**Trackunit’s Marketplace to Simplify Mixed-Fleet, Data-Feed Experience**

* Marketplace gives mixed-fleet owners simple, easy access to filtered, standardized data feeds
* Opens doorway for industry to integrate all their equipment data in one platform
* Marketplace to cut process and strengthen battle against downtime

**Aalborg, Denmark — June 22, 2023.** Global IoT solutions provider Trackunit has today unveiled Marketplace, the doorway to the extendable Iris platform, that will transform fleet owners data-feed experience.

“Marketplace will allow mixed-fleet owners to easily access aggregated data sources that have been harmonized and standardized,” said Lærke Ullerup, Chief Product and Marketing Officer. “This will enable them to streamline their internal business processes with significant downtime implications, freeing up resources for other things.

“Mixed-fleet owners no longer need to spend time, money, and process on putting together big teams as they can significantly reduce time and effort spent collecting and aggregating the data,” she said. “Effectively, they choose what they need from the Iris ecosystem through a self-serve automated approach.”

“This is about enabling mixed-fleet service providers to cope with the increasing complexities of modern construction,” said Ullerup. “This should consolidate their businesses and help mixed-fleet owners going forward.”

OEMs can also now deliver high-quality data feeds through the Iris Marketplace data feeds, providing more value to their customers through the enriched data.

Marketplace is being introduced to the market in phases. It will later this year enable Works With Trackunit partners and external developers to build market-facing apps or data connectors for customers leveraging Iris’s data-led insights engine. Developers will be able to build value-based services and applications in a secure environment and effectively help to establish an ecosystem tailored towards specific use cases serving the broader ecosystem

“Marketplace leverages all the security, scalability, domain modelling and data access that Iris provides to generate value that will have real, tangible benefit for customers throughout the value chain,” said Ullerup. “It’s transformational because it recognizes that construction is digitizing at a speed that single-focused solutions cannot keep up with if we are to serve the needs of every player in the industry.

“This is an invitation to all our partners via the Works With Trackunit Partnership program to come and build their apps on Marketplace in collaboration,” she said. “It is, in essence, an ecosystem story.”

Learn more about [Trackunit Marketplace](https://new.manager.trackunit.com/marketplace).

**About Trackunit**

Global IoT services provider Trackunit connects construction through one platform to create a living, evolving ecosystem that delivers data and insights to the off-highway sector. With 1.25 million assets and counting connected, it uses technology to eliminate downtime, improve safety, and help customers improve the bottom line in a sustainable, cost-effective way.

**About Works With**

Works With Trackunit is a partnership program designed to develop and deliver useful solutions for the industry. Works With Trackunit ignites a community to solve customer challenges, build integrated solutions, and establish and grow deep relationships.

Visit [Trackunit.com](https://www.trackunit.com/) to learn more.