



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



IoT Sensor
Manufacturer

Rosenberger

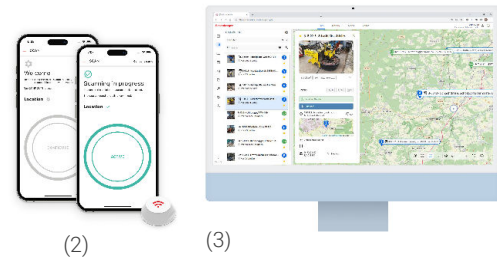
IoT Solution
Provider

» Customer needs

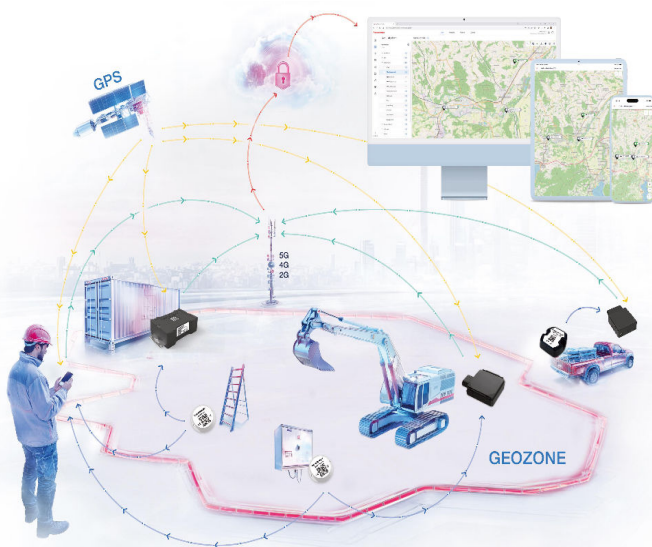
- ✓ Locate and inventory a highly heterogeneous fleet of over 200,000 assets
- ✓ Obtain a centralized view of equipment across all sites
- ✓ Monitor usage, fuel consumption, and maintenance
- ✓ Ensure interoperability with OEM systems (AEMP 2.0 – ISO 15143-3)
- ✓ Reduce asset loss and optimize equipment 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 (1)
- ✓ R-BEACON mobile app for quick, traceable installation (2)
- ✓ COMMANDER monitoring platform (desktop and mobile) (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)**