ela INNOVATION

Success story

» **Automatic inventory**
of construction assets on multi-site projects »

Rosenberger

A leading european construction group

optimizes the Management of Over 200,000 Assets with Bluetooth Technology

Rosenberger Telematics has developed a robust and scalable **asset tracking solution for one of Europe's largest construction groups.** By integrating ELA Innovation's Bluetooth beacons into its IoT ecosystem, Rosenberger enables this construction giant to accurately **locate and manage thousands of motorized and non-motorized assets** spread across hundreds of worksites **in challenging, often extreme environments.**

On these sites, the assets are numerous, diverse, scattered, and often difficult to track—small tools, trailers, non-motorized machinery... The lack of traceability led to losses, delays, and underutilization of the equipment fleet. Rosenberger Telematics deployed a solution that allows assets to be geolocated via our Bluetooth devices, without GPS or external power. All this while centralizing data in a single management platform **to locate equipment, track compliance and control inventory, with the aim of streamlining logistics operations.**

» The project players

« The beacon from ELA is our smallest telematics unit and an important component of our asset-tracking solution. It allows us to offer a comprehensive yet cost-efficient solution. Asset tracking with Bluetooth support is of interest not only to large customers but also opens up the opportunity for small and medium-sized enterprises to efficiently monitor and manage their assets. »

Christian Meschnig, CEO Rosenberger Telematics
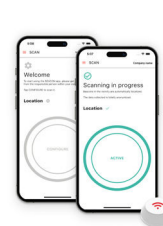
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IoT Sensor
Manufacturer
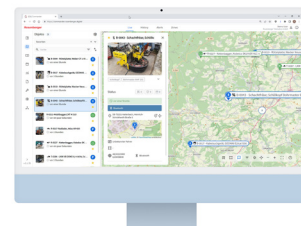
Rosenberger

IoT Solution
Provider

» Customer needs

✓ Locate and inventory a highly heterogeneous fleet of over 200,000 assets
✓ Obtain a centralized view of equipment across all sites
✓ Monitor usage, fuel consumption, and maintenance
✓ Ensure interoperability with OEM systems (AEMP 2.0 – ISO 15143-3)
✓ Reduce asset loss and optimize equipment availability

›› Equipement

✓ 40,000+ Blue PUCK ID beacons from ELA Innovation mounted on assets (1)

✓ Rosenberger devices (GATEWAY, ROBUSTO, etc.) with BLE + 4G/2G connectivity

✓ R-BEACON mobile app for quick, traceable installation (2)

✓ COMMANDER monitoring platform (desktop and mobile) (3)
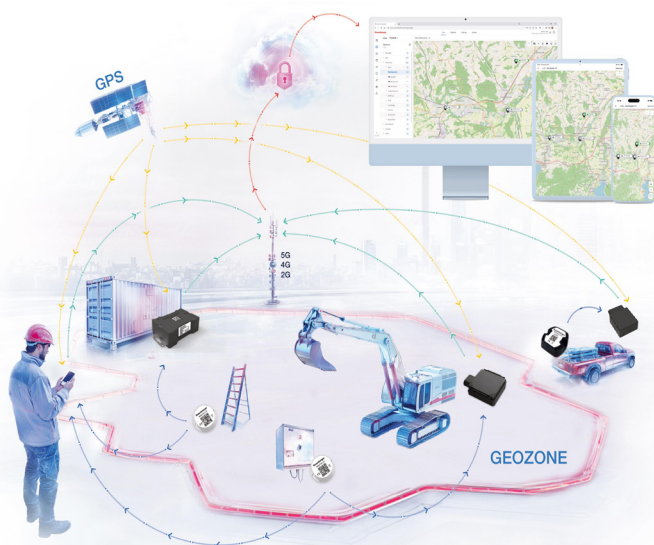

(1)

(2) (3)

›› Technical operation

Each asset is equipped with a Bluetooth beacon that emits a unique identifier. These signals are automatically detected by:

• **Gateways** installed on vehicles or on-site
• **Smartphones** via the R-BEACON mobile app

The data (presence, proximity, activity) is transmitted in real-time to the COMMANDER platform via mobile networks. This allows the client to visualize the location and status of their entire fleet - motorized or not - **without the need for individual GPS units or wiring.**

›› The results

✓ Equipment utilization rate has been significantly optimized

✓ The system is deployed internationally across hundreds of sites

✓ The solution is highly scalable, **already being rolled out across 50,000 connected assets**

›› The benefits

✓ Automated tracking of assets, even without power or GPS

✓ Reduced asset loss and misplacement on worksites

✓ Full visibility of dispersed equipment

✓ Time savings in planning and maintenance

✓ Fewer installation errors thanks to the R-BEACON mobile app

✓ **Interoperability with industry standards (ISO 15143-3)**

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