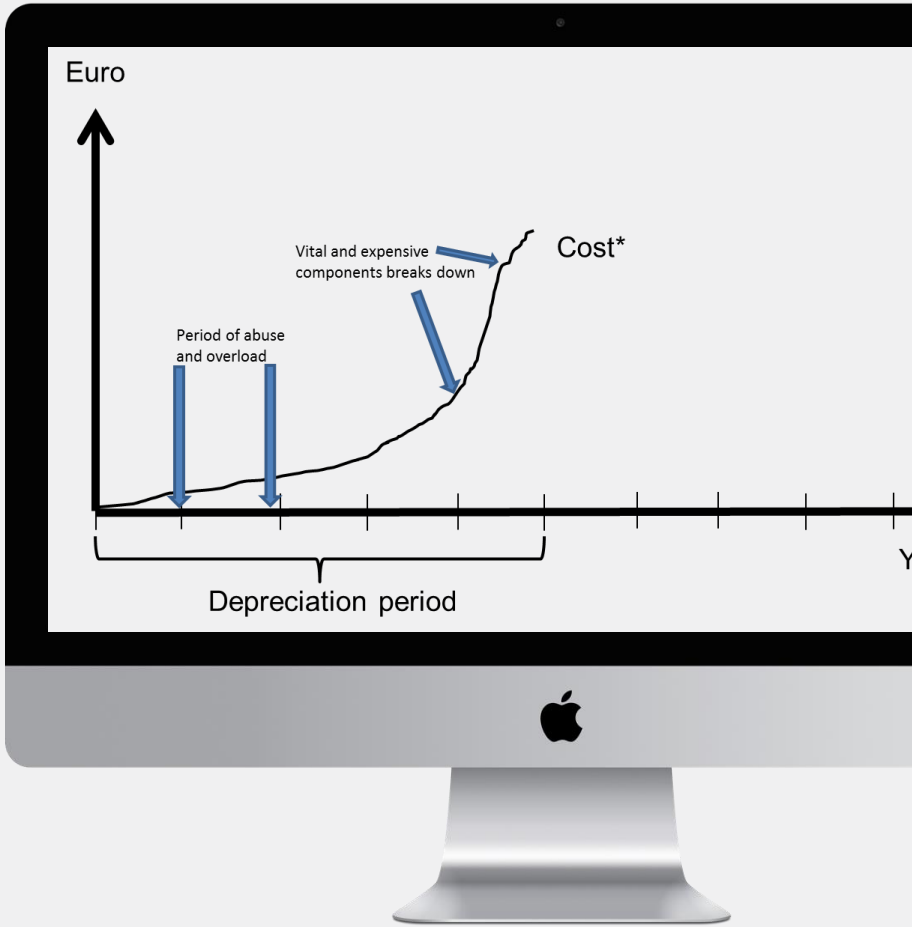
Decrease repair and service cost with -20 %

Have same residual value after 7 years as after 5 years

Improve Uptime 2-5% because number of repairs are reduced (unplanned stop).

Hypothesis

Long term overload increases the risk of vital and expensive components to breakdown weeks, month or even years after it has occurred



Hypothesis

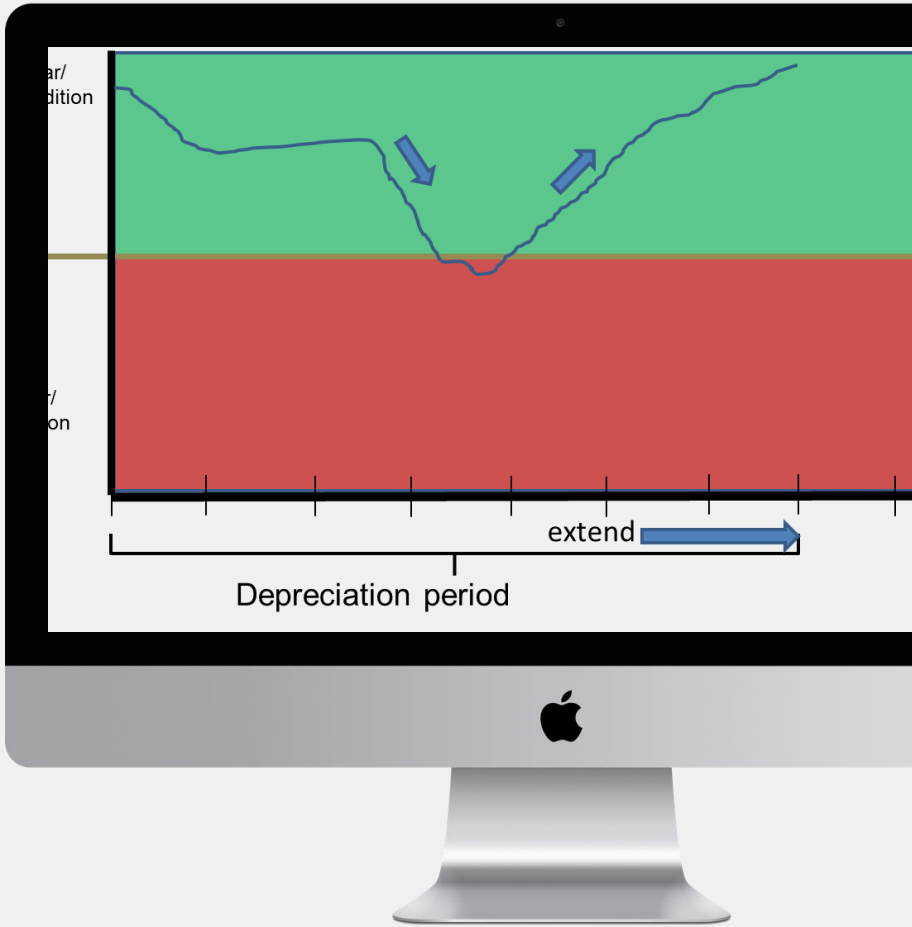
By changing operator behavior and avoid overload and abuse, the machine lifetime can be extended and decrease the repair cost.

Hypothesis

When we can predict, avoid and document overload and abuse, we will also be able to predict the machine lifetime

Hypothesis

We can change a negative trend in wear and tear by incentivizing operator and machine owner



Hypothesis

Improve the residual value and offer extended warranty though an insurance company

PRIMARY TARGET GROUP: OPERATORS

SECONDARY TARGET GROUP: CONTRACTORS

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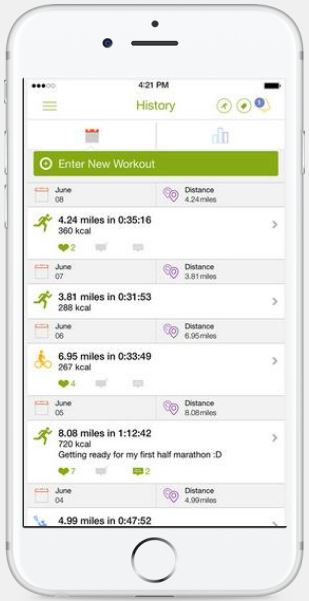
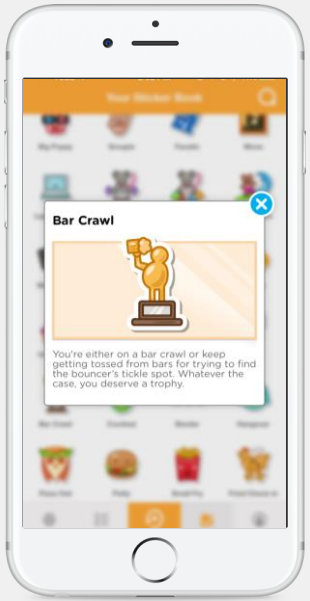
THE CARROT & STICK

Incentives from other apps



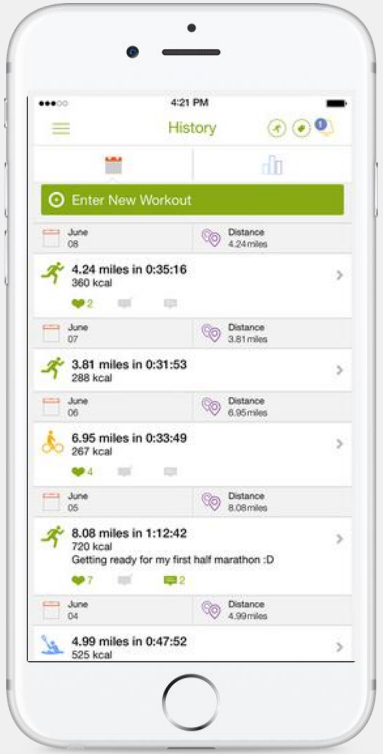


HUMANIZATION /LIFE CYCLE GAME TAMAGOTCHI

- As of 2010, over 76 million Tamagotchis have been sold world-wide.
- **Simple** structure but intensely **rewarding.**
- Makes users develop a personal attachment through **human characteristics** and **life cycles**.

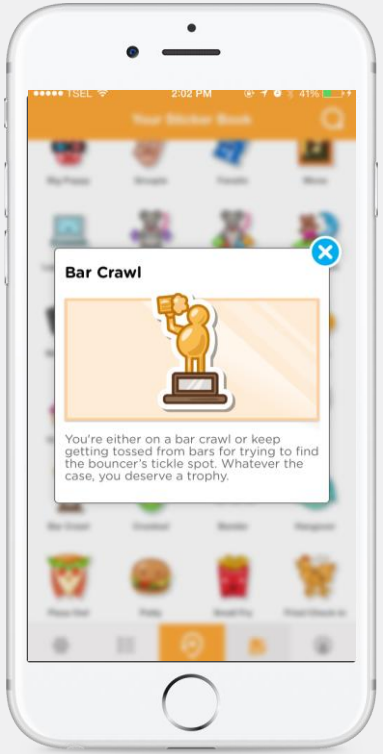
QUANTIFIED SELF ENDOMONDO

- The **Quantified Self** is a movement to incorporate technology into data acquisition on aspects of a person's daily life in terms of inputs, states and performance.
- **Behavioral change** through **feedback loop** — making it possible for users to collect their own data, making it easy to understand, and then building that data into better decision making.
- **Data exhaust** — automatic process that requires very little effort of the user.



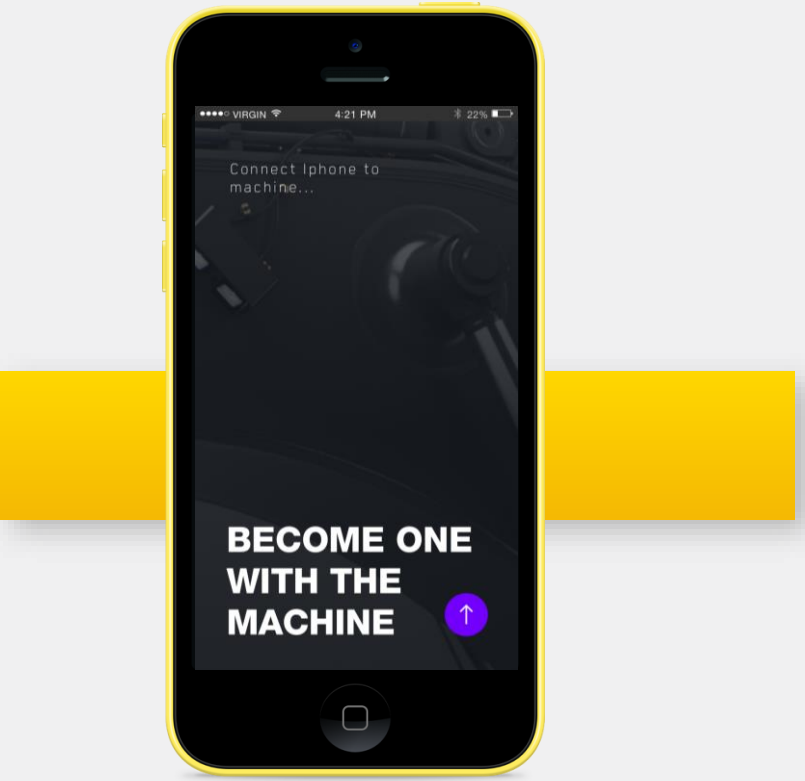
REWARD & RECOGNITION FOURSQUARE

- Badges are a widely used incentive within gaming, used to demonstrate user **status and progress**.
- Taps into the **psychology of collecting**.



SELF DIAGNOSTIC INTERNET OF THINGS

- We know **self diagnostics** from the printer industry. Printers will tell us when a color cartridge, etc. will need to be changed.
- With the rise of smart product it's now also possible for our washing machine, fridge, and oven can tell us how to improve their well being.
- **Nudging** users to change behavior by showing what consequences their actions have and how to improve.



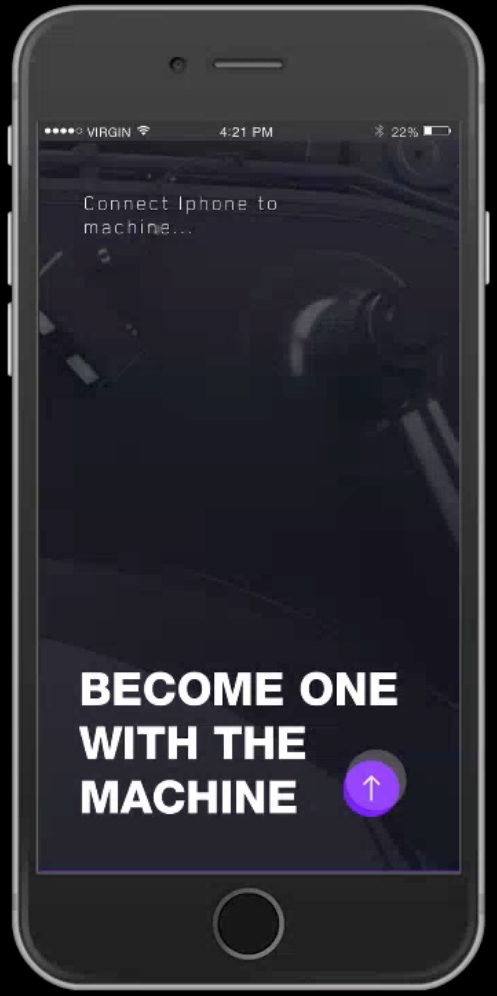
THE SOLUTION

-Prototyping at the extreme-

Utilizing humanization, self measurement, rewards & recognitions and self diagnostics.

NFC
9:41 AM
100%
Connecting to..
MKTG201

NFC
VOLVO
EC950
9:41 AM
100%
Connecting to..
MKTG201



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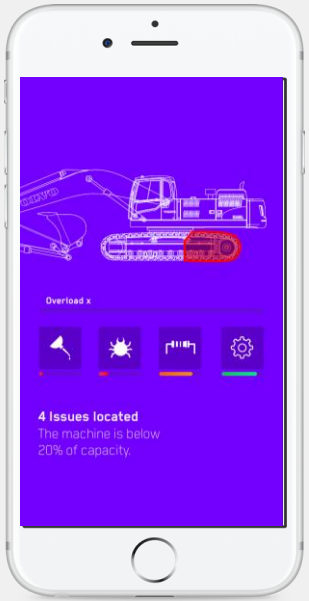
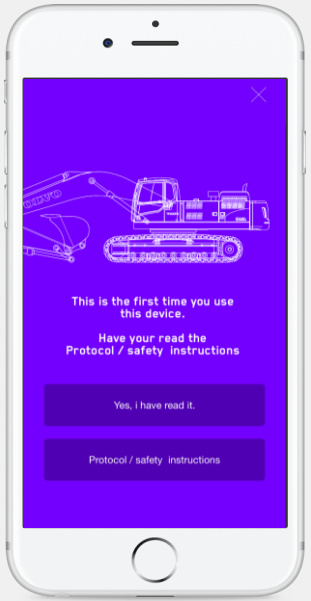
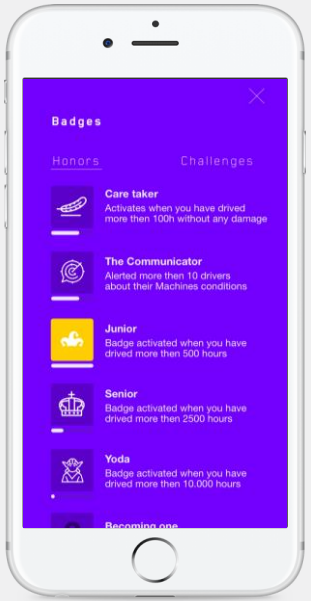
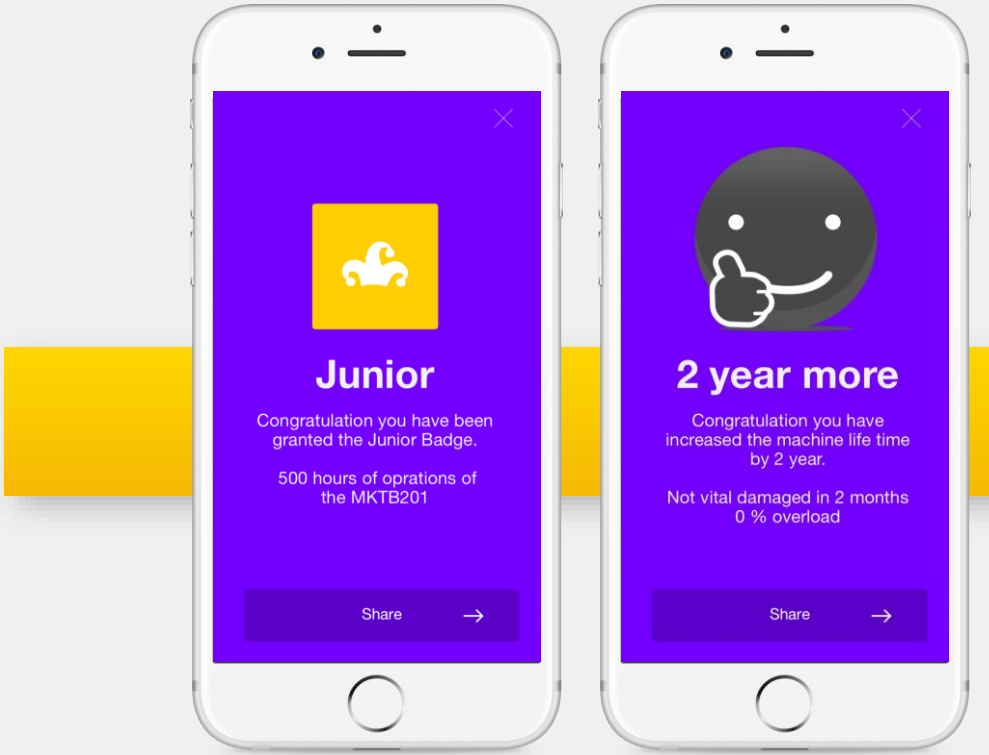
KEY FEATURES



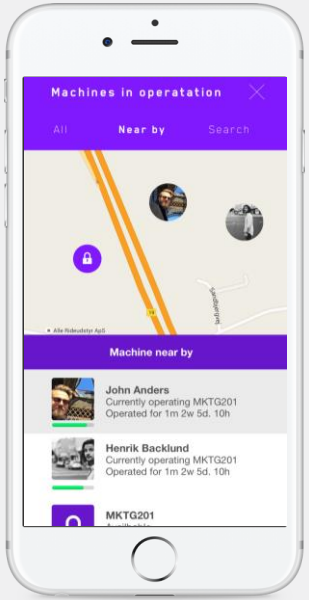


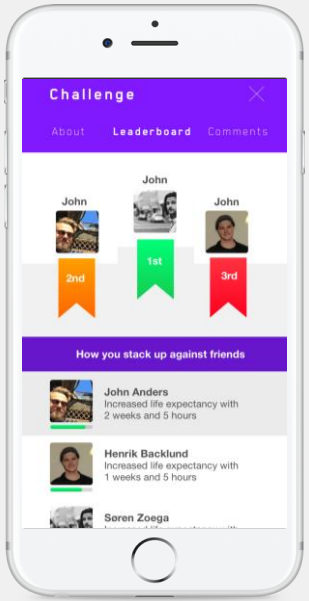


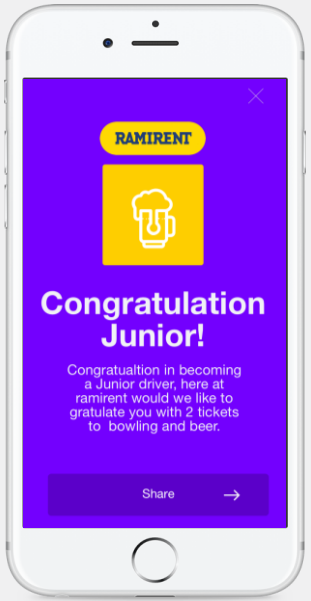
SHARING ELEMENTS



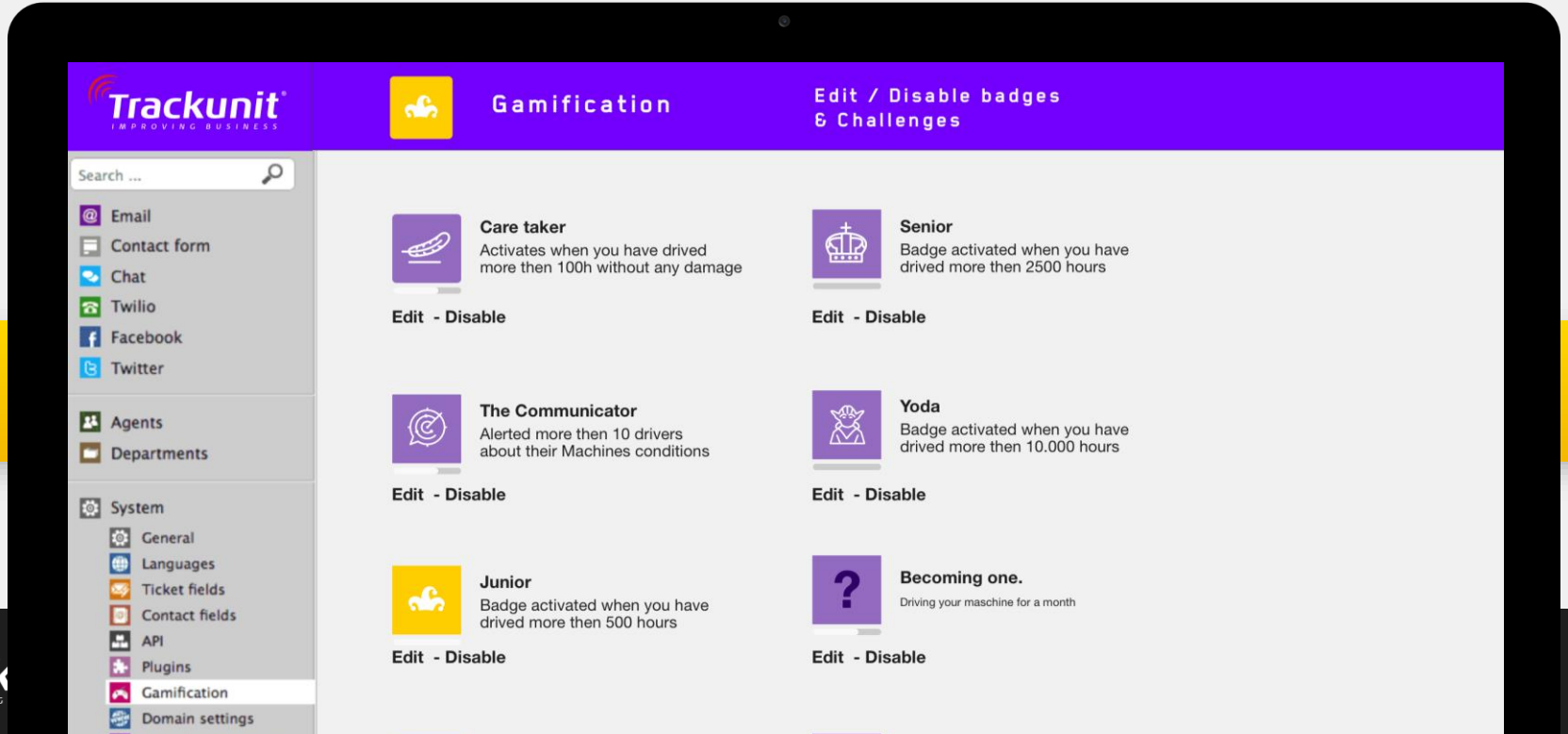
CONTRACTOR PLATFORM FEATURES







CMS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Search ...
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System
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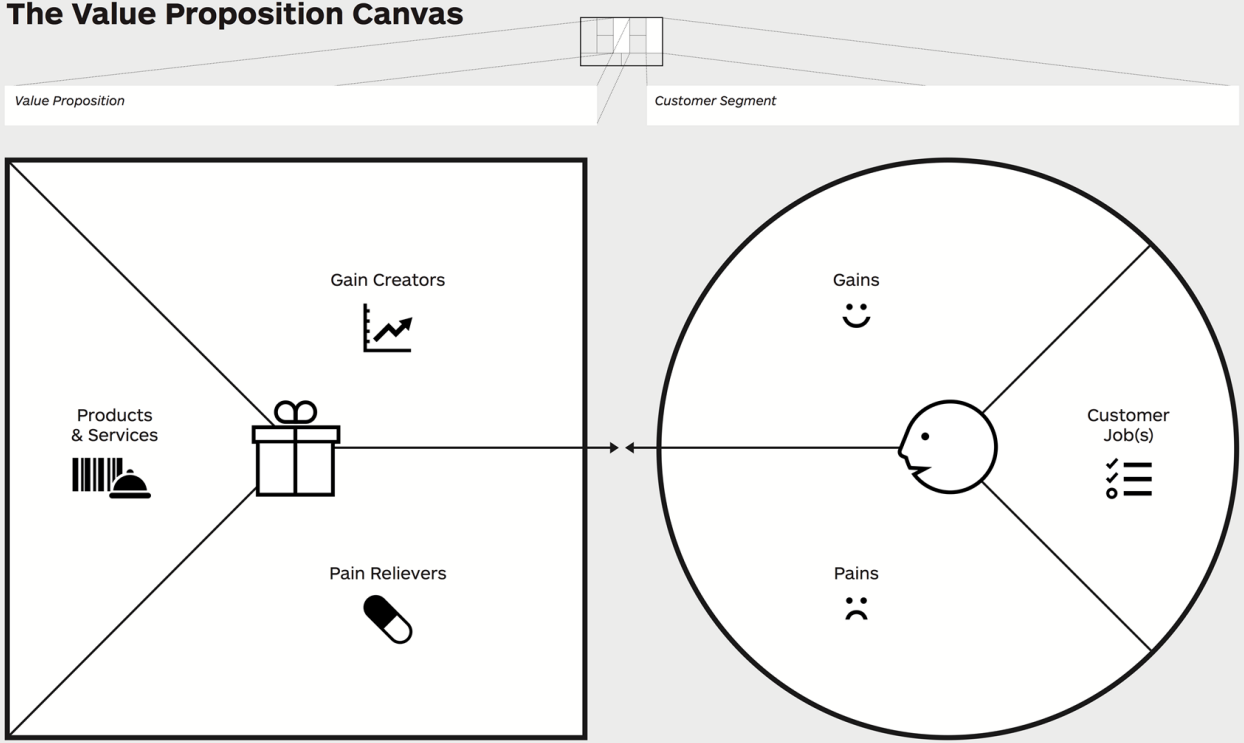
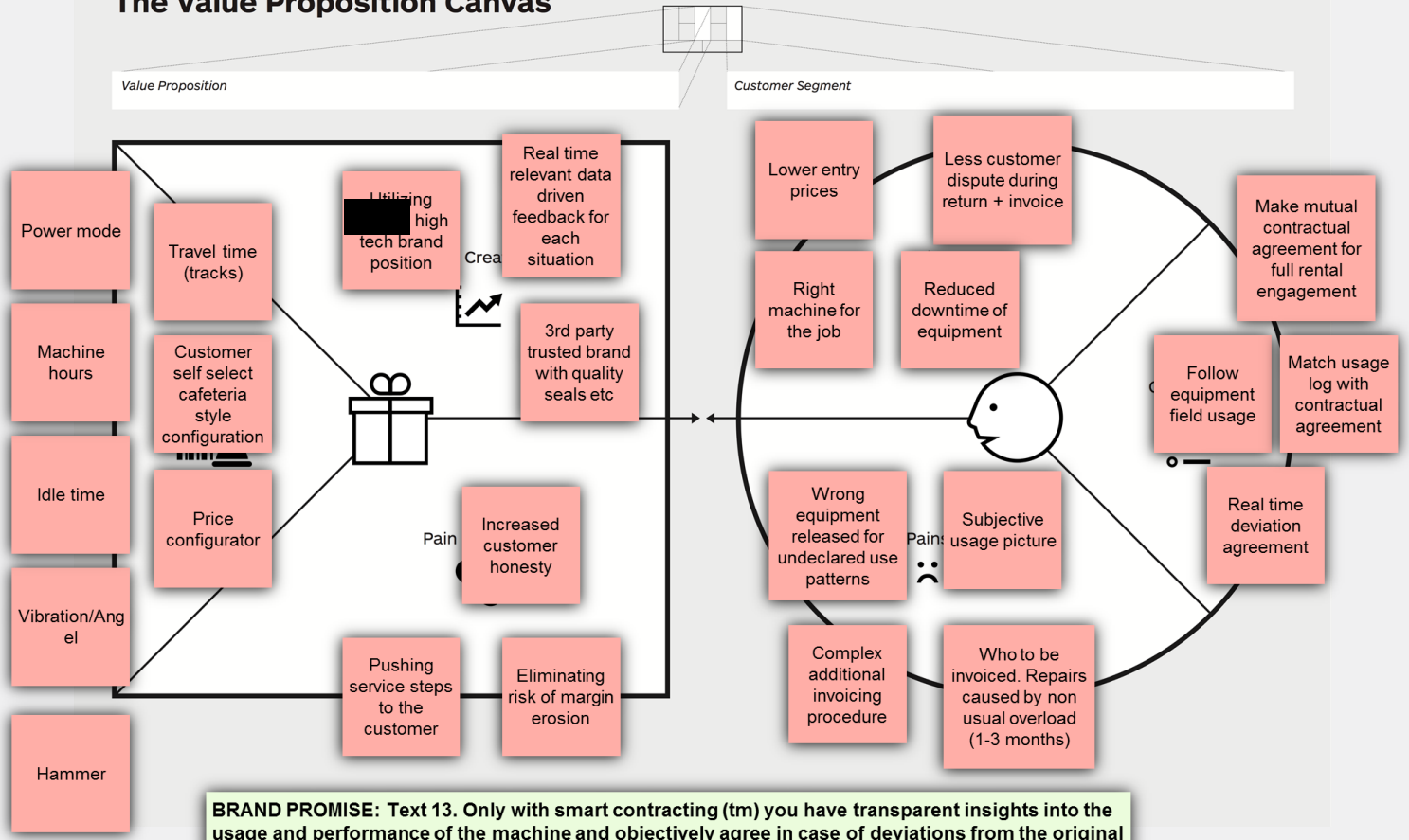
Languages
Ticket fields
Contact fields
API
Plugins
Gamification
Domain settings
Gamification
Edit / Disable badges & Challenges
Care taker
Activates when you have drived more then 100h without any damage
Edit - Disable
Senior
Badge activated when you have drived more then 2500 hours
Edit - Disable
The Communicator
Alerted more then 10 drivers about their Machines conditions
Edit - Disable
Yoda
Badge activated when you have drived more then 10.000 hours
Edit - Disable
Junior
Badge activated when you have drived more then 500 hours
Edit - Disable
Becoming one.
Driving your maschine for a month
Edit - Disable

The Value Proposition Canvas



The Value Proposition Canvas



BRAND PROMISE: Text 13. Only with smart contracting (tm) you have transparent insights into the usage and performance of the machine and objectively agree in case of deviations from the original rental contract

using the value proposition for story creation

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using the value proposition for story creation

	Workshop documentation and presentation.
2	**Trackunit** High level concept video Topics: Story telling & Value Prop Script: Co-creation w. Trackunit+ Volvo+Trifork 3 min lo fi video production 2 x questionaire
3	**OEM/Trackunit** TEST: Different tools create different data patterns that we can detect.
4	**OEM/Trackunit** TEST: Cafeteria style configuration will enhanc transparency and trust. Video + Surveymonkey

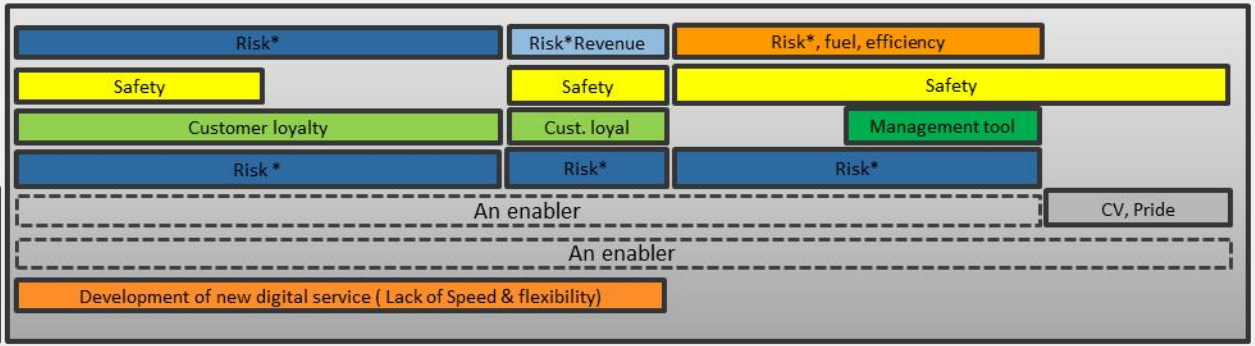
Going forward

Scaling the business model

The Construction Equipment- & Access Platform Industry

OEM | Dealer | Rental Co. | CEO | manager | Operator

Tension points



Co-creation partners

[redacted]

Programs

- Usage based monitoring
- Safety 2.0
- CMS
- Machine Certificate
- Operator interaction
- Detecting overload

The combination makes It unique. "The unfair Advantage".

* Risk on operational lease, repair & residual value