GPS TRACKING AND IoT GO HAND IN HAND
WITH CUMULOCITY

trackerando.de

Customer Profile

Trackerando is a young startup specializing in customized Global Positioning System (GPS) and Internet of Things (IoT) solutions for small and medium-sized companies in German-speaking countries. From the time CEO Bodo Erken started the company in 2015, Trackerando has been a leader in real-time tracking in Germany, Austria and Switzerland.

New Challenges

- Lacking ease of use with existing GPS tracking solutions
- Competition with telematics solutions
- Increasingly strict data protection requirements
- Added value with IoT communication apps

Software AG Solutions

Cumulocity IoT platform:
- Device management
- Device connectivity
- Rules management and alerts
- Visual analytics

Key Benefits

- Customer solutions implemented in 10 to 14 days
- 90 percent cost savings for customers
- Data protection in accordance with German standards
- Future-proof IoT platform

A success story:
The city of Mainz, its waste and Trackerando

The topic of garbage may not be an exciting attention grabber. But in this case, the success story of Trackerando and how it provides solutions with the Cumulocity IoT platform simply must be told. Trackerando has been helping the German city of Mainz manage its waste with a GPS-based real-time tracking system for almost two years now. This is possible thanks to a partnership with Software AG—and specifically the Cumulocity IoT platform.

It all started when the city of Mainz began looking for a GPS tracking system provider to monitor its garbage compactors. Requirements for the solution included a waste-level gauge and alarm activation when bins are 75 percent full.

It would also need to provide position tracking in the event of theft. Mainz intentionally steered clear of larger telematics providers, because their systems were too complex for the city's needs. Their products simply offered too much data, such as how long hydraulic fluid has been in use, its temperature or when a bin is opened. Furthermore, they were too expensive. Each new compactor bin with telematic functionality would have cost an additional €2,500. It was clear to the city of Mainz that these costs outweighed benefits.

"GPS is a tried-and-tested system which primary used have-been location positioning and navigation in the past. Combined with the IoT, GPS tracking is smart and convenient for users and opens up a surprising array of possibilities."

— **Bodo Erken** | CEO, Trackerando

The city found what it was looking for with Trackerando, which provides precisely the data desired. Thanks to Cumulocity, the data is transparent and can be accessed from any location in real time. Furthermore, it costs significantly less than the larger telematics providers' solutions. At just €135 per GPS tracker and a monthly service fee of €7, the city is cutting costs by more than 90 percent. City officials were quickly convinced of this user-friendly and cost-effective solution and eagerly opted for two types of Trackerando compactor bins: break away and roll off.

From vision to reality

CEO Bodo Erken recalls his company's history, "In cooperation with Amparos, a GPS tracker manufacturer, we planned and developed Trackerando with Cumulocity as a cloud service for end customers. That led us to the idea of specializing in tracking solutions for small and medium-sized companies." He continues, "Things moved quickly after that. Thanks to the open Cumulocity IoT platform, we could begin delivering Trackerando to commercial customers just three months later." What are the benefits of this specialized expertise? Trackerando can offer customized solutions and prioritize services at a low cost. The software-as-a-service solution is typically implemented in close communication with customers, with some work taking place on-site. The maximum duration for setup is 14 days. And no IT expertise is necessary on the part of the customer.

User friendly and secure

Price is often the deciding factor for small and medium-sized companies. But service isn't far behind—especially when it comes to IT. With the help of Cumulocity, Trackerando offers a flexible solution geared specifically to a customer's individual needs. Trackerando CEO Erken elaborates, "We see ourselves as a concept partner. Our customers name their problem, and we take care of finding and implementing a technological solution, including everything that goes with that."

One thing that certainly goes with that is a geofence alarm app created by Trackerando using Cumulocity. In the case of the city of Mainz, an alarm on the site supervisor's and his employee's cell phone will sound in the event a garbage compactor is stolen or moved. If needed, police can even access the system and track the object using the app. This mobile alarm feature is a key component of many Trackerando customers' security strategies, for example, for safe theft. The GPS alarm is activated when a safe is forcefully removed from a wall.

All of this works effortlessly thanks to Cumulocity technology and methodology. Everything is saved in the system and occurs automatically. Automated messages are sent via email or text message to a cell phone depending on urgency. Cumulocity ensures device connectivity and device management in any type of network. Furthermore, data protection is of utmost importance. Cumulocity provided a quick solution for that as well. Erken explains, "All our data is stored on servers in Germany, so we can provide 100 percent data protection. That is critical when the customer is a municipality." Personal data must be stored separately from spatial data. This makes seamless monitoring impossible. Only defined events are tracked. "And we can still keep costs low, which differentiates us from the big telematics providers," Erken concludes.

A business model with potential

The Trackando CEO believes the solution holds even more potential for customers in the healthcare sector. Tracking individuals could be very helpful for outpatient clinics and private households caring for dementia patients. Trackers come with an SOS button and can be equipped with an audio connection as well. Tried-and-tested GPS tracking can truly save lives with these features.

With a base of small and medium-sized customers, Trackerando is realistic but open minded about the future. Until now the company has employed Cumulocity as an out-of-the-box solution. This has been sufficient for customers aiming primarily to gain control and security for their machines. But that doesn't rule out going a further step, which would include solutions with artificial intelligence, increasing real-time connectivity as well as automation of processes, production and distribution.

Cumulocity is a state-of-the-art IoT platform that is predestined for the creation of new business ecosystems. The foundation has been laid: The city of Mainz has decided to equip all garbage compactors with Trackerando trackers from the moment they are manufactured. Trackerando will be leaving its footprint with manufacturers. This, in turn, means major opportunities for attracting new customers and continued collaboration with Software AG.

SAG_Trackerando_RS_May18

🖈 software AG