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IMAGE SOURCE: Sinoboom BV

Sinoboom BV and Trackunit sign MoU for telematics solutions

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Sinoboom BV, the European subsidiary of the Chinese MEWP manufacturing specialist, has signed a **Memorandum of Understanding (MoU)** with **Trackunit** confirming the telematics solutions specialist as preferred partner in the design, installation and delivery of these data services for Sinoboom equipment.

Sinoboom and Trackunit have collaborated closely to create the specially customized solution with the ultimate aim of enhancing the customer experience. Through the data provided, machine downtime can be brought to an absolute minimum through remote diagnostics and proactive service planning, while the security of equipment is increased with machine location functions, including the ability to lockdown equipment remotely.

With data that can be accessed through the app or via integration with a company's own business systems, fleet management efficiency is strengthened. Customers can accurately locate and assess equipment remotely, view machine usage statistics, receive service prompts and diagnostic warnings, and access everyday tools such as equipment quick start guides.

Signing the agreement, Tim Whiteman, CEO of Sinoboom BV, said, "This agreement marks a significant step both for Sinoboom BV and our customers, who we know welcome being able to access reliable data. Trackunit has worked with us to ensure that a deep level of data is available very easily to those customers who want it. The focus is on leveraging data and making it useful. The partnership seeks to provide machine insights, integrating easily to other solutions and offering strong compatibility with other telematics systems – all focused on driving an improved customer experience."

Soeren Brogaard, CEO of Trackunit, stated, "This digital partnership will help to build a solid foundation for Sinoboom customers, allowing them to manage whole fleets and individual machines quickly and easily. We look forward to working with Sinoboom and create value for Sinoboom customers and the broader industry."

The MoU was signed during the Sinoboom Global Partner Summit, hosted online on January 12 for all Sinoboom partners, from the company's headquarters in Changsha, China.

Source: Sinoboom BV