



## » FLEET MANAGEMENT: THE FRAMEWORK FOR GROWTH IN EUROPE

By **Francesco Signor**

*Corporate Communication & Public Affairs  
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When we talk about fleet management, we use a potentially ambiguous term that is often associated with a wide range of solutions for different applications, related to freight transport vehicles but not only. Even today's market development should not deceive us, as the history of fleet management is by no means recent and has its roots in the 1980s. The first on-board computers, in fact, date back to the time of Reagan's presidency in the United States. The development of the Internet has done the rest. Today, mobile network infrastructures guarantee seamless connectivity at ever decreasing costs while providing high performance, processing capacity and outstanding usability. The commercial vehicle fleet sector plays an essential role in the European economy. According to the official statistics in the 2018 study by Berg Insight, 37.8 million commercial vehicles were in use in EU23 + 2 as of 2015. Of these, around 6.1 million are medium and heavy commercial vehicles, representing a market worth € 250 billion. In addition, most of the 30.9 million light commercial vehicles (LCVs) in Europe are used by mobile workers or for the distribution of goods and parcels.

It is no coincidence that Viasat is harmonizing its offer on a Europe-wide level, focusing its offer on technological solutions that can make fleet management, transport activities and driver management more efficient and innovative, including mobile workforce management applications, by connecting vehicles to the IT systems of companies. We are talking about a European market with prospects for development in the years to come, which needs advanced technologies to improve efficiency, as shown by the projections elaborated by Berg Insight which predict a growth in fleet management systems of about 15.2%, from 7.7 million units at the end of 2017 to 15.6 million units by 2022.

**VIASAT  
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ROUNDUP

## » VIASAT FLEET: INNOVATION IS PARAMOUNT



Interview with **Alessandro Peron**  
*Head of Business Unit Fleet VIASAT S.p.A.*

Today, companies are involved in a great process of change, brought about by digital transformation and by the ever-increasing competition on the market. Therefore, 'intelligent' support is essential in order to promote a rapid and effective redefinition of operational and service models. This is Viasat Fleet's new challenge.

### What is the context of reference?

In order to keep up with the competition in an increasingly competitive global market, guaranteeing quality products and services is no longer enough. One has to predict the direction in which the company will move, the preferences of the clients and in which aspects it will be possible to improve the business action. To obtain this information,

a modern company cannot do without an effective Big Data Analytics activity to help guide strategic decisions and offer innovative solutions. The transport industry is going through a period of great change, and it is encouraging to see that the majority of operators are looking at technology with a renewed focus and investing in solutions to solve the basic operational challenges.

### What is your proposal?

With Viasat Fleet's telematics solutions, based on satellite technology and on the IoT, companies operating in the transport and logistics market - characterized by the need to track goods in real time, as well as to plan, manage and optimize flows, both along the supply chain and within complex logistics hubs - can concretely achieve greater efficiency and competitiveness with minimal investment costs. These benefits can also apply to other sectors, from construction to technical support and urban hygiene.

### Can you provide some examples?

We are talking, just to name a few, about the possibility of knowing the position of your trucks wherever they are, the kilometres they have travelled, the fuel they have consumed,





### The Steve project: presentation of the Viasat-equipped electric car

On Tuesday, March 26th, in Venaria Reale (TO), a prototype of the JAC electric car, equipped with a Viasat system and built using 3D printing techniques as part of the European research project STEVE, was presented to the press and citizens. This initiative on electric mobility was funded by the European Union as part of the innovative action plan "Horizon 2020 - Green Vehicles 2016-2017", to determine whether it can improve the traffic flow in future smart cities. The event was attended by Marco Annoni, CEO of VEM Solutions, a Viasat Group company.

### Viasat in Verona for the Automotive Dealer Day

Viasat, together with Mapfre Warranty and Kairos, will be present at the next edition of the Automotive Dealer Day (Verona 14/16 May), a European event of reference for operators in the sector, a meeting point for dealers, manufacturers and companies from the supply chain organized in an independent context. On this occasion, the Viasat Dealer Portal solution will be brought to the public's attention. It is a web application that, starting from an analysis of the data provided by the vehicles, allows access to constantly updated information on the vehicle and suggests activities aimed at ensuring timely and correct maintenance at the dealer's premises. The fair will also be a chance to present the new edition of the Road Safety Guide published by Viasat in collaboration with Fondazione Ania, a publication entirely dedicated to the topics of insurance telematics, connected cars, driving risk prevention, Big Data and home automation, and so on.

### Viasat Group present at the TAPA conference in Berlin

Viasat Group was present with its subsidiaries Viasat Monitoring and Viasat Systems, at Berlin Conference organized by TAPA, forum that brings together global producers, logistics service providers, express couriers, police and security forces, and others stakeholders with the common goal of reducing losses in international supply chains. On this occasion, the value of the damage caused by the theft of high-value assets was disclosed which, according to European Union estimates, exceeds 8.2 billion euros per year and is constantly growing. In this sense, satellite telematics undoubtedly represents an indispensable tool for the safety and protection of goods and vehicles.

the pollution they have produced, the time they have left before they can deliver the transported goods and which kind of vehicle will be available with the shortest possible notice, so you can assign it to a new transport mission. Or also, which roads should be taken to avoid traffic and adverse weather conditions, whether the goods have been stolen and where to find them, whether drivers have complied with the sleep breaks and speed limits imposed by law, and much more. This is information without which the work of the Fleet Managers would be impossible today.

### However, we have to make the best of all this technology if we want to achieve results...

This is a prerequisite when it comes to building a tailor-made offer, capable of developing the operational processes of the

company towards the expected results. For this reason, Viasat Fleet supports its customers by providing consulting and targeted outsourcing services upon request. One of our solutions is the chronotachograph which offers, in collaboration with FIAP, the possibility of downloading the tachograph data combined with software for their analysis. This management can be entrusted to Viasat Fleet which can also take charge of legal requirements, thus relieving the company of all burdensome operations.

The same applies to the 'Driving Style' service, which provides for an ongoing assistance plan to rationalize and optimize the consumption of diesel fuel. Whether the client is just supported or provided with a daily management of his business, he is never left alone until the desired objectives are achieved.



» The new suite, TMS - Transport Management Solutions by Viasat, integrates in a single offer a wide range of products, hi-tech solutions and satellite telematics services for the world of Fleet Management to guarantee fleet managers the highest levels of intelligent automation of operational processes, savings and efficiency, protection and high-level security for vehicles, goods and drivers. The watchword is one: to simplify transport.



## AN OPERATE CONFERENCE AT THE FESTIVAL OF CIRCULAR ECONOMY

By **Simona Iapichino**,  
Marketing Coordinator ANTHEA

The presentation of the advanced work draft prepared by Luca Moretti, Vice President of Anthea and Gianni Barzaghi, CEO of Datamove (both companies of the Viasat Group), on the Urban Agenda For the Eu Project, which provides for the creation of sustainable models for the application of PAYT billing in Europe by the end of October 2019, was very well received. The document was the subject of the Operate Conference - National Observatory for the Environment, Measurement and Waste Fees - which took place in Prato on 22 March, with the patronage of the Ministry of the Environment. On the

measurement of waste, which can have significant drawbacks with regard to its correct application. Specifically, reference is made to the non-adoption of information and measurement systems that should not only manage the calculation parameters of PAYT, but also help improve the entire waste collection system. Through the new integrated IoT and ERP systems, such as the ERP WMS (Waste Management Solutions) solution, developed by Anthea, Datamove and Viasat, it is possible to carry out extensive measurements of the various waste fractions produced, in order to calculate the quantities of recoverable waste (also in relation to unsorted waste), as well as to determine the measurement of the collection service.

It is quite clear how, from a Smart City standpoint, data are a fundamental means of communication with the public. The PAYT system usually informs users once a year upon billing. The KAYT (Know-as-you-throw) system is designed to provide individual, detailed and periodic feedback. Thus, the well-informed user feels part of a sharing process, which improves his or her personal habits and behavior. In addition, the service provider can implement specific and targeted awa-



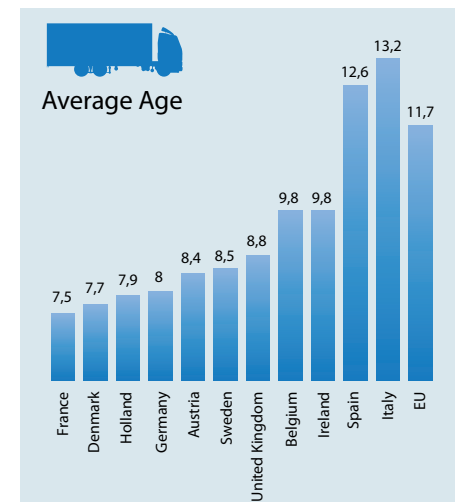
occasion, a number of aspects were addressed - regulatory, applicational, technical-methodological, informational and related to measurement and user communication - as an effective example of the standard guidelines that each member country of the European Union will be able to adopt so as to put in place an increasingly virtuous system. At present, the various experiences analyzed (the cities of Copenhagen, Dresden, Berlin and Zurich) have indicated that the PAYT (Pay-as-you-throw) simplification model which is being used does not provide for the accurate

renewal campaigns and monitor their participation. Advanced systems and Smart City APPs are indispensable for the implementation of this process, as they allow monitoring and data collection but also the circularity and sharing of the data itself between institutions and citizens. This is not science fiction, but rather what happens on a daily basis in various Italian realities, thanks to the WMS system by Anthea, Datamove and Viasat for the management of new processes of collection, measurement, monitoring, billing and user communication.

## ▶▶ A VEHICLE FLEET OVER 13 YEARS OLD

In Italy the average age of medium and heavy commercial vehicles - with a capacity greater than 3.5 tonnes - currently in use is 13.5 years (11.3 years for those greater than or equal to 16 tonnes). This figure, which emerges from a study carried out by the Continental Autocarro Research Centre, is clearly higher than the average of the European Union, or in any case higher than that of the major European countries (Germany, France, United Kingdom and Spain), which is 11.7 years. But the worst thing is that only 11.9% of vehicles is equipped with the safety devices which have become mandatory as of 01/11/2015. Renewing the fleet is therefore fundamental in order to ensure a sustainable and safe development of the transport system, in a sector that plays a primary role in our economy. The increase in vehicle registrations can speed up the process of replacement of the circulating fleet, removing from the road the oldest, most polluting and most dangerous vehicles, with positive repercussions on the average age of the vehicles, among other things. In any case, it is already possible for transport companies to achieve a more efficient, safe and sustainable management of their vehicle fleet thanks to the Viasat Fleet solutions available on the market, which can be installed on board regardless of the years of service of the vehicle.

### STATISTICAL CHART



Domenico Petrone, President of Viasat Group: "Viasat Fleet Solutions proposal starts as a punctual and concrete response to main needs expressed by the world of road transport and intermodality, combining hi-tech solutions and telematic assistance services for insure people, vehicles and goods highest levels of security and savings. The investments in innovation it is essential if we want to continue to compete in Europe and and not be cut off from the market".

# STREET TRUCK FOR THE SAFETY AND LEGALITY OF FREIGHT TRANSPORT

Silvio Foschi, General Manager HELIAN S.r.L.

The road haulage sector in our country is regulated by the many reforms that have taken place over the years, and is perfectly in line with the European parameters and quality standards. Unfortunately, however, in a strongly competitive sector where prices are very important, it is quite easy to understand that some companies may try to find solutions that are not in line with the safety and legality standards. This is why the vehicle inspection activity is an important tool in ensuring legality and compliance with the rules on the part of drivers. For information purposes only, in its report to the Committee on Road Safety in Road Haulage, the Italian highway patrol has disclosed data on the infringements ascertained during the first six months of 2018. The most frequent infringements are speeding, overloading and driving times (an increase of 4.4% over the same period of the last year). Out of these, 85.1% had Italian plates, 13.4% foreign but EU plates and 1.5% non-EU plates. Other transgressions are the abusive transport of goods, non-inspected and therefore unsafe means of transport, failure to pay the insurance policy, failure to comply with traffic bans. Helian S.r.l. - a company that recently joined the Viasat Group through its subsidiary Vem Solutions - specializes in hardware and software so-

lutions for road safety and traffic. It is the creator of Street Control, a device that allows you to carry out all operational functions for the management of control, assessment and sanctioning related to the Italian Traffic Code (CDS), as well as unrelated to it, from a mobile terminal.

Now, the Street Control suite is enriched with a new and innovative product that allows the police authorities to check and investigate digital and analogue tachographs on the move. Its name is Street Truck; it allows the police to download, read and check wirelessly, the tachograph data and, with the help of a Tablet PC, it provides an immediate and readable report of any violations of the Traffic Code and other regulations, indicating the article and/or paragraph violated, the description of the infringement and the related fine to be paid; it also facilitates and automates the compilation of statements. It will also be possible to monitor the insurance, vehicle inspection, thefts etc.

With Street Truck it will be possible to provide the police authorities with a control tool capable of actively contributing to road safety and the observance of the law, significantly reducing the number of heavy vehicles circulating in Italy.

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Supplemento alla Guida alla Sicurezza

Testata giornalistica registrata presso il Tribunale Ordinario di Ivrea n. 2 del 15/02/2016

Direttore Responsabile: Francesco Signor

