



idem telematics and CO3 simplify the interoperability of systems and data integration

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## CO3 and idem telematics collaborate to provide enhanced connectivity and data integration for road freight

Munich, Ulm/Breslau, 25. July 2023 --- CO3, a leading marketplace for advanced data solutions, and idem telematics, a renowned provider of telematics technology and comprehensive fleet management solutions, are pleased to announce their collaboration to offer a new tailored connection that enables fast and easy integration and onboarding.

This innovative solution has been specifically developed in cooperation

between the two companies, aiming to streamline the connectivity process and facilitate data exchange between companies and software systems, as well as support OEMs with interoperability and data monetization.

The newly established connection will greatly benefit idem's customers and partners, allowing them to seamlessly leverage the power of CO3's data marketplace. In addition, by utilising idem's robust technology as the backbone of their Fleet Management solutions, original equipment manufacturers (OEMs) can now effortlessly participate in the CO3 data marketplace, helping to provide their customers with access to advanced data capabilities.

One of the key advantages of this collaboration is the new standard of interoperability it brings to idem fleets. With the integrated solution, fleet managers can enjoy a seamless connection and integration process, enabling them to harness the full potential of both idem telematics and CO3's advanced data sharing services. This streamlined connectivity empowers fleet operators to participate in the digital ecosystem by making use of their data across multiple software solutions they are using or by securely sharing data with their clients for tracking or freight optimization.

CO3 customers will also reap significant benefits from this collaboration. They will now have access to best-in-class advanced data from idem telematics at higher quality and ping rates, ensuring real-time insights and improved decision-making capabilities. The collaboration enhances the value proposition of CO3's data marketplace, providing customers with a wider range of high-quality data sources and enabling them to unlock new opportunities for optimising their operations.

"We are thrilled to collaborate with idem telematics to offer this groundbreaking solution that simplifies connectivity and data integration," said Anton Gustafsson, COO at CO3. "By combining the strengths of CO3 and idem telematics, we can deliver a seamless experience for fleet managers, OEMs, and CO3 customers, unlocking the full potential of data-driven insights for improved operational efficiency and business growth."

Jens Zeller, Managing Director at idem telematics, commented, "Our collaboration with CO3 marks a significant milestone in our commitment to providing cutting-edge telematics technology and connecting all road transport. With this tailored connection, idem fleets can now effortlessly tap

into the CO3 data marketplace, enabling them to generate more business and deliver outstanding services to their clients."

The collaboration between CO3 and idem telematics exemplifies their dedication to fostering innovation and addressing the evolving needs of system interoperability and data sharing. By joining forces, both companies aim to empower fleet managers, OEMs, and data consumers with a comprehensive and seamless solution that facilitates data integration and unlocks the potential of advanced analytics.

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### **About idem telematics GmbH – Connecting all road transport**

*As Europe's leading telematics partner, idem telematics supports forwarders, fleet operators and shippers in using data to continuously improve their core business, and thus to increase their profitability, customer satisfaction and competitiveness. Our systems are uncomplicated, independent, cross-fleet and cross-manufacturer, and adaptable to any company size and business model. The service: individual on-site process consulting – combined with the Europe-wide market-leading all-in-one cargofleet telematics platform for trucks, trailers, freight and logistics. Consolidating and summarising the data sets of vehicles, drivers and freight, idem telematics provides a complete system for increasing the transparency and economy of the entire logistics process. Benefits include unique customer proximity and flexibility for individual telematics requirements based on 25 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of [BPW Group](#) and employs around 75 staff at its locations in Munich and Ulm. [www.idemtelematics.com](http://www.idemtelematics.com)*

### **About the BPW Group**

*The BPW Group researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs around 7,000 staff in more than 50 countries and achieved consolidated sales of 1.731 billion euros in 2022. [www.bpw.de/en](http://www.bpw.de/en)*

## About CO3

*CO3 is market-leading IoT aggregator and data marketplace for advanced road freight data, specialising in empowering businesses with easy access to high quality data. With its robust integration capabilities, partnership driven data marketplace and state-of-the-art technology, CO3 enables organisations to drive innovation, optimise operations, and make data-driven decisions. [www.co3.eu](http://www.co3.eu)*

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