Effitrax offers platform-enabled solutions for optimised usage of industrial vehicle fleet

06 February 2023, 16:22

Pieter Beyl

Effitrax specialises in smart data collection for industrial vehicle fleets to help them to improve their vehicle usage rate and optimise fuel consumption and maintenance. The telematics platform EffiCube makes it possible to have one solution for the entire fleet delivering a uniform information stream to reduce cost, increase efficiency, productivity and safety.

This case is one of the 15 smart product examples we have compiled for you in the Smart Product Inspirator

Discover all 15 examples

Effitrax is a start-up company, created in 2017 and aiming to help users and owners of industrial vehicles to improve their vehicle usage rate and optimise fuel consumption and maintenance. The company specialises in smart data collection for industrial vehicle fleets. Its targeted sectors are OEMs and fleet owners of industrial vehicles, such as busses, coaches, vehicles for waste

collection, construction and street cleaning, telematics operators and light vehicle fleets.

Why this smart product

Current telematics systems are deemed to be too complex, closed, not scalable and not adapted to the accelerating technical changes. Customers are asking for an open, universal data generator capable of providing uniformed data from both the chassis and the equipment build upon it. This for all brands, types and energy sources.

Value for the customer

EffiCube makes it possible to have one solution for the entire fleet delivering a uniform information stream to reduce cost, increase efficiency, productivity and safety. It also provides datasets for integrators hence eliminating the need for extra hardware on the vehicle. The platform can be transferred from one type of vehicle to the next without having to rewrite the firmware. Three different applications have been developed based on the data collection by the platform to support preventive maintenance, provide recommendations for eco-driving and create safety awareness respectively. With an electronic tachograph download- and a black-box function it also helps in meeting regulatory compliance.

Technology behind smart product EffiCube

The platform consists of hardware, software and algorithms which collect and process the data in real time and deliver uniformed vehicle data. The entire solution has been custom developed in-house. The hardware has several CAN interfaces and sensor inputs to capture vehicle data and has cellular, Wi-Fi and BLE connectivity to provide data access through an API. Next to a mobile app for device diagnostics, there are cloud dashboards for the different maintenance, eco-driving and safety applications.

Capturing revenue

The solution is offered in a Software-as-a-Service (SaaS) model with the hardware as enabler. Customers pay a monthly fee per vehicle and depending on the applications they need.

Next steps

Currently, Effitrax is active in Belgium, France and the Netherlands. The company is finalising a version 2.0 of its product and is ready to sell it in other European countries.

Smart Product Scenarios

To enhance your chances of success and guide your smart product innovation, Sirris offers you practical tools and guidelines. Our **Smart Product Inspirator** provides you with a framework for identifying valuable smart product ideas based on the 5 most common scenarios and 15 smart product examples illustrating these scenarios. With these carefully analysed scenarios we help you uncover the potential for success . The key scenarios for Effitrax's Efficube are: '**Digital platform**' and '**Digital data access**'.

Authors

Pieter Beyl