**Trackunit and Danfoss enter partnership to eliminate downtime**

* **Trackunit, Danfoss announce strategic partnership to integrate complementary technologies**
* **Say the new partnership will help solve numerous pain points for OEM customers**
* **Users will be able to access data from Danfoss’s Plus+1 service tool on Trackunit Manager**
* **Tie-up comes at critical juncture for OEMs as EU Machinery Directive takes affect**

**Aalborg, Denmark. April 02, 2025:** Two key players in the global construction industry have agreed a strategic partnership ahead of Bauma, the world’s biggest construction show.

Global contech Trackunit and Danfoss, a leading provider of solutions for off-highway machinery, will work together to integrate their respective expertise to help ease pain points among their shared OEM customers. Data from Danfoss components will be made available in Trackunit Manager while data from Trackunit Raw will now be accessible for Danfoss customers via Danfoss’s Plus+1 service tool.

“This really is two experts from the construction industry coming together and forging a partnership that will make it much easier for customers to get the information they need to make business-critical decisions,” said Davide Manca, Danfoss’s vice-president, Connect Controls Solutions. “At one end of the spectrum, we have our decades-long, domain knowledge in systems and components for the industry and at the other, there is Trackunit’s expertise in connectivity as a leading software provider to construction.

“Customers will now have one entry point leveraging Trackunit’s connectivity and accessing Danfoss’s solutions more easily,” said Manca. “By putting these together, we’re looking at a transformational leap for the customer experience, especially as we move towards the era of over-the-air solution updates and on-site network opportunities.”

The partnership will enable remote diagnostics, parameter settings, and eventually deliver OTA software updates for shared customers through Trackunit's network, allowing them to use existing solutions while connecting to Danfoss systems.

The collaboration aims to solve customer pain points by providing a single integrated solution that reduces downtime and service costs, particularly for machine OEMs who currently face expensive field maintenance and update procedures.

“By integrating the two technologies, we are creating a customer experience that doesn’t currently exist,” said Søren Brogaard, CEO of Trackunit. “We have thousands of customers with equipment built using Danfoss components. However, without this partnership, accessing critical data from these components would be cumbersome and costly. By working together, we are making it significantly easier for our mutual OEM customers to access the information they need without considerable expense and resource.

“It's an integrated solution where on the one side, Danfoss is delivering insights and updates that are more accessible via Trackunit’s single entry point,” said Brogaard.

Brogaard also highlighted the role Trackunit’s operating data platform IrisX will play in the partnership going forward. “Through IrisX analytics, we will provide joint customers with actionable insights, enabling significant productivity gains across the industry”, he said. “It will give them confidence in their decision making and enable them to make gains that give them competitive advantage.”

The partnership will also enable customers to meet [the EU Machinery Directive](https://osha.europa.eu/en/legislation/directive/regulation-20231230eu-machinery) stipulations that were published in 2023.

“We’re arriving at a critical market moment given the impact of the EU Machinery Directive,” said Manca. “Before, there wasn’t really a way to meet the requirements of the directive now without extreme expense involving technicians going to each machine individually and updating them at the cost of millions of euros.

“By working together like this with remote solutions, we can solve these challenges at a fraction of the cost enabling us to set up our joint customers for success,” he said.

Brogaard said: “Over time, this partnership will create room for even deeper insights at the component level while creating an environment that fosters autonomy. It’s a significant step toward a future of connected machines, equipment and components and deeper collaboration across the ecosystem, with both companies working together to create easier access for customers and streamline their product offerings.

“It will eventually lead to a much more evolved construction project management process than we see today and that will ultimately help the industry in its longstanding battle to eliminate downtime,” he added.

**Both companies are exhibiting at Bauma, which takes place April 7-13 in Munich, Germany. Trackunit is in Hall A2 at booth 442.**

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**About Danfoss**

Danfoss engineers solutions that increase machine productivity, lower energy consumption, enable electrification, and reduce emissions. Our solutions are used in areas such as refrigeration, air conditioning, heating, power conversion, motor control, industrial machinery, automotive, marine, and on- and off-highway equipment. We also provide solutions for renewable energy, such as solar and wind power, Power-to-X, heat recovery, as well as contribute to district-energy solutions for cities. Our innovative engineering dates back to 1933. Danfoss is family-owned and employs over 39,000 people. We create long-term value for our customers in more than 100 countries with a global footprint of around 100 factories. [www.danfoss.com](https://www.danfoss.com/)

**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 circa 3.5 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.