



Trackunit to showcase new, industry-first capabilities at ARA Show

IMAGE SOURCE: Trackunit

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- Trackunit to showcase new industry-first capabilities at The ARA show
- New capabilities latest tweak to global IoT player's Access Management solution
- Updated solution will support fleet-wide operator deployment with minimal process
- Other software on show includes Emissions Reporting, Marketplace and Beam Gateway
- Will also give a glimpse into the future, as Trackunit unveils latest IoT device

Trackunit will headline the latest enhancements to its new generation Access Management software at next month's New Orleans hosted ARA 2024 exhibition, with a particular focus on making access safer and more efficient.

The global IoT player has added new capabilities that will allow users to put in place new inspection capabilities to its Access Management system including a 'rolling PIN' function that, through personalized PIN codes to authorized users, prevents access sharing and will help make on-site access even easier.

"We always have at the core of our product offering the fundamental purpose of eliminating downtime and these additional capabilities are entirely in keeping with that principle," said Lærke Ullerup, Chief Product and Marketing Officer at Trackunit. "Fleet owners can now optimize access to a far greater degree than previously, and this will have important security aspects that will enable on-site operations to run more smoothly.

"The safety benefits of access management are worth re-emphasizing too in a cost aspect as, according to the US National Safety Council, every \$1 spent on injury prevention leads to a return of more than \$2," said Ullerup. "It's two birds with one stone as we move towards a reduced-risk job site and cut unnecessary expenditure."

Ullerup said that OEM visitors would also get the chance to see how Trackunit has fine-tuned other elements of the Access Management solution to enable them to better integrate access control into their machines with brand new hardware for factory installations.

"This is a great selling point as we see access control become widely adopted in rental and on job sites," she said. "Marketplace also gives OEMs a great opportunity to differentiate themselves by building apps on the platform that their customers can directly access."

Other products on show include Trackunit's Emissions Reporting software that has also undergone enhancements since it hit the market in late 2023 enabling, for example, users to monitor emissions by site, Ullerup said.

"It's important not to underestimate just how significant a KPI it has become for the vast majority of North American construction companies to have fleet-wide emissions reporting in place and we're facilitating that," said Ullerup. "It will mean they can bid for the big, strict-environment driven, government-led projects and have a better chance of winning."

Trackunit will also showcase its Marketplace data feeds which have accelerated to 69 value-adding apps on board, powered by its extendible platform Iris. Beam Gateway will also be on show and is of particular interest to Contractors as it helps grow and build new digital processes to bridge the connections between equipment, fleets, and sites.

There will also be a first opportunity for visitors to get a look at Trackunit's latest IoT device development which will be unveiled at Trackunit NEXT at the end of January.

"We think this new product will really excite the market," said Ullerup. "We don't want to completely give the game away yet, but we are showcasing it at NEXT and ARA Show visitors can find out more next month too."

< >You can visit Trackunit at Booth #5657. The show runs from February 19-21.

Source: Trackunit