

Press Kit



Our purpose

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

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.



Our promise

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.



Connecting construction

Trackunit is present in more than 120 countries, has a Bluetooth Network covering circa 100,000 jobsites around the globe and connects more than 3 million assets, connecting construction like never before. We also have more than 1,200 IrisX integrations on the Trackunit platform, enabling our customers to leverage AI-powered actionable insights that directly impact their businesses, help to develop the ecosystem and strengthen the relentless, industry-led battle against downtime.



Global
hubs

17



Countries in the
global ecosystem

120+



IrisX Platform
integrations

1,200+



Monthly
active users

26k



Our story

Trackunit is the global leader in brand-agnostic, SaaS-based IoT solutions connecting off-highway vehicles and equipment in construction with a data-driven approach predicated on delivering actionable insights across a connected and secure ecosystem.



1998

M-Tec A/S established.

2003-15

Trackunit brand established.

Trackunit subsidiaries established across Western Europe.

Trackunit acquired by investment group of Goldman Sachs and GRO.

2016-21

Entry into the North American market.

Trackunit Iris platform launched to market.

Acquires Dreyer & Trimm, and Satrak.

Eliminate Downtime movement launched.

Trackunit Kin and Bluetooth Network introduced to market.

Entry into APJ market.

Trackunit acquired by Hg Capital.

Trackunit acquires Industrial IoT division of ZTR.

2022

Launches 5G, second-generation Spot connecting high-value, non-powered assets to ecosystem.

Stages first-ever Trackunit NEXT event.

Trackunit Kin wins Rental Awards Editor's Choice 2022.

2023

Acquires German ConTech Flexcavo, US deployment specialist OEMSi.

Launches Emissions Reporting solutions; new-gen Access Management.

Initial launch of Marketplace and Platform SDK to facilitate ecosystem co-creation and empower partners.

2024

More than 3 million assets connected.

Launches IrisX, the first operating data platform specifically tailored to the construction industry.

Introduces Trackunit Pass, new-gen Raw, Specialty Equipment, and Network Solutions to market.

Consolidates market-leading, thought leadership position on sustainability with publication of 'Constructing a better future' paper.





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.





Laerke Ullerup

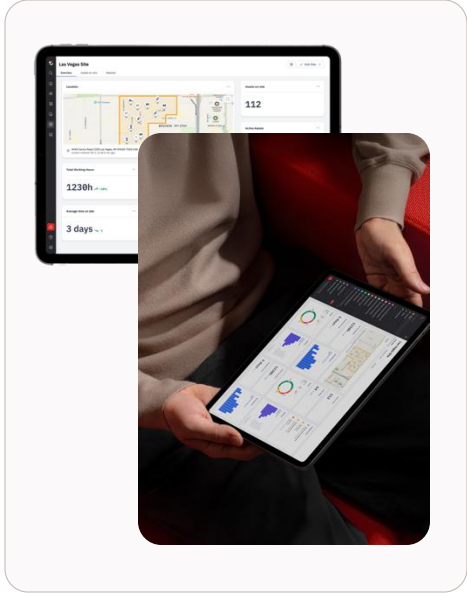
Chief Product & Marketing Officer

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.



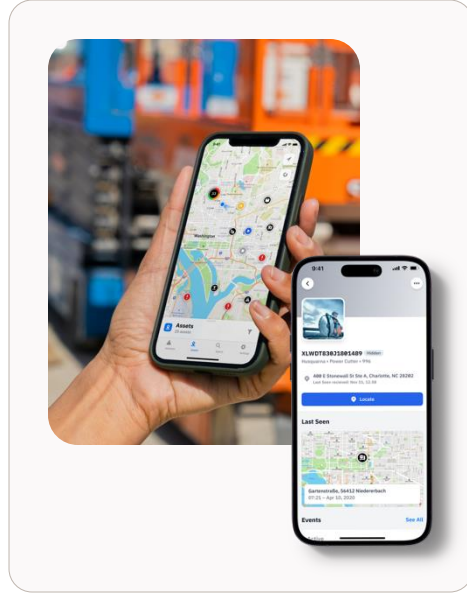


Software Enabling Devices

Trackunit Manager

Trackunit Manager is the purpose-built fleet management solution for construction, connecting, collecting, and presenting real-time mixed-fleet and site-data to customers on a single interface. It is total overview. Total control. And complete focus.

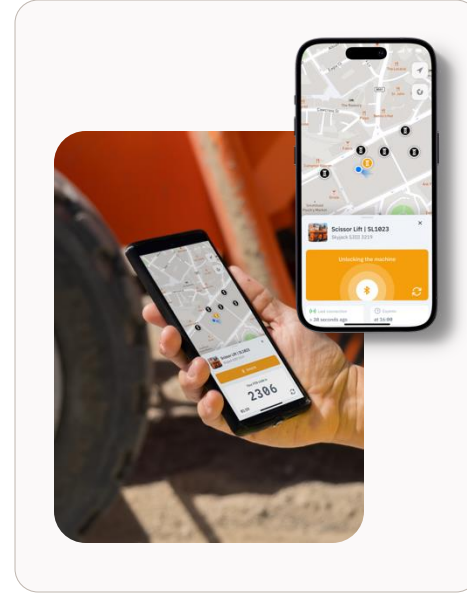
Trackunit Manager allows customers to solve daily pain points by (1) monitoring machines at all times and preventing unauthorized access, (2) Receiving intelligent notifications about location, maintenance, and damages, (3) Remotely diagnosing machines by using live data, and (4) pinpointing and addressing irregularities in fleet-wide and site performance.



Software Enabling Devices

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, management-of-fleet capabilities. For users, it is a complete tool for fleet management at their disposal.



Software Enabling Devices

Trackunit On

Trackunit On is the mobile application with the capability to unlock machines and connect people to equipment. It creates an on-site interface allowing operators to conduct checklists and inspections, report and log machine issues, and improve job-site safety. It is the perfect conduit for our access-management software release allowing users to know exactly what is happening on their jobsite via a smartphone.



Software Enabling Devices

Trackunit Network

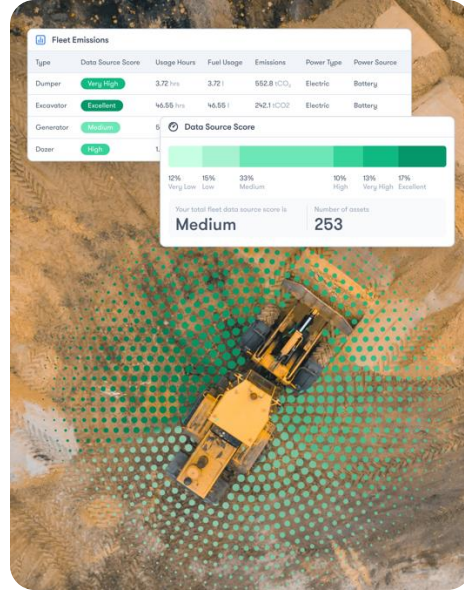
Trackunit Network is an industrial-grade Bluetooth-enabled network that is live across circa 100,000 jobsites worldwide delivering customers best-in-class coverage. It is enhancing connectivity across construction from expensive, specialty equipment right down to handheld powered tools. As well as enabling location and tracking, it is helping to put an end to blind spots on the jobsite by gradually reducing the reliance on mobile devices minimizing risk and enhancing safety.



Software Enabling Devices

Trackunit Specialty Equipment

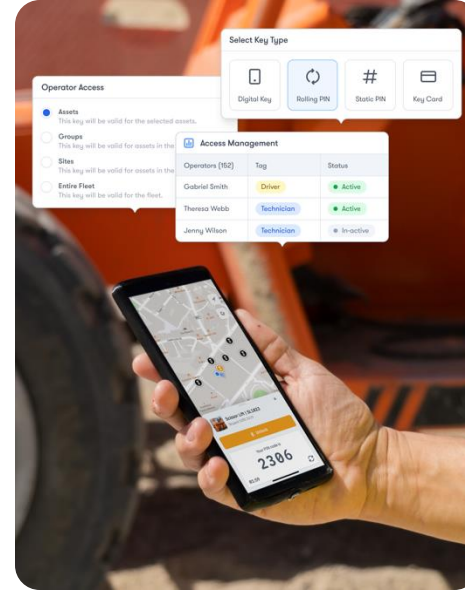
Trackunit Specialty Equipment is a fleet-management tool that gives fleet managers complete coverage of their specialty equipment like generators, pumps, chillers, heaters and compressors. A fast-growing sector in construction, it plugs a gap in the connectivity paradigm through its adaptability to difficult and remote terrains including disaster recovery, event management and 24x7 projects. Dovetailing with Trackunit's deployment and installation services, it is a complete solution aimed at delivering uptime to all our customers.



Software Enabling Devices

Emissions Reporting

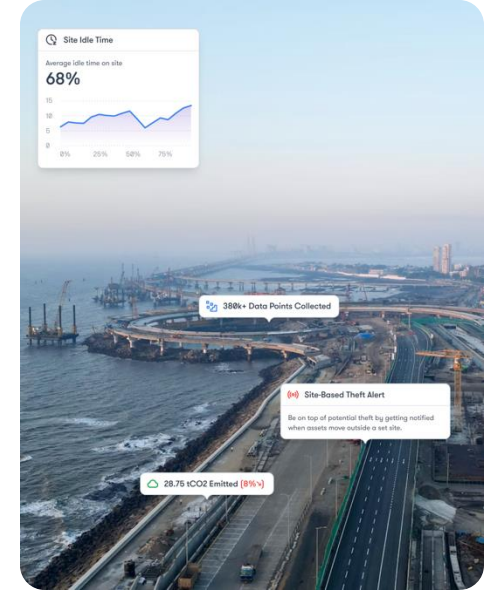
Emissions Reporting is the game-changing software that puts ownership of emissions firmly in the hand of every machine operator and which will eventually end the practice of 'guesstimating'. With a 'no-machine-left-behind' mantra, it makes data instantly accessible delivering far more accurate CO2 numbers and puts the off-highway sector into a position to meet UN 2030 emissions targets.



Software Enabling Devices

Access Management

Our second-generation, access-management solution enhances fleet-owner control by opening up the road to standardized digital access control by negating the need for 'no permission' keys while simultaneously making construction sites safer. It also digitalizes workflows and gives site operators full overview of everything related to access that happens under their watch. With the introduction of Trackunit Pass this year, it is in a constant state of evolution towards the complete solution.



Software Enabling Devices

Trackunit Sites

Trackunit Sites automatically detects jobsites and rental depots to deliver up-to-the minute site-level intelligence accelerating project completion and enhancing efficiency. Fleet managers can apply the power of advanced telematics to their full roster of jobsites and depots leading to value-driven insights that help eliminate downtime.



Software

Enabling Devices

Trackunit Raw

Market bestseller Trackunit Raw is a compact cellular IoT device delivering stable, secure, and reliable connectivity in all weathers. Significantly upgraded to the TU-700 model in 2024, the latest version unlocks innovation by leveraging insights from new machine data, enhancing machine integration, through advanced Edge onboard processing. Built-in Bluetooth technology also creates a local network, serving as a gateway for non-cellular IoT devices such as Kin and third-party Bluetooth tags.

Software

Enabling Devices

Trackunit Pass

The next-generation Trackunit Pass solution significantly enhances our access management capabilities by unlocking new business models for our customers such as scaling equipment access control and rental pooling. It also adds additional layers of security with card, PIN code or smartphone access options for site and fleet managers meaning the jobsite should become safer over time. It also complements the latest version of Trackunit Raw, enabling users to leverage the access management engine to extend machine life and boost performance.



Software

Enabling Devices

Trackunit Kin

Trackunit Kin is a Bluetooth® 5.2 IoT device that leverages our Bluetooth-enabled network across all asset classes. It is simple yet powerful, enabling activation requiring less than a minute with a vastly extended ecosystem reach. Connecting to either the Trackunit Go app or a Trackunit Raw gateway, Kin-enabled equipment can be located up to a 400-meter range enabling operators to guard against theft and eliminate downtime through the real-time localization of smaller tools and equipment.

Software

Enabling Devices

Trackunit Beam

Trackunit Beam solutions help you grow and build new digital processes to bridge the connections between equipment, fleets, and sites for every project phase. It is designed to withstand the rigors of harsh site environments and is industry-certified and ratified.



Software

Enabling Devices

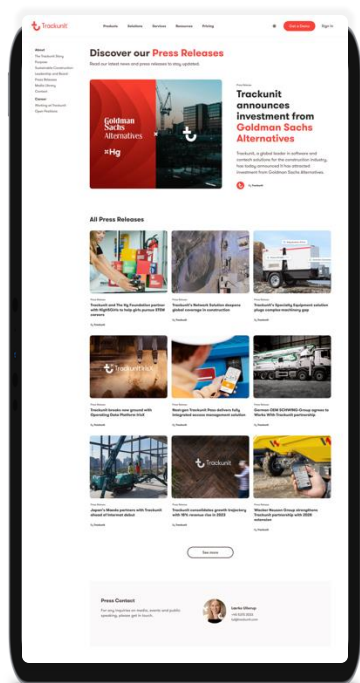
Trackunit Spot

The second-generation Trackunit Spot is a 5G-ready solution that is easy to install and has transformed the non-powered construction equipment sector. A 'slap-and-track' device, it bridges the gap between Trackunit Raw and Trackunit Kin and has helped complete the circle on the connectivity loop.



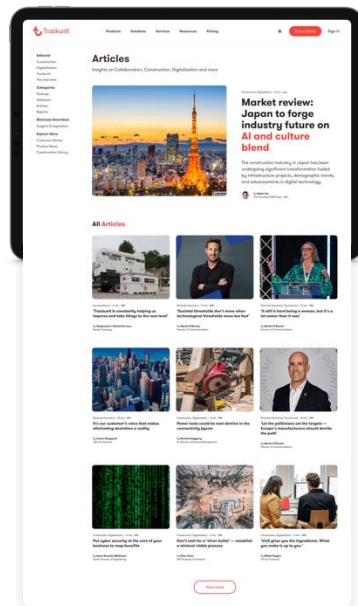


Publications and content



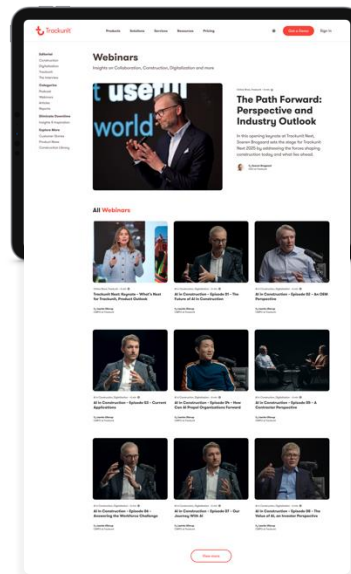
Press Releases

The latest corporate news.



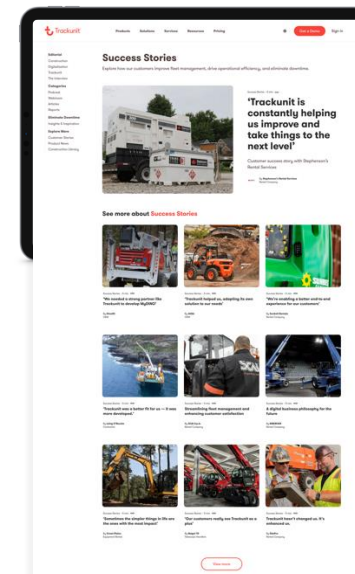
Thought Leadership

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



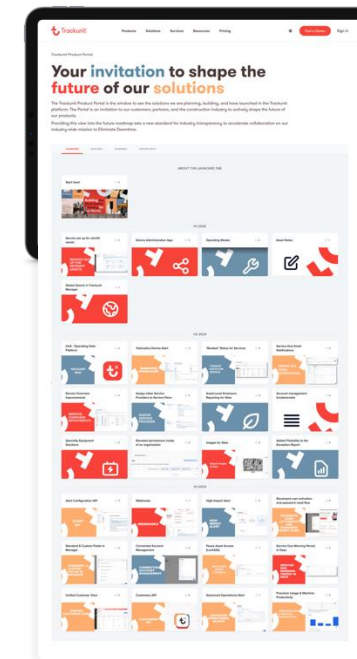
Webinars

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



Customer Success Stories

Trackunit customers 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](#).



Logotype

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.





Logotype

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 the logo



✘ Do not place the logo on a complicated pattern/image or a conflicting color



✘ Do not apply transparency effects



✘ Do not use gradients within the logo



✘ Do not use bevel or other effects



Contact

Media Requests

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



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