



# HIGH-END GPS TRACKING FOR SPORTS CARS AND VINTAGE CARS WITH CUMULOCITY IoT



## Collector items take to the open road—thanks to Trackerando, A1 Digital and Cumulocity IoT

### Customer

Trackerando is a young company specializing in tailored GPS and Internet of Things (IoT) solutions for medium-sized companies. It operates in German-speaking countries. Since general manager Bodo Erken founded the company in 2015, Trackerando has become one of the leading suppliers of real-time tracking functionality in Germany, Austria and Switzerland.

### Opportunity

- 24/7 tracking Europe-wide, with reliable connectivity
- Rigorous insurance requirements for high-performance sports cars and vintage cars
- Specific customer wishes with regard to the alarm function

### Solution Set

- Cumulocity IoT platform

### Key Benefits

- Cumulocity IoT as a booster for real-time tracking
- Substantial cost savings through seamless GPS tracking
- Assets become fully insurable
- Reliable connectivity thanks to M2M SIM cards from A1 Digital
- Fast and uncomplicated implementation
- User-friendly, future-oriented IoT platform

Everyone knows car alarms—the annoying noise that car owners often aren't even within earshot to hear. It is fortunate if it is only a false alarm, but if a theft does occur, it's usually covered by insurance. Not in the case of high-priced collector items, however. Once vintage cars or sports cars leave the showroom and are taken out on the road, insurance companies designate them as "not insurable."

But not any longer: The tailored, high-end GPS tracking solution developed by Trackerando for client Heinz Schmersal was met with full enthusiasm and satisfies his insurance company as well. The solution was made possible through cooperation with the company A1 Digital and the use of Software AG's IoT platform, Cumulocity IoT.

*"One thing is important to car connoisseurs: They want to drive their cars. That can create a problem in terms of insurance, however. But not with Cumulocity IoT. The IoT platform and our GPS tracker let car connoisseurs hit the open road with full insurance coverage."*

— **Bodo Erken** | General Manager, Trackerando

For Schmersal, senior managing partner of the Schmersal Group, which specializes in security technology, security is a high priority. At the same time, as a car enthusiast and race driver, he desires the freedom to take his cars out and drive them whenever he likes. However, for his insurance company, this meant too great a risk of theft. The insurance company was not prepared to insure his impressive collection of valuable vintage and other cars once the vehicles left the showroom. "The objective was therefore to find a service provider who had the hardware and software to offer cross-border GPS tracking and a reliable alarm function," explains Bodo Erken, general manager of Trackerando.

Trackerando, one of the leading suppliers of real-time tracking in German-speaking countries, uses Software AG's open IoT platform, Cumulocity IoT, to develop flexible, tailored solutions for its clients. The combination of IoT functionality and GPS tracking enables intelligent monitoring of machines and assets, while the cloud-based platform presents the desired information to the user in a convenient format and offers numerous functions and options. The combination of IoT functionality and GPS tracking made Trackerando the right partner for Schmersal.

## SIM cards from A1 Digital for reliable connectivity and seamless tracking

"It was clear to us that the connectivity, i.e., the server connection, had to be absolutely reliable if we were going to convince Mr. Schmersal's insurance provider," says Erken. "If the server connection failed, neither data transmission nor the alarm function would be possible. So we looked for an additional partner who is flexible and would be a good match for us. With A1 Digital, we found what we were looking for." Like Trackerando, A1 Digital operates in German-speaking countries, and the company has a product offering optimal connectivity: Its SIM cards, which Trackerando built into its GPS tracker, were developed for use in the M2M

area. They can be used for years, ensure global network coverage in more than 150 countries and offer national roaming, that is, access to several mobile networks in each country. Together with this partner, Trackerando was able to guarantee the client seamless tracking—24 hours a day and 365 days a year.

## Cumulocity IoT—An all-around talent for all needs

From the outset, special attention was paid to the alarm function, which had to meet Schmersal's specific needs. "Here the IoT platform Cumulocity IoT proved to be a genuine all-around talent. We were able to fully adapt the tracking functionality to fulfill the client's wishes," explains Erken. The platform receives and processes the data from the GPS tracker and visualizes it in a clear and user-friendly manner via a dashboard; the user does not require any specialized technical skills. The location of the individual vehicles is shown in real time on a map, and if vibrations or towing are detected, an alarm is automatically sent to the owner—via SMS, email or telephone. In addition, in case of an emergency, the authorities can be contacted immediately. This comprehensive solution fully convinced the insurance company—and Trackerando's client, Schmersal, who is very happy with the solution and the cost savings it brings. Further advantages of the high-end tracking functionality, he finds, are fast and simple installation, the diverse settings offered by the platform, making a conventional alarm system superfluous, and last but not least, the easy-to-read dashboard that is intuitive to operate.

## Vintage cars and sports cars are ready to roll

Good news for all collectors of valuable vehicles and vintage cars: With the high-end tracking solution from Trackerando, they can finally do what they really want to do—start the ignition and enjoy the open road. The problem of insurance has been solved. Thanks to their cooperation with A1

Digital and Software AG, Trackerando can equip collectors' vehicles with GPS trackers and monitor them in real time, around the clock. This allows the owners not only to enjoy driving their vehicles, but also to save costs, because comprehensive tracking means that their vehicles can be insured. Trackerando wants to expand further into this market, and the company is also open to other projects: "In principle, clients can have anything tracked—from assets to vehicles to individuals. Not only vintage cars can be monitored, but e-bikes or construction machines as well, for example. We offer the hardware, the connectivity, and, with Cumulocity IoT, the software," says Erken. Or in other words: In cooperation with Software AG and with A1 Digital, Trackerando is making the IoT a tangible reality—through intelligent, seamless GPS tracking for assets of every kind. One important point, notes Erken, is that personal data and geodata are stored separately. This makes end-to-end monitoring impossible; only the agreed events are followed. "And in spite of this, we can still keep costs low, which is what distinguishes us from the big telematics suppliers," Erken concludes.

## About A1 Digital

A1 Digital advises companies on digital transformation and supports the digitalization of their business areas. The company focuses on industry-specific applications in the area of the IoT, cloud-based products for the modern workplace, and security solutions for the cloud and IoT. With its scalable services, A1 Digital is, in addition, an ideal partner for digital projects for medium-sized companies. As part of the Telekom Austria Group and América Móvil, the company has access to the well-developed infrastructure of one of the largest mobile providers worldwide. In addition to its Munich-based head office for Germany, A1 Digital maintains regional sales organizations and offers cloud solutions via computer centers in Germany, Austria and Switzerland. Learn more at [www.a1.digital](http://www.a1.digital).

### ABOUT SOFTWARE AG

Software AG (Frankfurt TecDAX: SOW) helps companies with their digital transformation. With Software AG's Digital Business Platform, companies can better interact with their customers and bring them on new 'digital' journeys, promote unique value propositions, and create new business opportunities. In the Internet of Things (IoT) market, Software AG enables enterprises to integrate, connect and manage IoT components as well as analyze data and predict future events based on Artificial Intelligence (AI). The Digital Business Platform is built on decades of uncompromising software development, IT experience and technological leadership. Software AG has more than 4,500 employees, is active in 70 countries and had revenues of €879 million in 2017. To learn more, visit [www.softwaeag.com](http://www.softwaeag.com).

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