**Trackunit’s Specialty Equipment solution plugs complex-machinery gap**

* **Specialty Equipment Solution collects and harmonizes data from complex machines**
* **Strengthens partnerships in one of off-highway sector’s fasting growing segments**
* **Solution gives fleet managers full control even in remote or difficult terrains**
* **Trackunit’s deployment expertise helps deliver the most complete solution in the market**
* **Cuts paperwork, operating costs and fosters machine health all via one-screen view**

**Aalborg, Denmark; November 4, 2024:** Global contech Trackunit has added another significant fleet-management tool with the launch of its Specialty Equipment Solution aimed at solving a connectivity gap in one of the fastest growth areas of off-highway construction.

“We see a rising demand for connecting specialty equipment requiring more expertise, including engineering capabilities,” said Trackunit’s Lærke Ullerup. “But it is already evident that it can deliver a clear ROI as construction responds to customer demands and it is only right that businesses should be looking to get the most out of this sector by being able to track and analyze what is going on with their machines at all times.

“With our Specialty Equipment Solution, we’re capturing key controller data from complex machines like generators, pumps, chillers, heaters and compressors which has in the past been a real challenge in IoT applications,” said the chief product and marketing officer. “We’re effectively helping to close off this connectivity gap.”

With this release, Trackunit’s platform now supports Modbus, a widely used protocol for Specialty Equipment, further cementing its position as the go-to IoT platform for the construction industry, where connectivity challenges have traditionally limited comprehensive data and connectivity in a mixed fleet view.

Specialty equipment is often used in unusual or difficult terrains including disaster recovery, event management, long-term rental sites or 24x7 projects. Through Trackunit’s Raw, the solution integrates with the machines through Modbus or CAN, to collect and harmonize the data to deliver next-level insights based on specific equipment profiles.

This integration capability is supported by Trackunit’s purpose-built platform for construction and its deployment expertise to offer the most complete service available to fleet managers in the specialty-equipment segment.

“As well as reducing paperwork and insurance savings already since we launched the solution, we’ve noticed a visible boost in performance elsewhere,” said Ullerup. “When, for example, these machines are being used in a remote area or in difficult terrain such as a disaster-recovery site, there has already been a 20% reduction in travel costs as operators are immediately able to locate machinery.

 “Additionally, when Rentals lease out their machines, they know exactly how long they are working,” she said. “For example, in one use case, the solution tracked eight large generator units which had been pencilled in for single shifts but which were actually shown to be doing double or triple shifts. That enabled accurate billing that would equate to an extra USD150,000 in revenue over the quarter.

“We’re delivering uptime to fleet managers in a variety of scenarios including adverse weather conditions that enables them to remotely conduct their operations with confidence,” said Ullerup. “They get complete visibility and the opportunity to capture all the insights they need via Trackunit Manager. It’s yet another step to completing the connectivity paradigm.”

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**About Trackunit**

Trackunit is a global technology company that connects construction through one platform to create a living, evolving ecosystem that delivers data and insights to the off-highway sector. With more than two million visible assets connected, it uses technology to eliminate downtime, improve safety, and help customers improve the bottom line in a sustainable, cost-effective way.

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