Media Kit

Trackunit®

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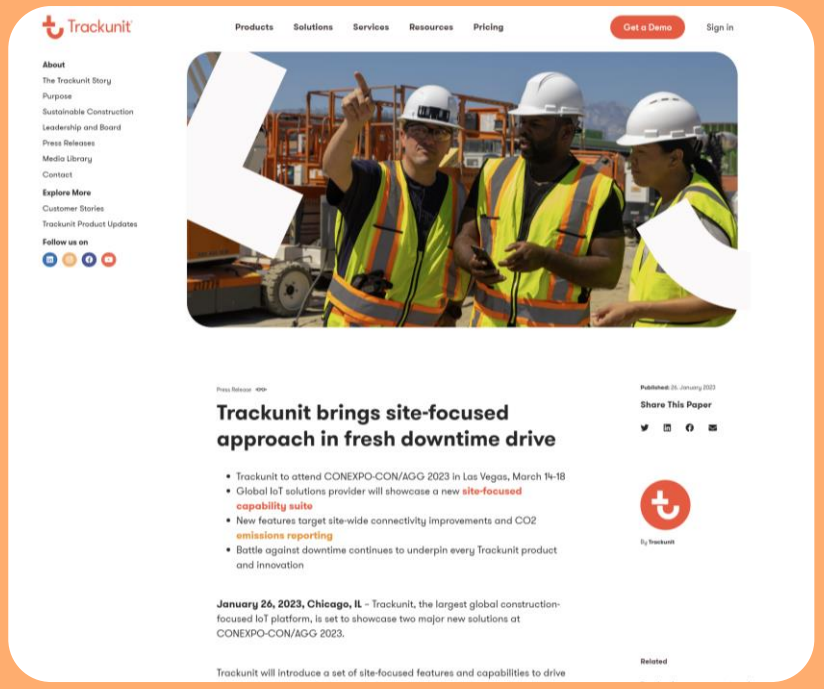
Trackunit at CONEXPO-CON/AGG 2023

- Trackunit to attend CONEXPO-CON/AGG 2023 in Las Vegas, March 14-18
- Global IoT solutions provider will showcase a new **site-focused capability suite**
- New features target site-wide connectivity improvements and **CO2 emissions** reporting
- Battle against downtime continues to underpin every Trackunit product and innovation

“For the first time ever, customers will experience a **fleet-wide estimate of emissions**, unlike previous reports that worked only for machines that reported emissions-related data, our solution generates an estimate **for every customer and jobsite**.”

Soeren Brogaard, CEO at Trackunit



Access to the full show press release here.

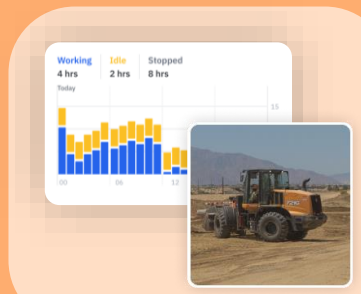
The Leading Operating Platform Connecting Construction to Eliminate Downtime.

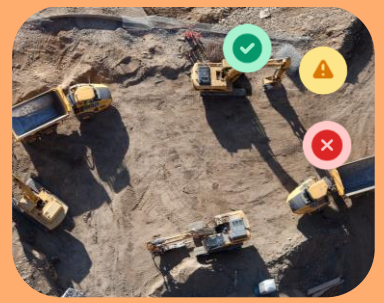
Global IoT services provider Trackunit connects construction through one platform to create an ecosystem that delivers data and insights to the off-highway sector and plays an integral role in the industry-wide push to eliminate downtime.

Visit Trackunit.com to learn more.

Together, we eliminate downtime to build the most useful industry for the world.

Connecting people, assets, and processes in construction





Our promise to the construction industry

Our promise to the construction industry is to lead the digital technology transformation, uniting the construction industry to eliminate downtime by making the largest data lake in the industry useful.

This is our contribution to anyone who wants to deliver impact today and tomorrow through insights, products, services and business models – all developed by people and for people.

12 Hubs
Extensive Geographical Reach

100+ Countries
Global Network

Denmark, Poland & Canada
Strong R&D and Developer Base

1.25M+
Connected Devices

19K
Active users per month

380+
Employees

7K
Customers

Today, Trackunit is the leading SaaS based IoT solution and machine insights provider to the construction industry, operating out of our 12 offices worldwide.

2014-15

Goldman Sachs GRO CAPITAL

Trackunit is acquired by investment group of Goldman Sachs and GRO Capital

New company strategy with laser focus on construction

2016

Dreyer + Timm GmbH MyTrailer Telematik

Trackunit acquires Dreyer+Timm

Subsidiary is established in the United States

2017

Trackunit

Transformation from production and product oriented to software and service oriented company.

2018

SATRAK

Acquisition of Satrak

2021

Hg ZTR

Trackunit is acquired by Hg

Soeren Brogaard becomes CEO

Expansion to APJ

Trackunit acquires ZTR

Media Contact

Soeren Brogaard

Chief Executive Officer

Experienced executive with a history of successfully bridging technology and business and driving growth at global companies. His experience includes leading and developing new operations and award-winning enterprise software products significantly contributing to top line growth and bottom-line profitability.

As CEO at Trackunit, Soeren is leading the alignment of future technology and business strategy, implementing data-driven initiatives to eliminate downtime. The digital transformation of the construction industry is a big passion. His ability to tackle common problems from multiple perspectives makes room for clever thinking and innovative processes. He strongly believes partnerships and tech will positively impact the world.

Media Contact

Laerke Ullerup

Chief Product & Marketing Officer

Intrigued and fascinated by technology and the impact it has on work, collaboration, business, innovation, society and human relationships, Lærke is a passionate leader who builds strong brands, facilitating involvement and co-creation in tech ecosystems.

As Chief Product and Marketing Officer, Laerke heads brand and corporate communication and drives the product and GTM strategy at Trackunit.

Prior to joining Trackunit, Laerke has been working in the start-up and technology space with a focus on digital transformation, entrepreneurship, communication and marketing, community building, design thinking, facilitation and leadership.

Media Contact

Dave Swan

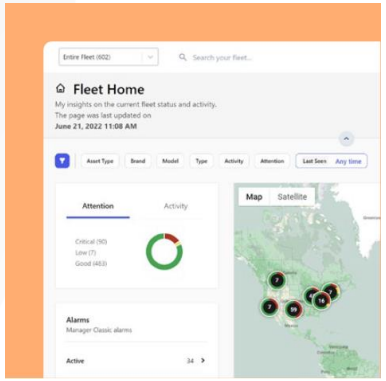
Senior Vice President Products

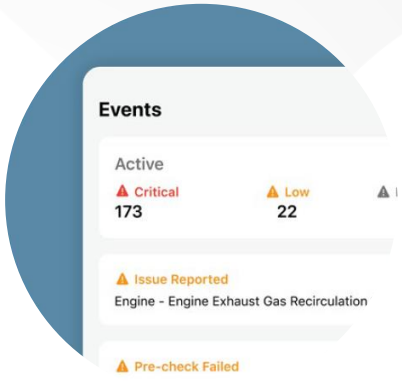
As Senior Vice President of Products at Trackunit, Dave drives strategic product initiatives and product-led transformations globally.

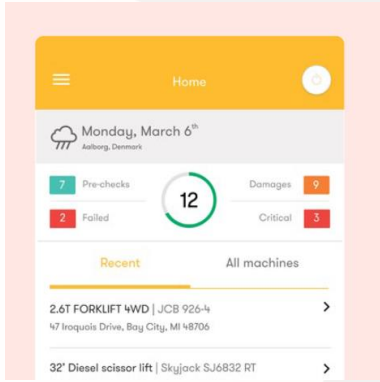
His experience working within an OEM and his work in industry steering committees helped him build extensive knowledge about digital transformation. Dave is passionate about facilitating the sharing of new ideas always challenging assumptions and with a strong commitment to the purpose of eliminating downtime in the construction industry.

Before joining Trackunit, Dave led the development of Skyjack’s award-winning connected machine solution ELEVATE.

Core IoT Solutions







Trackunit® Iris

The cornerstone of our value creation, Iris is built for the future. Designed to be safe, secure, and scalable, Iris allows connectivity to occur anywhere. With over 1M+ connected assets and 1B+ data points added daily, Iris' ability to aggregate mixed-fleet data on a single platform, provides a single source of truth to foster new businesses and accelerate connectivity.

Trackunit® Manager

Trackunit Manager is the purpose-built fleet manager solution for construction, connecting, collecting, and presenting real-time mixed fleet data on a single interface. Trackunit Manager allows customers to monitor machines at all times and prevent unauthorized access, receive notifications about location, maintenance, and damages, remotely diagnose machines and address irregularities in fleet-wide performance.

Trackunit® Go

Trackunit Go allows seamless communication between the operator, service technician and site administrator, delivered via a mobile interface regardless of location. Because the data is at their fingertips, Go enables on-the-spot reporting, remote diagnostics, and on-site fleet management capabilities.

Trackunit® On

Trackunit On is the mobile application that connects people to machines, creating an on-site interface allowing operators to conduct checklists and inspections, report, and log machine issues, and improve job-site safety. All that via a smartphone. For users, it is a complete fleet management tool at their disposal.

Core IoT Solutions

Trackunit Raw

Trackunit Raw is a compact cellular IoT device, which delivers stable, secure, and reliable connectivity. Coverage is global and as an industry-trusted performer, it is the ideal piece of IoT kit for future-proofing fleets and growing businesses. Robust, versatile, and secure, Raw is made to seamlessly connect all types of machines to the Iris platform.

Trackunit Kin

Trackunit Kin is a Bluetooth 5.2 IoT device that leverages a Bluetooth mesh network to connect. It is simple yet powerful, with activation requiring less than a minute and vastly deepening ecosystem reach by expanding connectivity to all asset classes. Kin-enabled equipment enables operators to guard against theft and eliminate downtime through real time localization of smaller tools and equipment.

Trackunit Spot

Introduced in Q3, 2022, the second-generation Spot is a 5G-ready solution that has transformed the non-powered construction equipment sector. Offering fast setup and instant connectivity, it bridges a gap between Trackunit's Raw and Kin and has helped complete the circle on the connectivity loop.

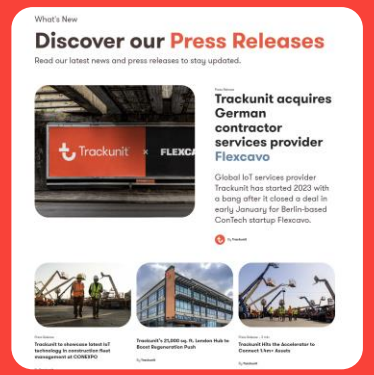
Trackunit Dual ID

Trackunit DualID is a powerful access control solution that prevents unauthorized use of machines through individual user authentication - protecting both human and machine. It is designed to prevent accidents, to increase jobsite safety, and to stop theft in its tracks.

Publications and content

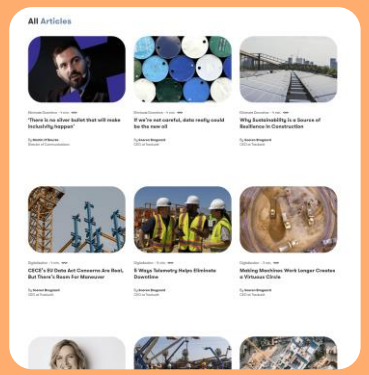
Press Releases

The latest corporate news.



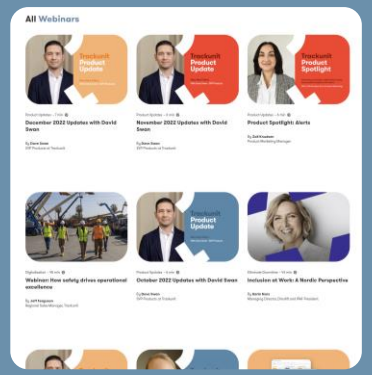
Thought Leadership

Articles with industry experts and thought leaders around digitization, data and tech in construction.



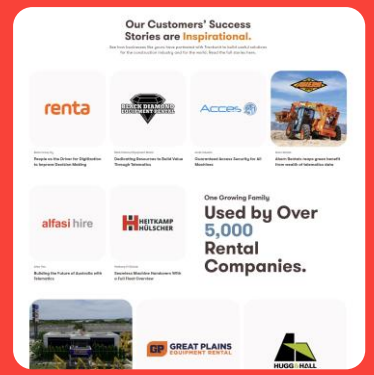
Webinars

Product updates, spotlights and thought leadership content on-demand.



Customer Success Stories

Trackunit cusotmers share how they are using the IoT solutions.



Product Portal

See what we are planning and building with this insight into our roadmap.

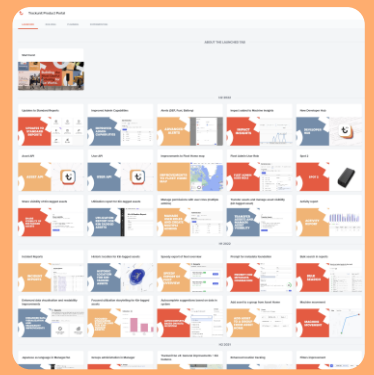


Image Library

Find executive images, product logos and images, and corporate logos here.

When using the Trackunit logo please follow our logo guidelines on the following slides.

Color versions

This is the main Trackunit logotype in all possible color combinations. Colors should not be combined in any other ways.

The logo should primarily be in the Trackunit Red. Black and white should only be used when the medium doesn't allow color. White is ideal to use over images, patterned, or very dark backgrounds.

Primary Color Versions

Primary Black & White Versions

Violations

The logo should always be respected, no matter the application. Please do not stretch, condense, augment, or distort the logo's form or take any personal creative freedom that breaks the rules set out in this guideline. Always use the logo in the horizontal form, do not rotate or change to accommodate the image.

The following are a few examples of practices that would violate the logo, and ultimately the Trackunit brand.

DO NOT use the logo over off brand colors.

DO NOT distort, stretch, or alter the logo in any way.

DO NOT rotate the logo.

DO NOT use drop shadows.

DO NOT outline.

DO NOT place the logo on a complicated pattern/image or a conflicting color.

DO NOT apply transparency effects to the logo.

DO NOT use gradients within the logo.

DO NOT use bevel or other effects.

Contact

Media Requests

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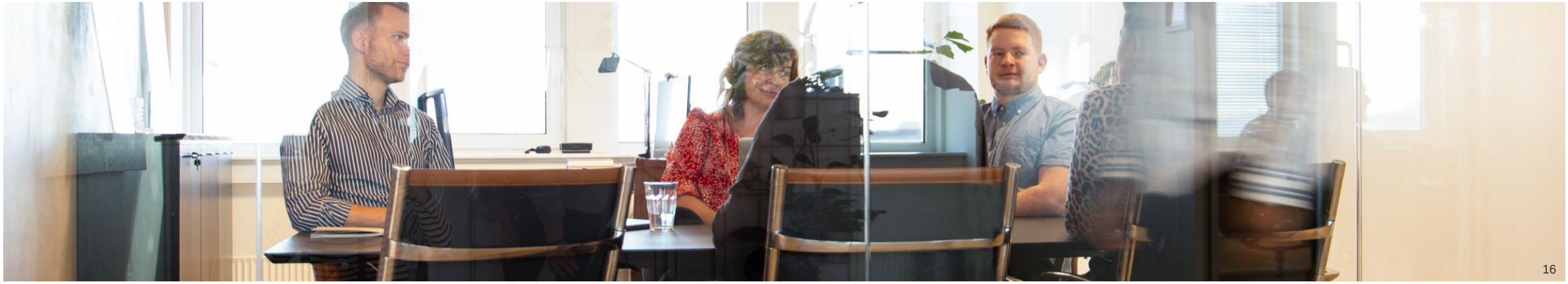
For more information, visit trackunit.com and follow Trackunit on social media.



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