



PLENARY SESSION – PART 1 –  
Sustainability, Digitalisation and People

# ERA CONVENTION 2026

Professionalising Rental Through Data & Digital

2-4 JUNE 2026

Trackunit

**Domokos Speder**

#ERAConvention2026



# Professionalising Rental Through Data & Digital



**Domokos Speder**

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**Who knows exactly  
which machines in your  
fleet are generating  
revenue  
right now?**

**And how many of you  
trust that answer  
enough to make a  
business decision  
today?**

**Data is**  
**everywhere.**

**Decisions still**

**aren't.**

**Something is**  
**missing.**

WHAT THE INDUSTRY TELLS US

# The data exists. The decisions don't follow.

## What the industry reports

**80%+** of rental companies use telematics today

**38%** of machine hours are idle, even when data is flowing

**35%** have integrated predictive analytics

## What Trackunit sees

**3M+** connected machines generating signals every day

**~1M** connected to ERP and IT systems in some form

**~0.5M** connected to a business decision

Sources: Market Growth Reports (2024); Komatsu; Gitnux Equipment Rental Industry Statistics (2024); Trackunit platform data.

Most companies have connected machines. Very few have connected decisions.

# Six stages. One asset. A lot of moving parts.

## 01 Quote

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Order received,  
machine reserved

## 02 Dispatch

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Route, driver,  
logistics planned

## 03 Delivery

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On-site,  
handed over

## 04 On-rent

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Machine in use,  
billable time

## 05 Service

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Maintenance,  
repairs, fuel

## 06 Return

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Off-hire, inspect,  
invoice

*Across our 3M connected machines, every one of these stages produces signals — most rental companies only see a fraction of them.*

**Not data.**

**You already have more than you can use.**

**Not insights.**

**Reports aren't the bottleneck.**

**Intelligence.**

# What rental can learn.

From three industries that didn't sell more product — they sold a different relationship with the customer.

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**Tesla. Rolls-Royce. Airbnb.**

# The car became software.

Tesla didn't just sell vehicles — they sold a car that gets better every week through over-the-air updates. The asset became a platform.

EXAMPLE 01 / TESLA

What changed: the relationship.



A front-facing view of a large commercial airplane on a runway. The aircraft is centered in the frame, with its two large engines and wings clearly visible. The background shows a hazy sky and some airport buildings in the distance.

# Power-by-the-Hour.

Rolls-Royce stopped selling engines. They started selling uptime — paid per flight hour, with the data that proves it.

EXAMPLE 02 / ROLLS-ROYCE

Same machine. Different contract. Different business.

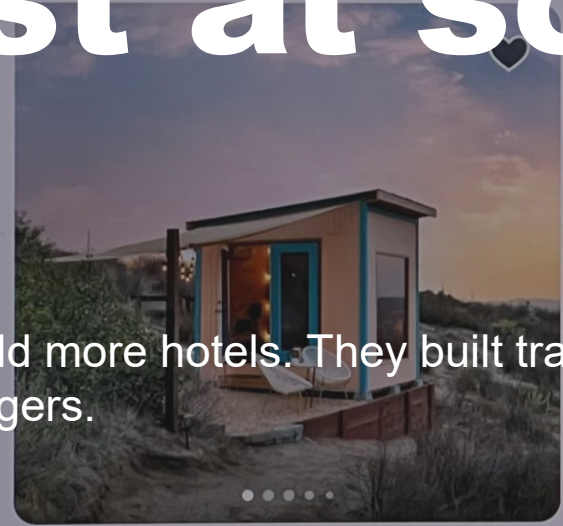


Anywhere Any week Add guests [Search]

- Desert
- Beach
- Cabins
- Islands
- National parks
- Amazing pools
- OMG!
- Camping
- Tiny homes
- Design
- Arctic
- A-frames

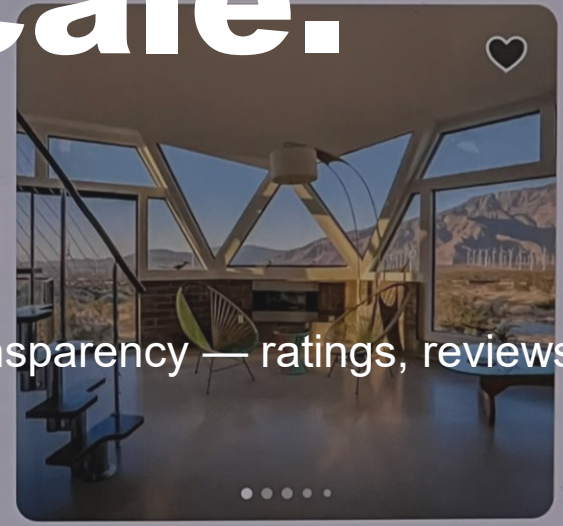
# Trust at scale.

Airbnb didn't build more hotels. They built transparency — ratings, reviews, verified identities — so strangers could trust strangers.



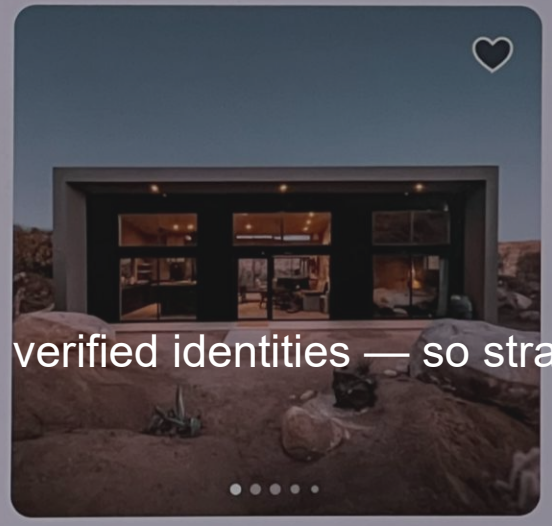
**Aguanga, California**  
 87 miles away  
 \$220 night

4.96 ★



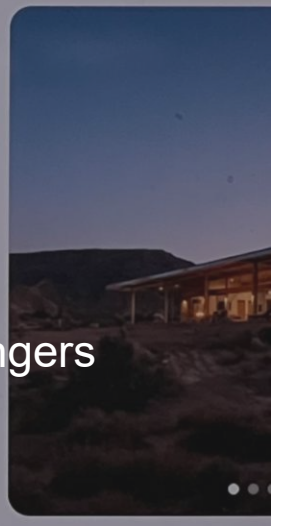
**Palm Springs, California**  
 95 miles away  
 Aug 16 – 21  
 \$461 night

4.95 ★



**Pioneertown, California**  
 101 miles away  
 Aug 31 – Sep 5  
 \$537 night

4.95 ★



**Yucca Valley, California**  
 101 miles away  
 Jul 10 – 15  
 \$489 night

EXAMPLE 03 / AIRBNB

Same product. New layer. New economy.

# The pattern is the same.

None of them invented new hardware.

They added an intelligence layer on top of the data their existing assets were already producing — and used it to change the deal with the customer.

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**Same hardware. New layer.**

# The gap between data and decisions

## Action Layer

Operators act. Managers decide. Sites move. Outcomes change.

## Intelligence Layer

Context + domain understanding + real-time decisioning. This is what's missing.

## Data Layer

Telematics, sensors, utilization feeds - raw signals from every machine, operator, and site.

# So what does professionalising rental mean?

It means closing the gap between the data your machines already produce and the decisions your team has to make every day.

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**Same fleet. Same customers.  
Different operating system.**

**Intelligence in action.**

**3 live workflows across rental cycle.**

**On-rent**

**Service**

**Return**

**On-rent** Authorized Usage

**Unauthorized operator  
detected.**

# Authorized usage, P&L ready

01

## Verification

Operator identity, certifications, and rental contract permissions are verified automatically before machine access.

02

## Validation

Machine usage is continuously checked against contract rules, approved operators, site restrictions, and rental terms.

03

## Monetization

Authorized usage is documented automatically. Exceptions trigger alerts, billing events, contract extensions, or customer follow-up.

*“Turning machine access into contractual certainty.”*

# What if machines **saw risk?**

## What the machine knows.

The data already exists. Makes it visible where decisions are made.

- **Every near miss:** logged, linked, searchable  
Not a notification that disappears. A record tied to the machine, the operator, the site.
- **Proximity breaches & zone entries:** in real time  
Camera intelligence catches what no checklist can the moment before impact.
- **Operator behavior:** speed, reaction, repeat pattern  
Who, how fast, and whether it has happened before on this asset.
- **Site layout:** where risk clusters, not just where it struck  
The same corner keeps showing up.
- **Weather & conditions:** the invisible multiplier  
Low visibility mornings. High wind. Rain. Correlated with your incident log automatically.
- **Any data source:** open platform, your signals  
Shift rosters, ground conditions, ER



# Off-hire that closes itself.

01

## Inspection

Driver photos and machine telemetry compared automatically against the on-hire baseline. Damage flagged on the spot.

02

## Condition

Hours, fuel, fault codes, idle pattern — every signal from the rental period reconciled against the contract.

03

## Invoice

Final charges generated the moment the machine is off-rent. No disputes a month later because the evidence is in the data.

OLD MODEL

# ~~Reports.~~

Data reviewed weekly. Decisions made late. Damage already done.

INTELLIGENT RENTAL

# Recommendations.

Specific. Contextual. Delivered at the moment action is still possible.

HOW EVERY RENTAL COMPANY WILL CHANGE

# With the intelligence layer, this is what happens at every stage.

**01**  
**Quote**

*Optimised  
quote  
in seconds*

**02**  
**Dispatch**

*Proactive  
rerouting*

**03**  
**Delivery**

*Instant  
exception  
alert*

**04**  
**On-rent**

*Swap,  
extend,  
or retrieve*

**05**  
**Service**

*Predictive  
intervention*

**06**  
**Return**

*Instant,  
accurate  
invoice*

Same machines. Same customers. A different operating system, end to end.

THE WINNERS WILL DO MORE

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**The winners  
will earn more  
from the same  
fleet.**

Same fleet. Same depots. But guaranteed uptime, proactive recovery of idle machines, predictive service, instant billing on return.

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**They'll deliver outcomes.**

**Not if. When.**

# **The intelligent rental fleet is not a future aspiration.**

For twenty years we've been connecting machines.  
The next ten years won't be about connecting machines.  
**They'll be about connecting decisions.**

The companies that do that first won't have bigger fleets.  
**They'll simply run better businesses.**



# Q&A SESSION