

# trailer world

## special: telematics

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## Mobility

Integrated telematics systems from  
idem and BPW provide real added value

## Editorial



Dear Readers,

You know BPW as a manufacturer of axles and running gear systems that set high standards in terms of quality and reliability. However, the modern trailer is no longer just an appendage that is pulled along behind the tractor vehicle. The modern trailer communicates; it is equipped with intelligent systems. Telematics is the key word. This is where it can be seen that BPW has consistently developed from a high-tech German running gear company into a global system supplier which works together with its subsidiaries and partnerships to focus on your mobility.

With its products and services, the BPW Group ensures that you are economical, safe and sustainable when on the road. We are also a reliable partner for vehicle manufacturers: we provide them with a comprehensive system from a single source, with mutually matched subsystems, individual components and services.

Telematics is playing an ever increasing role in this. At the transport logistic show in Munich, visitors can experience how we are implementing this innovative technology together with our subsidiary idem GmbH and the ECO Tronic TCONTROL telematics solution, and how we are integrating it into the worldwide BPW network. In addition, we are showing our integrated solution for permanent monitoring of the tyre inflation pressure at the show, about which you will be able to read more on the next page.

In this special edition of our „trailer world“ magazine, we are also presenting specific results from the successful cooperation with idem from the perspective of hauliers, and are showing how telematics can optimise the transport business. Even today, the technology extends beyond simply gathering data, it involves individual selection and processing of the data – always with the goal in mind of making fleet management more efficient and economical.

With best wishes from

Dr. Bert Brauers,  
Member of the Management Board/Sales

## From the customer's perspective

Telematics solutions from BPW and idem in use: Representatives of the pharmaceuticals logistics company Frigo Trans and the dry freight haulier CLdN explain how the technology makes them fit for the future.



Peter Norheimer, CEO of Frigo Trans

»Pharmaceuticals transport is a symbiosis of human expertise and strategically important, technical elements: vehicle unit, telematics and refrigeration machine. We would no longer be able to operate our business from day to day without telematics solutions and we were one of idem's first customers. As a particularly innovative and creative company, it can support us ideally in reaching our goals: we are always searching for new technical features to continuously improve our services. Telematics products from idem and BPW are also particularly user-friendly – the technology speaks for itself.«



Arjan Stolk, Equipment & Operations  
Manager at CLdN Door-to-Door BV

»For our company, telematics solutions specifically mean that we can work faster and more efficiently, and thus offer higher performance. We have already worked out several individual solutions with idem. Our collaboration has always been very exciting and constructive, and has culminated in what you can simply say are good products. In order to fully exploit the possibilities that telematics offers us, we intend to continue putting our heads together.«

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**Responsible:**  
Anne Bentfeld, Werner Fohrmann

**BPW project management:**  
Nadine Wilhelm  
Phone +49 2262 781909  
www.trailerworld.de  
trailerworld@bpw.de

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Juliane Gringer (DVG)

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# The easy way to save costs



BPW and idem offer an integrated solution for permanently monitoring the tyre inflation pressure.

Little effort, great effect: tyres only account for a small proportion of the purchase costs of a trailer, but they do have a significant influence on its fuel consumption and operating costs. Even if the tyre inflation pressure on the vehicle is only 20% down, this results in 2% higher fuel consumption and increased tyre wear. With an annual mileage of about 100,000 km, that amounts to something like €1,000 – costs that are unnecessary and avoidable. An investigation by Continental shows that inadequately inflated tyres are by no means a marginal phenomenon, since it revealed that about 60% of all commercial vehicles are running with inadequate tyre inflation pressure.

Checking of the tyre inflation pressure is offered by BPW and idem with a common telematics solution. The system permanently measures the tyre inflation pressure and tyre temperature, and issues a warning if there are deviations from the nominal volumes. The alarm messages for this can be individually set: the system provides them on the online portal, via e-mail, SMS or push messages to an app. The driver can respond immediately

and correct the tyre pressure: a very simple measure – with a great effect.

## Data transfer with ECO Tronic TCONTROL

The data is transmitted using the ECO Tronic TCONTROL telematics solution. The system provides all relevant information according to the user's requirements. Special emphasis is placed on the analysis and evaluation in order to make fleet management more efficient. In parallel, ECO Tronic TCONTROL offers an interface to all common EBS systems. This means the fleet manager can take decisions independently – also because the system is compatible with solutions from tyre manufacturers such as Michelin, Continental or Pirelli.

Integration of an RFID module in the telematics housing sets ECO Tronic TCONTROL apart from the other market solutions, because the system communicates directly with the tyre inflation pressure sensors on the rim. There is no need to install additional modules.



The sensor of a tyre pressure monitoring systems (TPMS) passes on the information about the tyre pressure to ECO Tronic TCONTROL.

The TCONTROL Center (TCC) database application will be available from mid-2013 onwards. It stores the data obtained from the trailer telematics in a non-proprietary online portal, processes it and implements the extensive functions of BPW ECO Tronic TCONTROL. TCC offers an interface to all common software applications. 

## Long distances, short information pathways

Telematics opens the door to more efficient logistics at CLdN.



Optimised scheduling and telematics improve CLdN's success.

CLdN Door-to-Door BV is a member of the Luxembourg-based CLdN Group, and has several good reasons to rely on the telematics applications from idem. The logistics service provider delivers dry freight worldwide, and uses its own ro-ro ferry connections between the UK, Scandinavia and the European continent.

**Fleet management:** As a company that is mainly on the move internationally, CLdN always keeps sight of its trailers in spite of

the long distances involved. In case of malfunctions, a signal is automatically sent to the web portal NIC-base, by means of which all telematics data is gathered, stored and processed further. The scheduling centre is informed in parallel via an alarm function. This can intervene at an early stage, thereby avoiding unnecessary downtimes. The generated data also allows CLdN to draw conclusions about the driving style and how its vehicles are looked after on the ferries.

**Customer service:** CLdN offers real added value for its customers with telematics. The logistics service provider plans the goods' deliveries so that orders will be delivered reliably, at minimum cost and on the required date. Customers are automatically informed about the just-in-time delivery, and receive a message as soon as their goods have been loaded and unloaded. This means there is often no need to make telephone calls, but the customer is always informed nevertheless.

**Operational costs:** CLdN also uses the idem telematics application for its controlling. Amongst other features, the technology displays the capacity utilisation of the trailers, and enables the schedulers to optimally plan loads for the fleet. In addition, CLdN benefits from the flat rate that idem offers: the prices for transmitting the data are fixed, irrespective of the international roaming zone that the vehicles may be in. "All in all, these possibilities mean that we make better use of the transport volume, and are able to avoid empty journeys and detours. Efficiency and economical operations are top priorities in our everyday business. We also pass this on to our customers," says Arjan Stolk, summarising the advantages for CLdN. ○

## Risk management for high-value transports

Aircargo Transport drives with TCONTROL telematics.

Aircargo Transport GmbH is an international transport service provider with a widespread European network. It focuses on the areas of air-freight replacement transport and high-value transports, in which the company can look back on 30 years of experience.

### Safety to the destination with TProtector

The Fleetwatch team at Aircargo Transport always keeps an eye on the vehicles

using TCONTROL telematics, using the pneumatic safety mechanism to check the hitching status and door openings. The additional TProtector locking mechanism demonstrably helps to protect the trailers against unauthorised access. The hardware required is directly fitted into the doors. The transport business with valuable goods is based on trust, and security is always at the forefront. As a result, a transparent transport chain is particularly important for Aircargo customers.

### Transparency right from the start

According to Michael Roelofsen from Aircargo Transport, idem transport solutions not only offers his company a product, but a comprehensive solution for implementing the company's own security concept. To achieve this, it is merely necessary to install one single telematics box on each trailer. "We've got to be able to give our customers information about their cargo at any time. With ECO Tronic TCONTROL, we are ca-

# Planning maintenance more efficiently in the leasing business

EURO-Leasing GmbH relies on an application that signals technical faults to the control centre.

High-quality equipment, transparent cost structures and reliable, predictive maintenance: in the trailer area, EURO-Leasing successfully relies on telematics from the BPW subsidiary idem GmbH in order to significantly increase customer benefit. The company is one of Europe's leading commercial vehicle leasing operations, and according to the Executive Director of Technology and Sales, Marcus Burmeister, has already been equipping all new vehicles with telematics since 2007 – irrespective of the vehicle manufacturer. This makes it one of the pioneers amongst the international competition as far as extensive equipment with standardised telematics is concerned. One of the things that EURO-Leasing uses the transmitted data for is to plan the maintenance intervals of the vehicles according to requirements, predictably and above all in a way that saves time.

Burmeister: “In the leasing business in particular, there are seasonal and cyclical fluctuations in vehicle capacity utilisation. We therefore need a flexible cost structure for the use of telematics in order to avoid expenditure for units that are inactive. And idem GmbH has organised things accordingly: with its pay-by-use model. This means payment is only due for the use if the trailer really has been leased.”



Telematics applications make it easier for leasing companies to maintain and repair their fleet.

This solution offers significant advantages especially for those who are leasing the vehicles, because the equipment provided in EURO-Leasing's vehicles means they can use the telematics services for checking and improving their efficiency. Another advantage: all

EURO-Leasing vehicles already feature standard telematics, meaning that newly leased vehicles can immediately be integrated into the operator's own telematics-based fleet management – and payment for the Telematics services is precisely according to use.

pable of protecting the quality of the goods during transport.” For Michael Roelofsen one important function is continuous monitoring of the refrigeration chain for particularly sensitive goods. This is because digital recording of the values guarantees reliable and comprehensive documentation of the temperatures. The system immediately signals an alarm in case of malfunctions.

idem's innovative TProtector security solution offers the company new possibilities for perfecting its high-value transports and expanding its pioneering role as a service provider for secure transports, including in the airfreight sector.



Valuable goods can be demonstrably protected using electrically charged door sensors.

# Real added value

BPW and idem GmbH offer application-oriented telematics solutions.



It is hardly breaking news, but is important nonetheless: the transport business is under pressure – legal requirements are becoming more and more demanding, competition is increasing and costs are rising. For haulage companies and fleet operators, this means making every cent count in order to maintain profitability. There are highly diverse ways of doing this and many things only become apparent by taking a closer look. An example: if the pressure in a trailer tyre drops by only 2 bar, this alone will increase diesel consumption by 0.2 litres per 100 km, and also entail increased tyre wear and unnecessary CO<sub>2</sub> emissions. Reason enough to monitor the tyre pressure, although without having to plan for additional stops which would increase the driving time and lead to higher costs.

What goes for the tyre inflation pressure, also goes for many other areas: the trailer „knows“ a lot; the information it can provide must be used more effectively however, because it is the key to greater efficiency in fleet management – delivering competitive advantages.

The selection and processing of data is crucial. The precise requirement differs from one application to another. Small haulage

companies or large fleets, refrigerated transports with the obligation to show that the refrigeration chain has not been interrupted, or security transports – they all have their own requirements and the optimum solution must take account of this. BPW and its Munich-based subsidiary idem offer ECO Tronic TCONTROL as a telematics solution which can do exactly what is required: precise selection of information and tailor-made evaluations, together with active alarm messages that are as individual as required.

»What we are implementing here delivers real added value for the haulage company.«

Dr.-Ing. Bert Brauers, member of the Board of Management at BPW with responsibility for sales

ECO Tronic TCONTROL offers the decisive extra: it is a combination of the tried-and-tested idem trailer telematics solution and a tyre inflation pressure monitoring system supplied by BPW. “What we are implementing here delivers real added value for the



Dr. Ing. Bert Brauers (left) and Peter Jendras are optimising the benefit of electronics for their customers.

### Peter Jendras

Born 1968 in New York and raised in Heidelberg, Peter „Pete“ Jendras returned to the United States to study. He obtained a Master of Business Administration (MBA) at Boston University. He has been working in the telematics sector since the 1990s, and founded idem GmbH with his wife Alexandra in 2004.

### Dr.-Ing. Bert Brauers

Dr.-Ing. Bert Brauers began his professional career in the automotive components industry after studying mechanical engineering and obtaining a doctorate from RWTH Aachen.

He held various managerial positions in this industry before joining the Board of Management of BPW in mid-2001, with responsibility for sales.

haulage company, because we help them to cut their operating costs,” explains Dr. Ing. Bert Brauers, the member of the Board of Management with responsibility for Sales at BPW. “Tyre inflation pressure monitoring is an ideal supplement, because we can use the advantages of telematics to optimum effect here.”

Telematics applications have completed their development cycle: initially they were chiefly supposed to help locate vehicles, whereas now they offer much more besides. “Information is gathered, parcelled together and then evaluated so that our customers can see what they can do better and how they can use their fleet more efficiently. That puts the haulier or fleet operator on a completely new level when it comes to calculating the figures in a company,” says Peter Jendras, CEO of idem GmbH.

Peter Jendras can allay the fears of many hauliers that more electronics will above all be associated with greater complexity: “We don’t produce a flood of data. Quite the reverse: we use the possibilities of trailer tele-

»Our individual telematics solutions make us the mobility partner for haulage companies and fleet operators.«

Peter Jendras, CEO of idem GmbH

matix to provide real assistance. At the same time, our electronics expertise combined with systems from the BPW Group represents a unique solution.“ Bert Brauers adds: “We let the trailer do the talking – and we process its messages for the advantage of our customers.”

Nowadays, telematics also stands for the possibility of acting at the right time: one of the next combined projects of BPW and idem will be preventative maintenance. Using an app, for example, it would be possible to display wear data even when on the move, using a mobile device. When the wear limits

are reached or if limit values are exceeded, push messages are sent to the mobile device. At the same time, the app can display the nearest service stations – real added value for the haulier, because it reduces downtimes. In future, the telematics solutions from BPW and idem should also display which spare parts will be needed shortly, and where these are available at the required time. Ideally, several service stops could then be combined with one another – saving time and money.

Telematics solutions from idem and BPW are oriented towards user-friendliness, and should be widely usable. To ensure this is the case, the Internet platform of ECO Tronic TCONTROL is designed so that all data will be combined together and can be evaluated using a single application, even in situations with heterogeneous fleets and telematics solutions from different manufacturers. ○



Scan the code with your smartphone to find out more about the integrated telematics solutions from BPW and idem: [www.idem-gmbh.com](http://www.idem-gmbh.com)



## Always in contact with your trailer. BPW running gear: the basis for greater efficiency.

We have developed the future with ECO Tronic TCONTROL:  
The innovative telematics solution provides you with precisely the data you need  
in real time: location, route, temperature, EBS data, door activities, tyre pressure  
monitoring and more. Clearly and individually evaluated. Selected alarm messages  
are provided as e-mail, SMS or mobile app. Reliably. Day and night.



ECO Tronic  
TCONTROL

