



EUROPEAN
RENTAL
ASSOCIATION

Telematics

What Future?

Claudio Fiorentini

JCB - MD Major Accounts



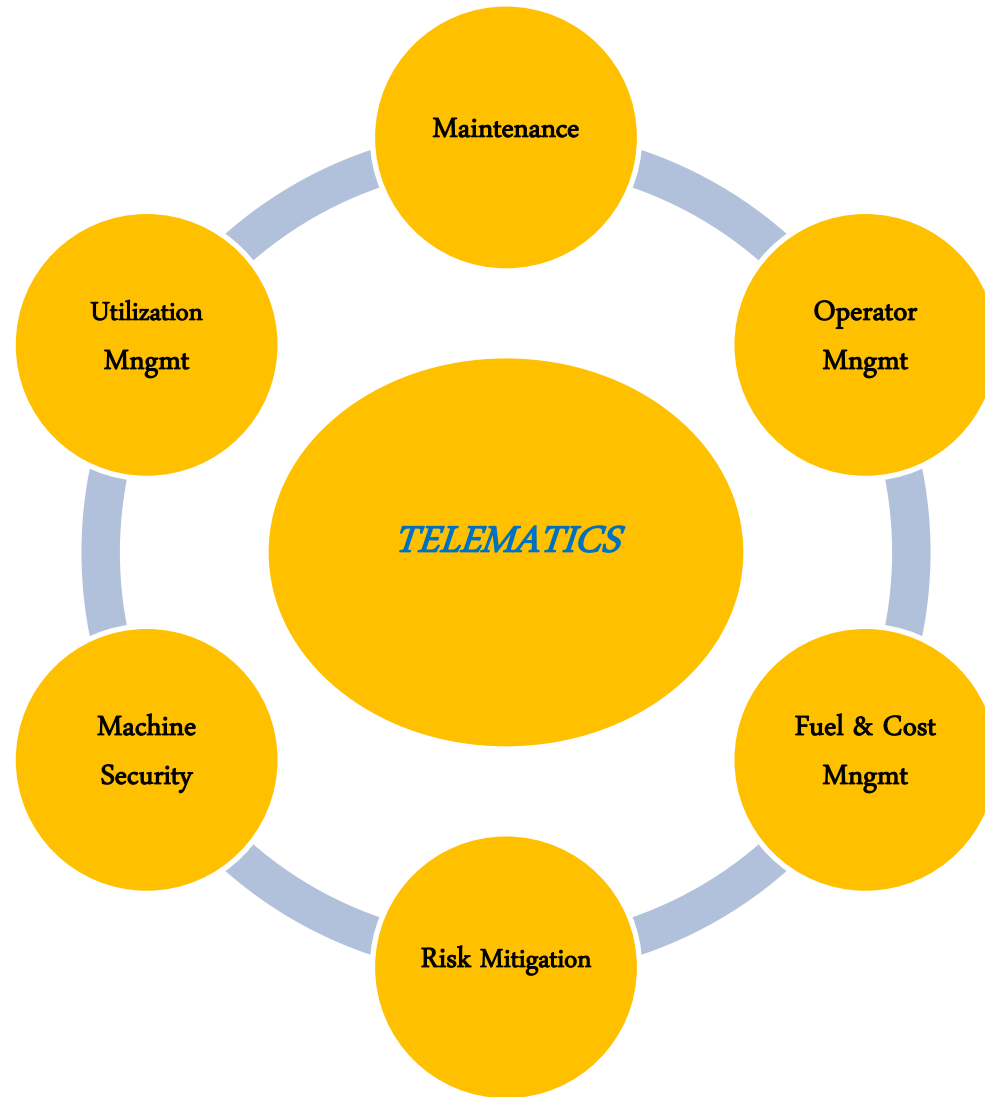
Please react on Twitter, @era_rental

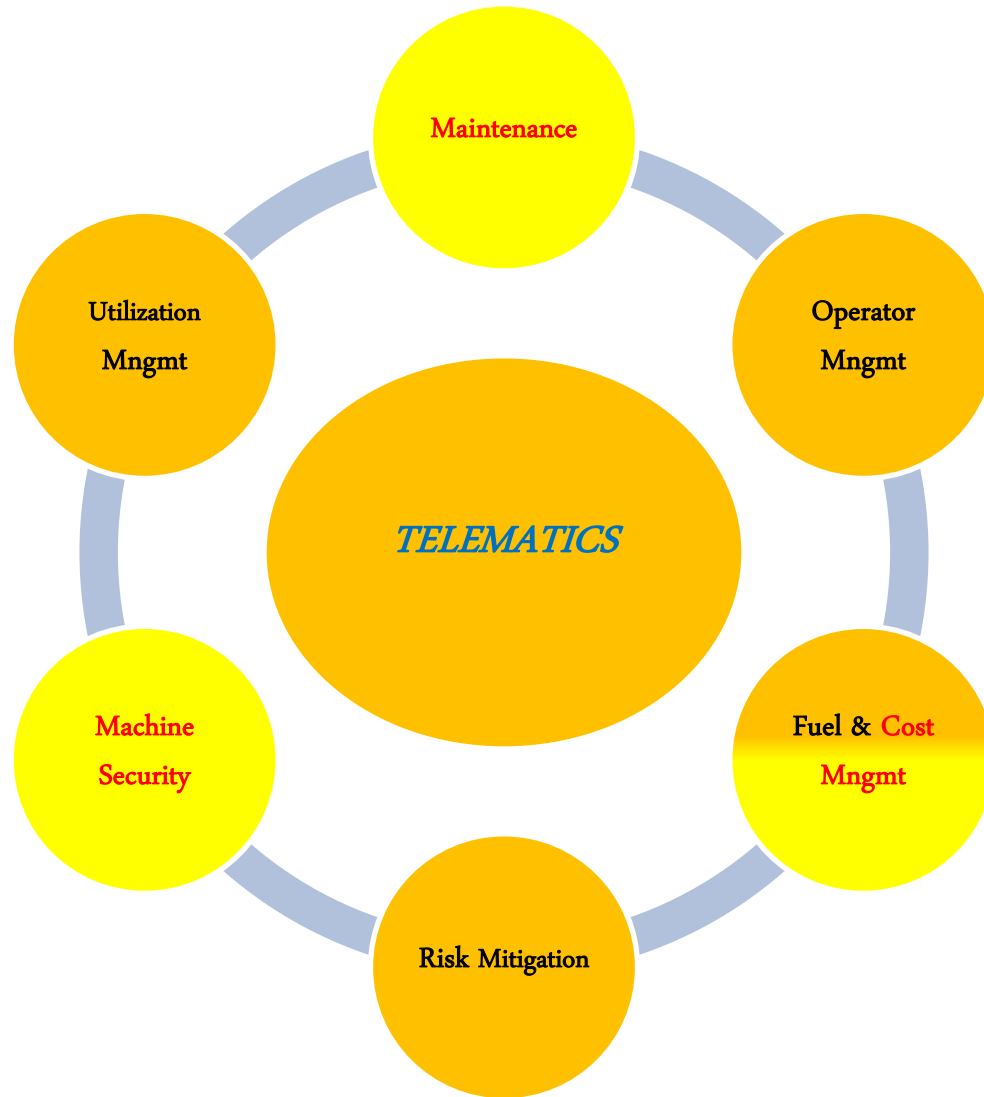


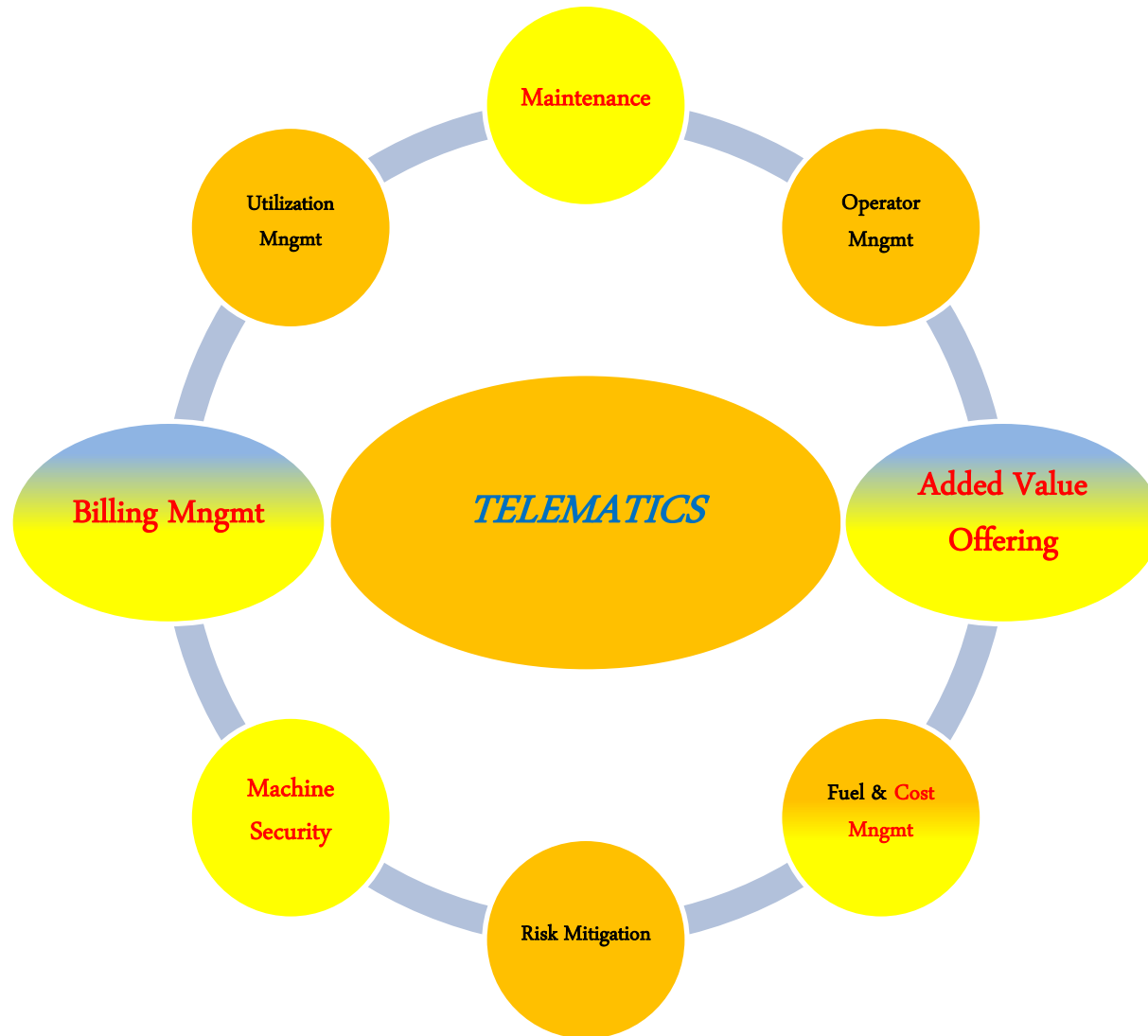
TELEMATICS. WHAT FUTURE?

Frost & Sullivan have researched the Off-Highway industry and concluded that Telematics is *“now perceived as the go-to solution for improving the total cost of ownership. We will see a surge in demand for telematics, led by a growing number of rental companies adopting the technology.”*

What can Telematics give the Users?





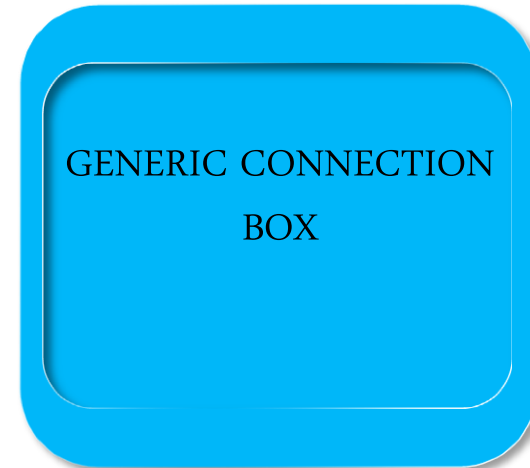


DILEMMA!

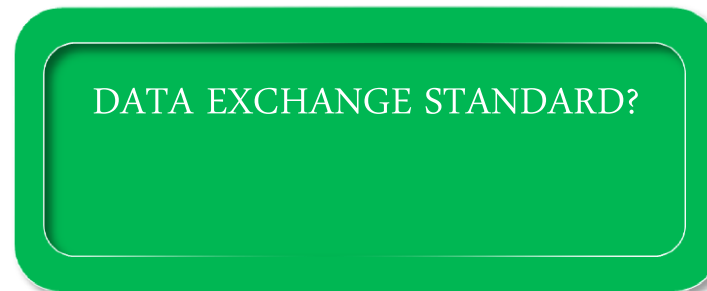
OEM
SYSTEM

OR

PROPRIETARY
SYSTEM



OR



AEMP V1.0	ISO 15143-3 (draft)	Other OEM functions
Unit Id and install date	AEMP V1.0 data points plus	Detailed Duty Cycle data such as roading /loading/excavating / tracking etc
Location	Diagnostics Cautions	Advanced remote diagnostics
Machine hours	Idle hours	
Fuel used	Fuel level	
Distance Travelled	Current engine status	
	Current Ignition status	
	PTO status	
	Average daily engine load	
	Maximum daily speed	
	Active Regeneration	
	Load Count & payload totals	

AEMP V1.0	ISO 15143-3 (draft)	Other OEM functions
SIMPLE DATA MANAGEMENT	ADVANCED DATA MANAGEMENT	ADVANCED & EFFECTIVE DATA MANAGEMENT
BASIC DATA BUT ESSENTIAL	WIDER DATA RANGE	<u>ADVANCED</u> DATA VERY EFFECTIVE
	POSSIBILITY TO OFFER BASIC ADDED VALUE SERVICES	POSSIBILITY TO OFFER <u>ADVANCED</u> ADDED VALUE SERVICES
	REMOTE DIAGNOSTICS	<u>ADVANCED</u> REMOTE DIAGNOSTICS

SIMPLE DATA EXPORT

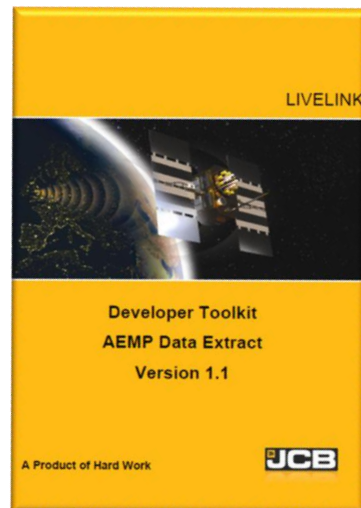


IN UK

AEMP STANDARD V1.0



IN USA

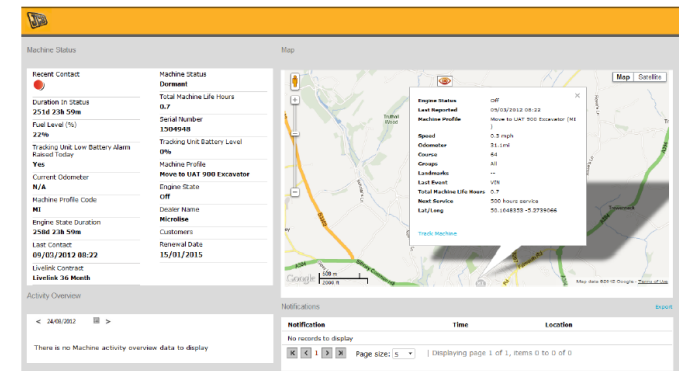


Serial number	Model	Total machine life hours	Location	Last contact	Exported Date/Time
2409004	JS300	250.5	42 Grand Avenue, London N10, UK	16/05/2015 12:48	16/05/2015 21:33
2134676	JS130	364.4	1.2 Kilometres From Waterhouses	16/05/2015 12:01	16/05/2015 21:33
2135862	JS220	222.6	Station Rise, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 21:18	16/05/2015 21:33
2134854	JS160	810.6	1.6 Kilometres From Rocester	16/05/2015 20:56	16/05/2015 21:33
2439601	VM117	312.6	B5417, Farley, Staffordshire ST10 3, UK	15/01/2015 16:50	16/05/2015 21:33
2267595	5CX	137.1	Lyne Crossing Road, Chertsey, Surrey KT16 0AS, UK	16/05/2015 16:40	16/05/2015 21:33
2342669	535-140 LE	248	Ribden Road, Stoke-on-Trent, Staffordshire ST10 3BT, UK	15/05/2015 15:29	16/05/2015 21:33
2365652	525-60	76.7	B5030, Rocester, Utttoxeter, ST14 5BW, UK	16/05/2015 15:59	16/05/2015 21:33
2267677	3CX	214	B5030, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 16:01	16/05/2015 21:33
2267354	3CX	271.7	B5030, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 15:47	16/05/2015 21:33
2249611	86C-1	187.6	B5030, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 15:38	16/05/2015 21:33
1910827	Telemaster	10.5	7, Carlisle, Cumbria CA6, UK	16/05/2015 15:23	16/05/2015 21:33
2050818	JS360	514	Ribden Road, Stoke-on-Trent, Staffordshire ST10, UK	16/05/2015 17:31	16/05/2015 21:33
2050066	JS260	505.9	Ribden Road, Stoke-on-Trent, Staffordshire ST10 3BT, UK	16/05/2015 15:51	16/05/2015 21:33
2344435	560-80	250.7	Station Rise, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 15:42	16/05/2015 21:33
2343517	540-170	98.5	Wootton Lane, Prestwood, Utttoxeter, ST14 5, United Kingdom	16/05/2015 16:49	16/05/2015 21:33
2313125	437 WLS	249.1	Trig Street, Beare Green, Dorking, Surrey RH5, UK	16/05/2015 18:09	16/05/2015 21:33
2313126	437 WLS	200.1	Ribden Road, Stoke-on-Trent, Staffordshire ST10, UK	08/04/2015 10:51	16/05/2015 21:33
2312278	427 WLS	45.7	120 Furzebrook Road, Wareham, Dorset BH20 5AR, UK	16/05/2015 08:30	16/05/2015 21:33
2183000	541-70	381.8	B5030, Rocester, Utttoxeter, Staffordshire ST14 5BW, UK	16/05/2015 15:59	16/05/2015 21:33
2083547	531-70	668.8	Jardines Lane, Stubwood, Utttoxeter, ST14 5, United Kingdom	16/05/2015 11:09	16/05/2015 21:33
2330721	527-58 LC	453	B5030, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 12:42	16/05/2015 21:33
2262936	4CX	295.3	1.6 Kilometres From Rocester	16/05/2015 15:46	16/05/2015 21:33
2095911	417 MWLS	531.9	B5030, Rocester, Utttoxeter, ST14 5, United Kingdom	16/05/2015 14:55	16/05/2015 21:33

PAGE LINK



IN UK





EQUIPMENT POINT



What is EquipmentPoint?

EquipmentPoint is a complete web-based platform designed to give our customers 24/7 unlimited access to their rental and owned fleet. EquipmentPoint integrates OEM and after-market telematics solutions which can be quickly and easily installed on every asset. The EquipmentPoint application will enable the end user to quickly identify and locate specific assets, track their utilization, monitor meter hours or odometer, monitor engine performance and fuel (in full digital engines). All these tools will empower the user to focus on their day to day job and be alerted when or if action is required.

EquipmentPoint is an integrated part of our e-SP® Services program, Hertz's exclusive on-line tool used for managing your Hertz Equipment Rental Account. Both our e-SP® and EquipmentPoint applications were designed in partnership with our customers to meet and exceed their fleet management needs. Our real-time data enables users to be proactive vs. reactive. All hardware data is integrated into the Hertz back-end applications updating billing and maintenance information.

Consumer Benefits:

Utilization Monitoring & Reporting

Data is only useful when you can make sense of it. EquipmentPoint streamlines all data to provide you the critical intelligence you need to run the business.

- Utilization
- Equipment Diagnostics
- Maintenance and much more

Cost Savings & Revenue Generating

Reducing cost and growing revenue is essential in every successful business. By utilizing EquipmentPoint we can help you achieve your goals.

- Lower Operating Expenses
- Control Fuel Costs
- Control Labor Costs

Security & Liability

Managing a lot of moving assets at one time can be difficult. EquipmentPoint provides the ability to maintain real-time 24/7 visibility of all your assets.

- Locate troubled assets
- Maintain asset location in remote areas
- Curb dangerous driving behaviors

Ease of Use

EquipmentPoint's easy to use website utilizes a tabular format and allows for quick access through our dashboards to all your data.

- Quick Search Functionality
- Alerts and Upcoming Service
- Timeline of Events

Total Control®




RENTAL FLEET UTILISATION TOOL



Advantages of using OEM solutions via ISO 15143-3

JCBJS22EA02135367 - Excavator / JS220 ▲



VIN: JCBJS22EA02135367
Serial: 2135367

14/01/2015 16:37:59
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Contract valid until 10/02/2015
638.0h Hours (Life)

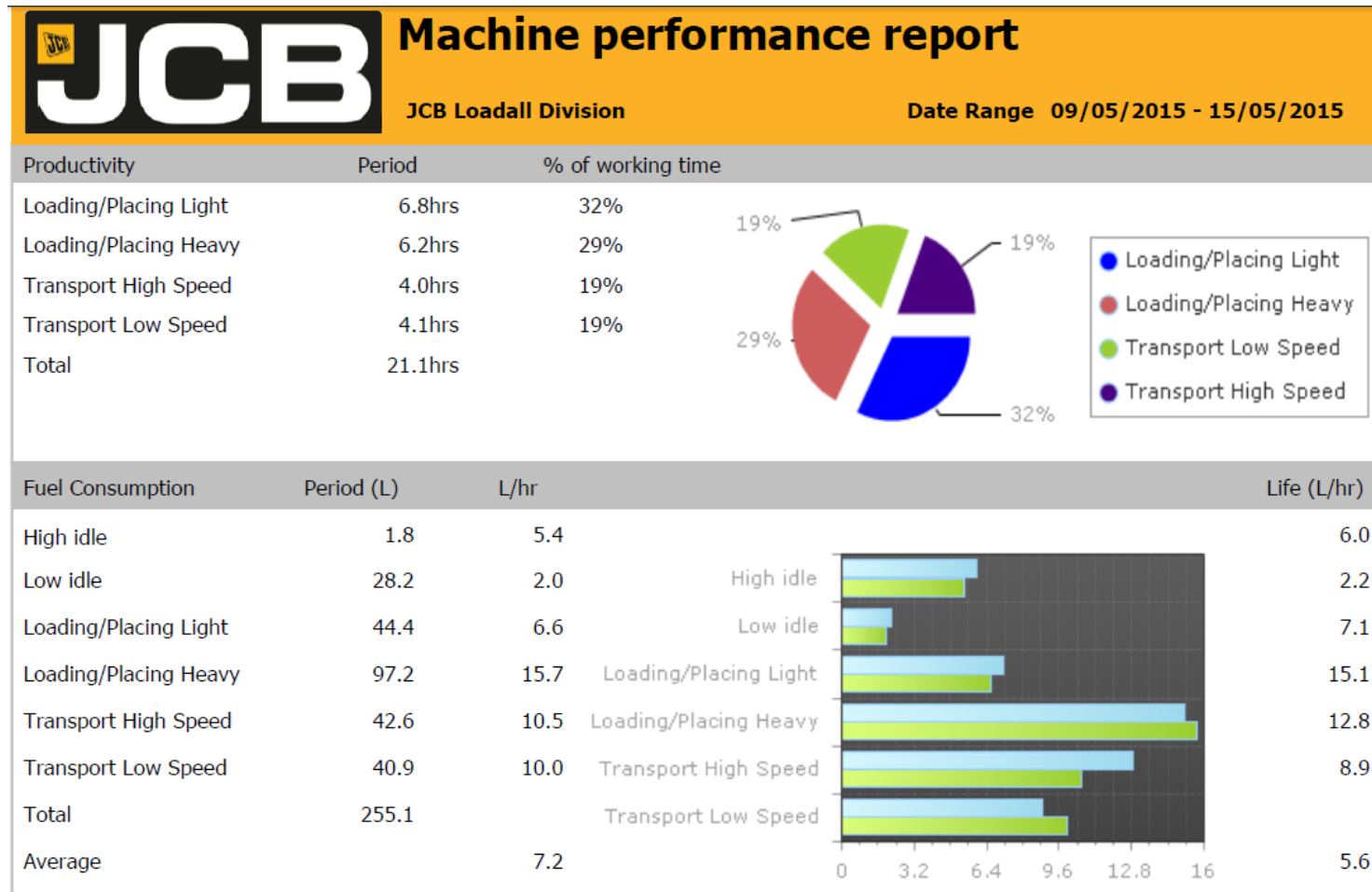
Current Activity Notifications Servicing Service updates Fuel Level Remote diagnostics Code management

Request error log An error log download has been requested and is awaiting processing

- FIRST TIME FIX
- FASTER RESPONSE
- BETTER ENGINEER PLANNING

Machine	Engine Software Level
JCB3CX02V02269175	QYF31
JCB3CXAPE02269774	QYF31
JCB3CXPCE02259315	QYF31
JCB5CG2GP02406871	QYF31
JCBJS16FK02134906	QYF32
JCBJS16FV02424602	QYF32

Advantages of using OEM solutions via ISO 15143-3



ISO 15143-3

Significant Step to Improved Standardisation in the Industry

Benefits of using the ISO standardisation:

- ✓ OEMs can provide data feeds into your business systems without the need for you to install aftermarket solutions
- ✓ OEM systems are data rich, meaning that they can meet your current and future information needs
- ✓ OEM systems are being further integrated by our engineering teams to ensure that advanced diagnostics will develop in line with the complexity of modern machinery
- ✓ OEMs have already developed applications for customer performance monitoring and can partner with you in Added Value proposals
- ✓ OEMs systems can truly help you in TCO optimisation

TELEMATICS. WHAT FUTURE?

We see a bright Future for Telematics and, as

far as we can see, it is all ***Yellow!***

THANK YOU!