

**WORKSHOP**  
**Mövenpick Hotel – Amsterdam**  
**2012-03-25**

\*

*How to Improve Services and Solutions and meet the Governance Requirement through a more Open Collaboration within the Transportation ECO-system*

---

Summary discussion - Amsterdam 2013.03.18

Attendees:

|                    |                   |                             |
|--------------------|-------------------|-----------------------------|
| Fredrik Callenryd  | Scania            | Senior Business analyst     |
| Martin Hiscox      | Masternaut        | CEO/ Chairman               |
| Arie van Der Jagt  | Transics          | VP Strategic Alliances      |
| Michel Van Maercke | Trimble           | Gen. Manager T&L Group EMEA |
| Filip van Thielen  | FleetBoard        | Fleet Board Manager         |
| Paul Reynolds      | Telogis           | Auto OEM Director EMEA      |
| Kevin Moore        | Telogis           | Vice President OEM Sales    |
| Jan Unander        | Telematics Valley | Executive Director          |

I did not take notes so this is a very short summary and hopefully the essentials. Please comment if misinterpreted or something important is missing.

The meeting started with that Jan showed the PPT presentation to the ACEA HDEI Standardisation group. See attached.

The following points were notified during the discussion:

- Scania and Fleet Board both signalled that their focus will be on vehicle and driver centric based services.
- A main concern is still the tapping of data from the CAN bus that can be a threat to functionality according to the OEMs.
- 3:rd party FMS providers would prefer to reach the right data without fitting own boxes or clamping the CAN bus as it requires an organisation to fit and handle hardware and a significant cost.
- The transportation industry is moving towards larger and more demanding FMS customers and 3:rd party suppliers need to match this trend with their solutions.

- OEMs are working through ACEA HDEI to increase the data available through the FMS interface as well as build Web-services that will make data accessible for 3:rd party suppliers.
- The timing is good to open up the dialogue and support the standardisation process that will give even better FMS offers as well as reduce the cost for FMS customers.
- The key is to get right and reliable data where all players follow the rules to be able to trust the data.
- However, there must be a clear commercial advantage for 3:rd party FMS providers if they will abandon their data collection through own “black boxes”.
- To start up a dialogue around what data is needed will disclose areas on a detailed level that have to be addressed.
- A proposal from the group was to identify one service that can be used as an example and follow how it can be improved and also identify obstacles to overcome – service proposed was UBI.

After the discussion on the 18:th of March this issue was also brought up on the 19:th at the Conference Panel Discussion where Martin, Fredrik, Filip as well as Viktor Bielko from Sygic attended.

The common message was

- All European trucks +16 tonnes will have factory fitted embedded Telematics boxes from now on.
- Both embedded and smartphone based solutions will be needed to meet tomorrows requirements on FMS solution.
- Still the market for FMS solutions is far from penetrated and need to be addressed so it will be offered less expensive FMS solutions with even higher perceived value.
- Reliable data and refined information is a key to increase perceived value of the FMS solutions.
- OEM’s can refine data to a higher level in the truck by using the data and processing capacity available to deliver more accurate and useful information.
- The timing is good for a joint effort to produce reliable and right data.

### **Next step**

ACEA HDEI will have a meeting with their Steering Group on the 13:th of June where this initiative will be discussed.

Before the 13:th of June I have promised to present to ACEA HDEI how Telematics Valley will act as a neutral arena to facilitate the process towards an open constructive dialogue between you parties in the Transportation ECO-system.

I will send you the same information.

To not lose the momentum we would like to keep a workshop before the summer break and I will come back with a proposal of a date to all of you and also those that have attended at the previous workshops.

Best regards

Jan Unander  
Executive Director  
Telematics valley