**WORKSHOP**

**NH Barbizon Palace - Amsterdam
2012-09-05
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*How to Improve Services and Solutions and meet the Governance Requirement through a more Open Collaboration
within the Transportation ECO-system?*
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**Attendees:**

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| Arash Fard-Rahmani | Vehco |
| Arie van Der Vart | Transics |
| Erik van Duin | TNT Express |
| Fredrik Callenryd | Scania |
| Jan Unander | Telematics Valley |
| Jeffrey Steemans | Wabco |
| Marc Trollet | Masternaut |
| Marco Sinnema | Q-Free |
| Markus Fabiansson | Volvo |
| Mats Axelsson | ACEA/Scania |
| Sven Claessen | Qualcomm |

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**Workshop Objective**

The objective with this second workshop was to continue the process towards a more open attitude to find common agreements and solutions that will make life easier for all players in the transport eco system to deliver higher service and solution value and meet governance requirements

**Why?**

Overall common goal is to **increase the total penetration of FMS Systems through higher perceived customer satisfaction of services offered.**

There are a number of ways to increase value but the following are possible to achieve:

* + Simplify usage of the FMS solutions
		- In the truck
		- Back End
	+ Reduce cost for technical equipment for customers
		- HMI in truck
		- SW Back End
	+ Improve value of delivered services
		- Easy access to more useful data
		- Refine data, information to improve perceived value

**Challenges**

Of course there is a cautious attitude towards collaboration around the table as at occasions the OEMs and FMS Suppliers find themselves in direct competition.

During the workshop the following picture was discussed:



OEMs and FMS Suppliers share a certain service area where they have similar offerings.

Also the expectation is that OEMs will move further into the FMS Suppliers service area but there is a borderline where the added value from FMS Suppliers goes beyond what OEMs see as their core services.

At the same time FMS Suppliers develop their existing services and solutions to deliver even more value for the customers. That actually moves the two circles towards the right direction.

The borderline is today defined by each players actual core business definition and the competence, focus and organisation of the sales resources.

An important difference between OEMs and FMS Suppliers is that OEMs have as their key customers the truck operators/ haulers and FMS Suppliers the logistic companies and large fleets (>20 trucks).

There is a standardisation process within ACEA, HDEI (Heavy Duty Electrical Interface Group) with the objective to expand and develop the FMS interface. One ambition is to provide a standardised interface that enables fleet owners with mixed fleets to get the same information with the same quality from all truck brands through a single FMS suppliers service.

Mats Axelsson gave some information from the standardisation work and pointed out three driving forces:

- Telematics has become a natural integrated part of the commercial vehicle business.

- OEM´s standardize and factory fit telematics units in vehicles.

- The industry needs standards for server integration with business systems

A short description of the progress and plans for the Heavy Duty Electrical Interface Group is:

* Started with in vehicle FMS-interface standardization in 1999.
* Version 2 is in the market and version 3 is forthcoming.
* As OEM´s standardise telematic units in the vehicle, there is a need for a server interface standardisation.
* ACEA / HDEI has started to work on standardisation of FMS-Webservices.

Webservices is a new standardisation area and the data/information that are planned to be available are:

GetVehiclePosition

* Minimum 15 minute position
* Latest position
* Within date interval

GetVehicleAnalysis

* Information similar to in vehicle FMS-standard
* Fuel consumption, fuel level, distance, speed, driver id, e.t.c

A comment made on this information is that real time data is crucial in some functions in a service e.g. feedback on fuel consumption to influence driver behaviour and that is provided by the FMS Webservices standard.

ACEA’s, HDEI group perceive that the FMS suppliers quite often do not use the standardised FMS interface to get the information instead they collect data from the CAN bus as input to their services. There is a wish from the HDEI group of a better communication with FMS suppliers to better understand customer’s needs to be able to direct the FMS standardisation priorities to meet the market demands.

A question will be raised at the next HDEI group meeting in September if Telematics Valley can act as a bridge between the standardisation working group and the FMS suppliers /end users to identify and define new requirements on data and information.

To get the Fleet Managements needs Erik van Duin from TNT Express was invited. It is vital to see the needs specified from the perspective of a very large fleet operator.

* Telematics - One stop shopping – by preference one supplier covering all
	+ GPS
	+ Board computer
	+ Shipment track & tracing
* Telematics – not bound to a vehicle brand
	+ Our fleet has different brands and type of vehicles
* Applicability of telematics devices for all type of vehicles
	+ Vans
	+ Trucks
	+ Company cars
	+ EV’s & Hybrids
	+ Trailers
* Telematics meeting TAPA TSR security standard

Telematics -Full reporting on different levels

* From corporate to driver level and everything in between
* Driver dashboard for company cars
* GPS & on board computer connected – thresholds for driving style on location
* Enough flexibility to make adjustments in the reports based on customer needs
* Competition via social media

Fleet Management Systems

* + Different cost reports; lease, fuel, insurance, damages, etc. – per km in variable costs
	+ Active and non-active vehicles overview on different levels
	+ Contract information database
	+ Car finder

**Next step – pilot test**

As a result from the workshop the attendees decided to try to carry out a pilot test where an information service on a basic level involving Volvo/Scania and FMS suppliers is tested.

Objective with the pilot is to create a first cross industry service opening up a discussion how collaboration can create even more attractive FMS services.

The prerequisites for the pilot are:

Segment: Subcontractors

Trucks: New Volvo and Scania with fitted telematics units

In vehicle equipment: To be defined by the attendees

Information source: FMS Webservices

Limitations: It is important that the development and implementation of the service does not create a heavy works load on any party in the test.

Project Coordination: Telematics Valley will act as calling and facilitating the process to carry out and follow up the test.

Timing: Will be proposed within short.

**Next workshop**

Objective – to decide details how to carry out the pilot

Timing proposal – October 11:th day after the Telematics Valley Conference in Gothenburg where 6 of the workshop attendees will be represented on the 10:th.

**Telematics Valley**

Telematics Valley that is a non-profit organisation has identified the business opportunities with a closer collaboration between the actors in the transportation ECO-system and decided to push for opening up the dialogue between the involved parties to start up the process.

However, this activity was not budgeted initially in the organisation and a proposal was raised at the last workshop, that we probably would need to finance the facilitation of this process.

As Telematics Valley is a membership-based organisation with an annual service fee the financing can either be made through joining the organisation or agree on a contribution connected to the workshop series and project facilitation.

Jan Unander
Executive Director
Telematics Valley