



Evolution of the Brazilian Telematics Space Pre and Post CONTRAN Regulation

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3. Brazil: SIMRAV Project or DENATRAN 245
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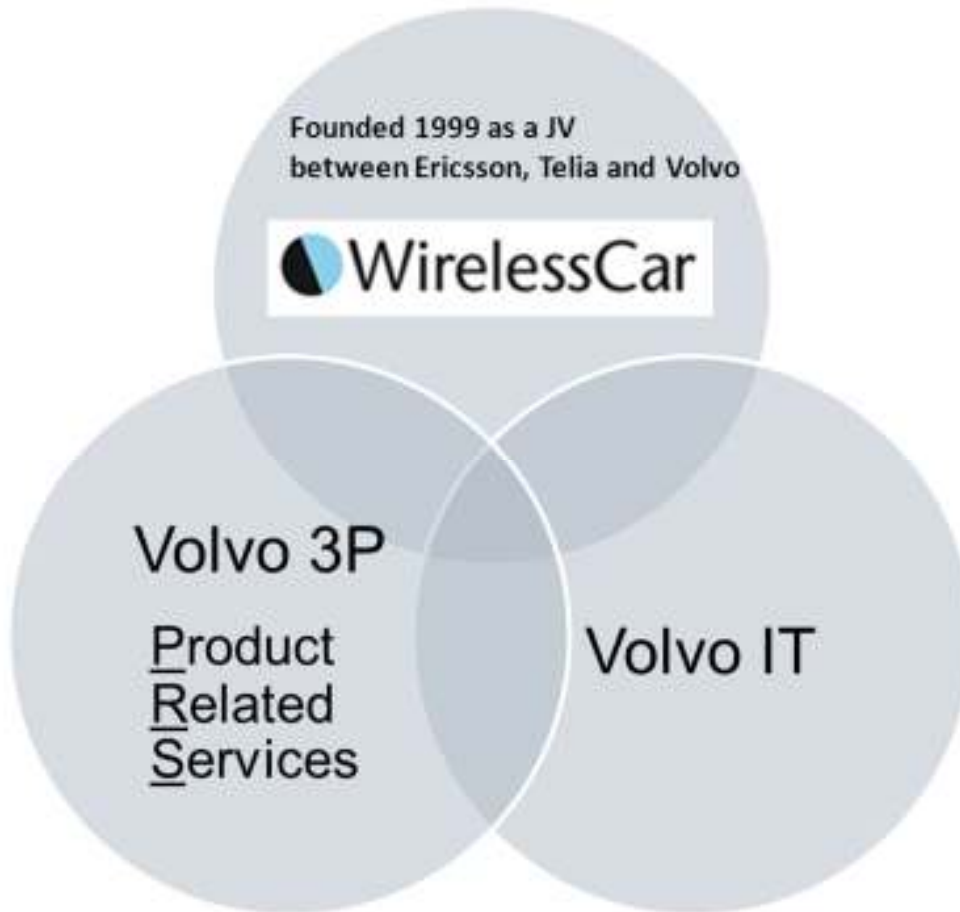


Volvo Group Organization



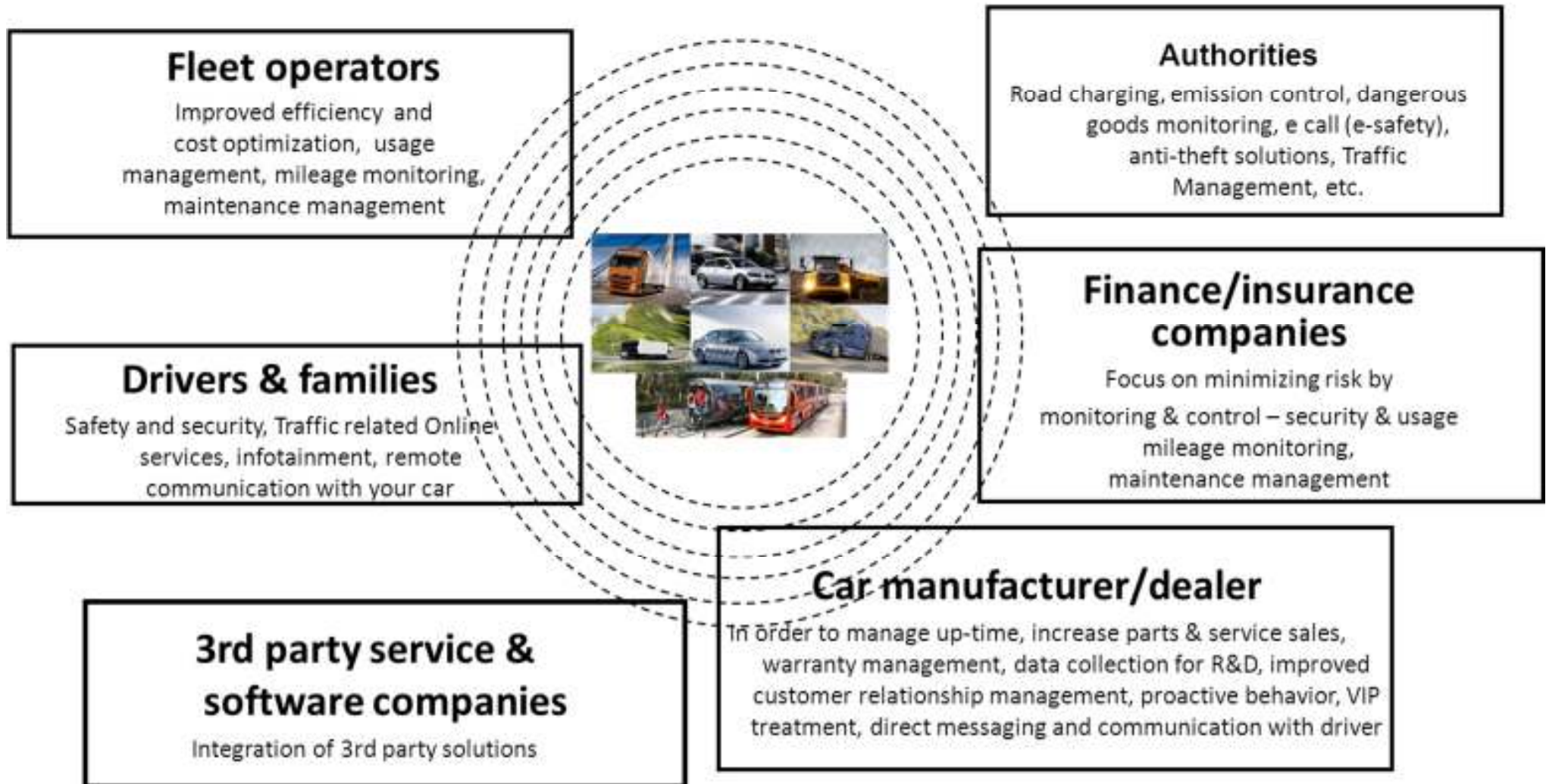
Volvo Group Telematics - WirelessCar

Center of excellence in Telematics



- Global organization
- Customers:
 - Volvo Group (Commercial)
 - External Car OEM's
- Off-board telematics service development & delivery
- The on-board device is a responsibility of each vehicle PD-unit / customer

Why Telematics?



Wide Portfolio / Service operations in 50 countries, 4 continents, over 1 million units connected

Internal Customers



Dynafleet / OptiFleet – Volvo Trucks, Renault Trucks & Volvo Bus

- Operation since 2004 Internet based, 1996 client/server based
- 21 European countries, Australia and Brazil (2011)



Volvo LINK / Sentry – North America Truck Operation (Volvo/Mack) & Prevost

- Operation since 2002
- North America (Orbcomm & GSM)



UD-Information Services – UD Trucks

- Operation since 2006
- Japan



CareTrack - Volvo Construction Equipment

- Operation since 2006
- Europe, North America, Turkey, Russia, Oceania, South Africa



ITS4Mobility – Volvo Bus

- Operation since 2002
- Europe, South and North America

External Customers



Connected Drive – BMW

- Operation since 2004
- Australia and Middle East, + EU from 2009 and NA from 2010



Volvo On Call – Volvo Cars

- Operation since 2000
- 16 European countries



Pay as you drive solution (operated by Allianz)

- Operation since 2008



Fleet management

- Operation since 2009
- Europe

OPERATION REPORTS

Custom Types Search

ALL

- ☐ My own group
- ☐ Special vehicles
- ☐ Only sweden

Daily hours

Machine utilization

Work shifts

050501



- 050505



Update

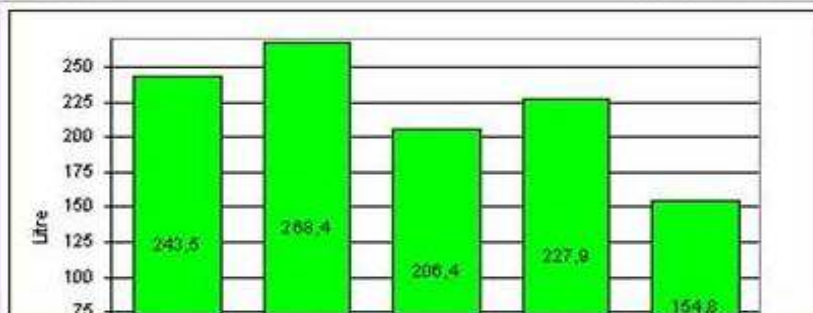
Favourites: Select


☐ Yesterday
 ☐ Last Week
 ☐ Last Month

View graph:

View shifts:

Machine	Date From - To	Litre/h	Total	Work	Idle	Machine hours
L150 E	050501-050505	16l/h	1101l	83,3%	16,7%	71,0h
Shift 1		15l/h	540l	85,0%	15,0%	36,0h
Shift 2		16l/h	560l	81,7%	18,3%	35,0h



Total: 6 in list	21l/h	8393l	77,0%	23,0%	414h
Shift 1	20l/h	4801l	77,8%	22,2%	233h
Shift 2	19l/h	2708l	74,0%	25,1%	147h
Shift 3	26l/h	884l	78,3%	21,7%	34h

New alarms : 4

New error codes : 3

Download as MS Excel Document

Print to pdf

http://www.dfol.wc - Dynafleet Online - Microsoft Internet Explorer

VOLVO Volvo Truck Corporation

search contact

Dynafleet Online Currently logged on as Sébastien ROBERT Log off

TRANSPORTS DUBRULLE

Info Reports Service Plan Messaging Maps Driver Activity

My Vehicles

All My Vehicles

- 1192 VV 62
- 1203 VV 62
- 1299 VB 62
- 1348 VM 62
- 1719 VE 62
- 2030 VJ 62
- 2301 WF 62
- 2306 WF 62
- 2311 WF 62
- 257 VK 62
- 2611 VL 62
- 262 VK 62
- 2725 VM 62
- 2727 VM 62
- 2800 VP 62
- 2801 WP 62
- 346 VA 62
- 349 VA 62
- 3559 VZ 62
- 39 VF 62
- 3990 VR 62
- 42 VF 62
- 45 VF 62
- 4506 VN 62
- 4803 VA 62
- 4809 VA 62
- 4810 VA 62
- 4813 VA 62
- 5944 VZ 62
- 5946 VZ 62
- 5988 VV 62
- 6097 VV 62
- 6956 VE 62
- 6959 VE 62

Add vehicle or group

1192 VV 62
1203 VV 62

Date interval

05/09/05 14/10/05

Or select last

1 week(s)
1 month(s)

Type of report

Overview report

Report view settings

Table
Graph
Include driver details

Generate report

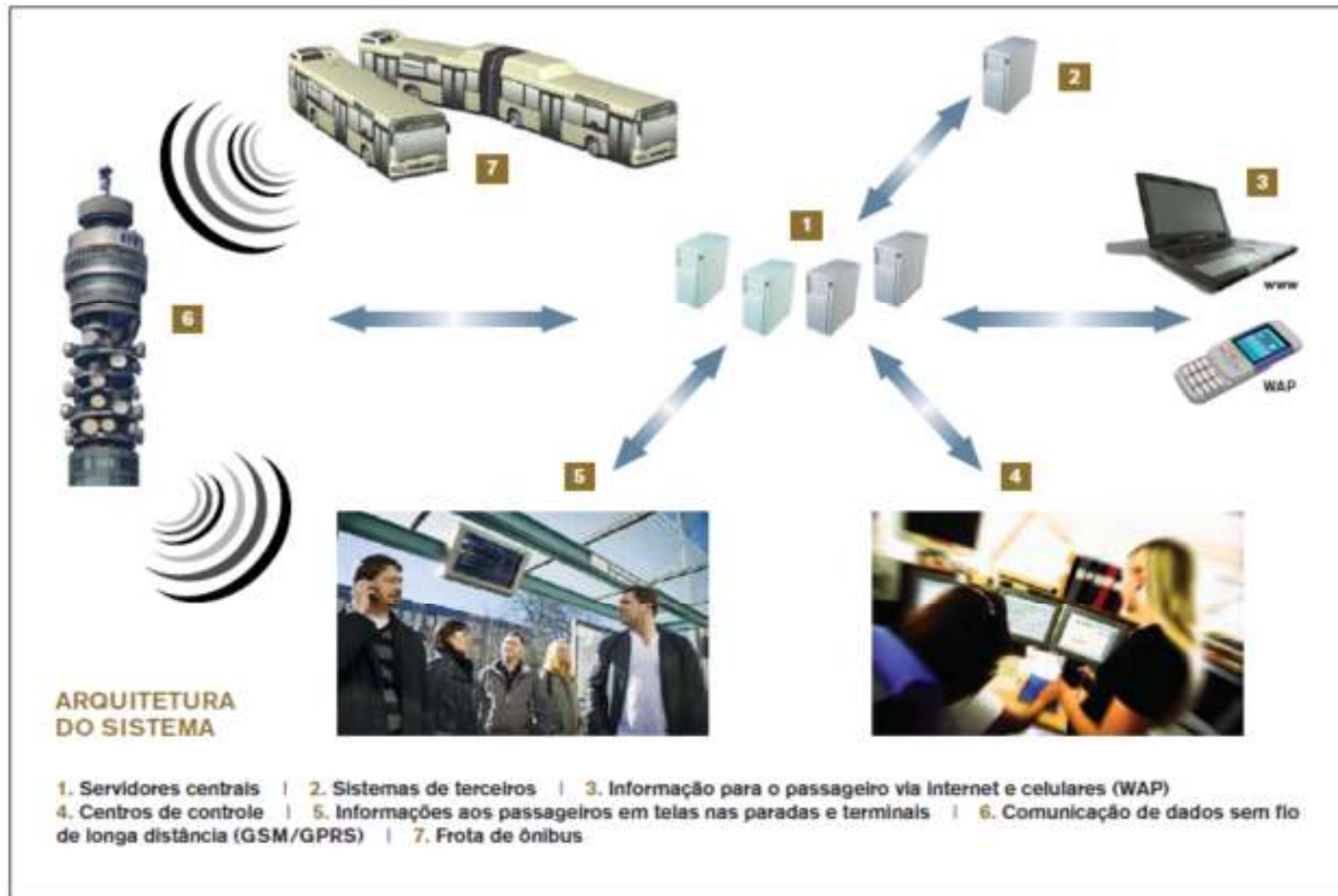
Vehicle overview report

Date interval: 05/09/05 00:00 - 14/10/05 23:59
Selection: 1192 VV 62, 1203 VV 62
Missing: 1192 VV 62 23/09/05 09:00 - 14/10/05 23:59,

Name	Total time (h)	Total distance (km)	Total volume (l)	Fuel consumption (l/100km)	Economy	Coasting	Cruise control	Over speed	PTO	Idle	Top gear	Engine load	Overrev
1192 VV 62	129:47	8,198.97	2,650.32	32.33	73.9%	7.8%	29.6%	39.7%	0.0%	10.1%	54.4%	6.3%	0.3%
Gérald RAVASSARD	115:45	7,355.47	2,347.74	31.92	74.5%	8.0%	29.2%	38.9%	0.0%	9.6%	54.3%	6.0%	0.3%
Unknown	14:02	843.50	302.58	35.87	69.4%	5.8%	33.0%	46.7%	0.0%	13.7%	55.5%	8.7%	0.1%
1203 VV 62	127:28	7,313.22	2,486.29	34.00	68.3%	8.7%	44.5%	40.4%	0.0%	17.2%	53.6%	8.3%	0.0%
Philippe HOFFMANN	127:27	7,313.19	2,486.18	34.00	68.3%	8.7%	44.5%	40.4%	0.0%	17.2%	53.6%	8.3%	0.0%
Unknown	0:02	0.03	0.11	366.67	0.0%	14.7%	0.0%	0.0%	0.0%	80.7%	0.0%	0.0%	0.0%
Total	257:15	15,512.19	5,136.61	33.11	71.1%	8.3%	37.0%	40.0%	0.0%	13.6%	54.0%	7.3%	0.1%

Klar Internet

Volvo Bus - ITS4mobility Traffic Management System



Auto Industry / Brazilian Scenarios

New Vehicles Sales



1,8 M motorcycles



3,5 M Passenger cars and light commercial



35 th buses



59 th trailers & semi-trailers



125 th Rigid trucks



48 th Tractor trucks

Total: 5,6 M units



***Brazil is the world's
4th Auto Industry***



Source: Anfavea / Abraciclo / Anfir / Fabus - 2011

SIMRAV Project or DENATRAN 245/07

“Sistema Integrado de Monitoramento e Registro Automático de Veículos”

Law 121/2006

**National System for Vehicle and Cargo Theft Prevention,
Supervision and Repression**



SIMRAV or DENATRAN 245/07

**“Integrated System of Monitoring and Automatic
Vehicle Register”**

DENATRAN

Ministério das Cidades



SIMRAV Project in Short...



Tracking Device:

Config. OTA
SIM 245, BU
ACP 245

- *Current enforcement period from August 2012 to March 2013 (ramp up) under review*
- *Cars, motorcycles, trucks, buses & also trailers and semi-trailers included*



Service Providers:

Homologated by DENATRAN
Location & remote immo services



OEMs & Importers:

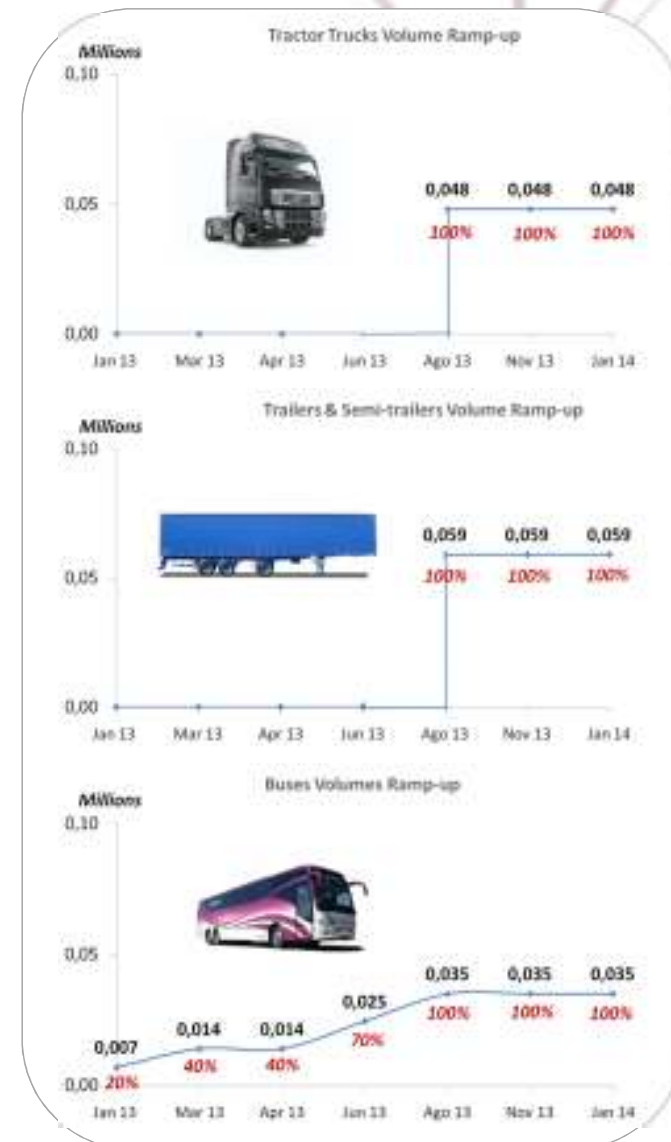
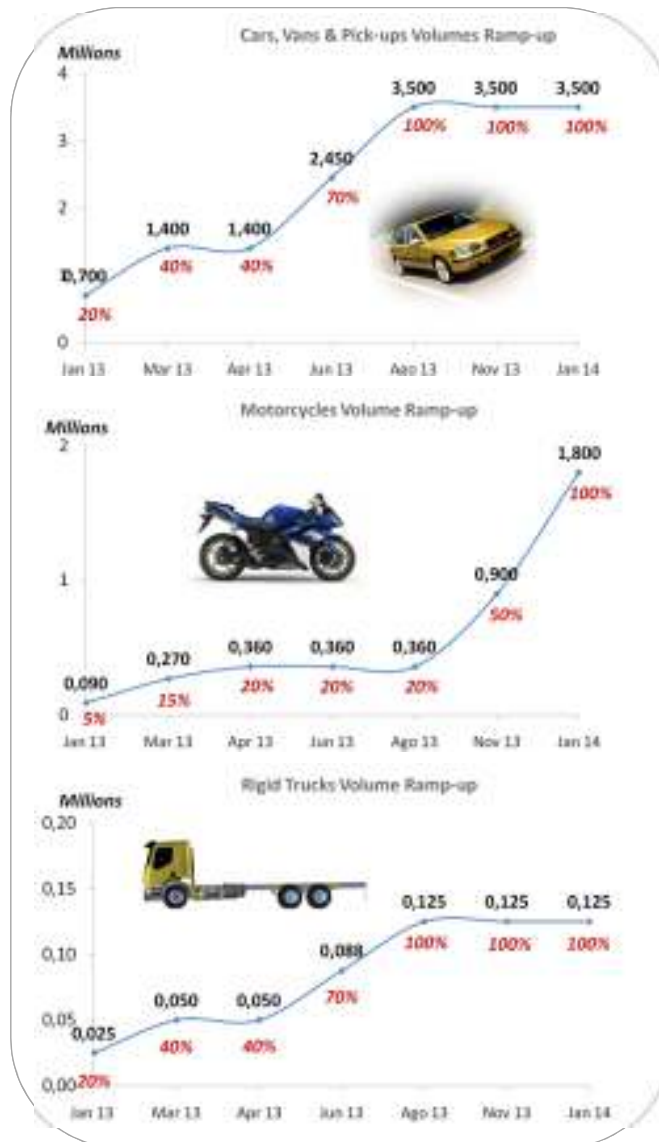
...king device std.
...s from the factory



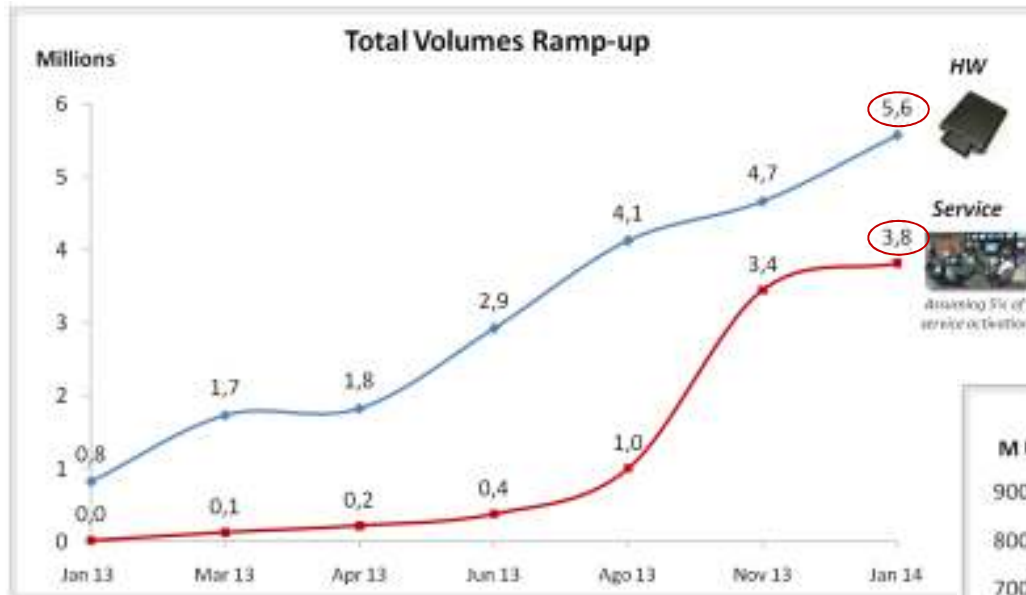
Vehicle Owner:

Optional service activation, free customer
chosen / homologated service providers

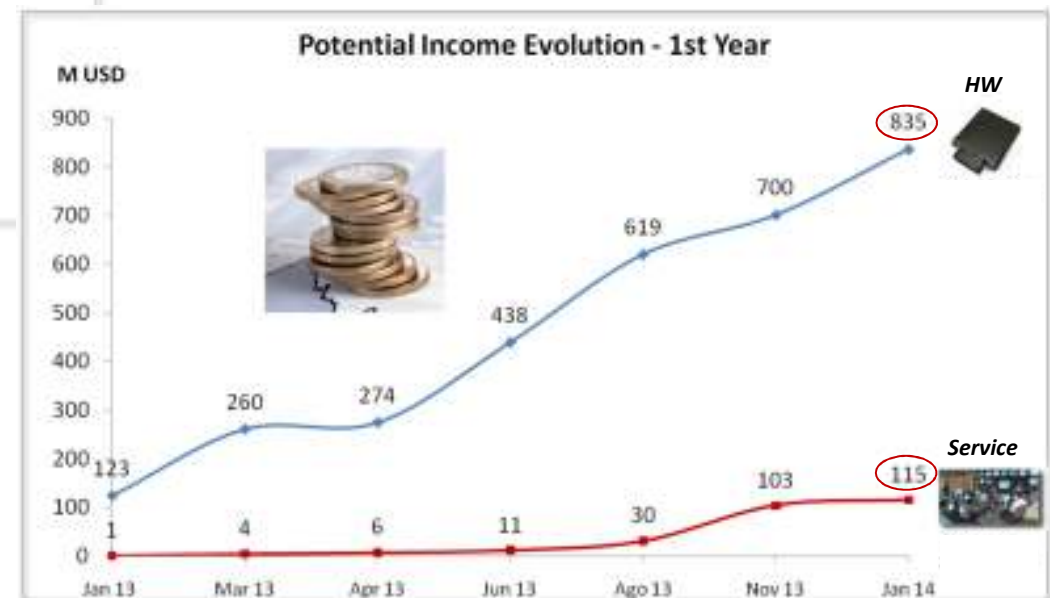
SIMRAV Operations Start-up



SIMRAV Summary – Potential Market Opportunities



**Estimated 1 BUSD
First Year**



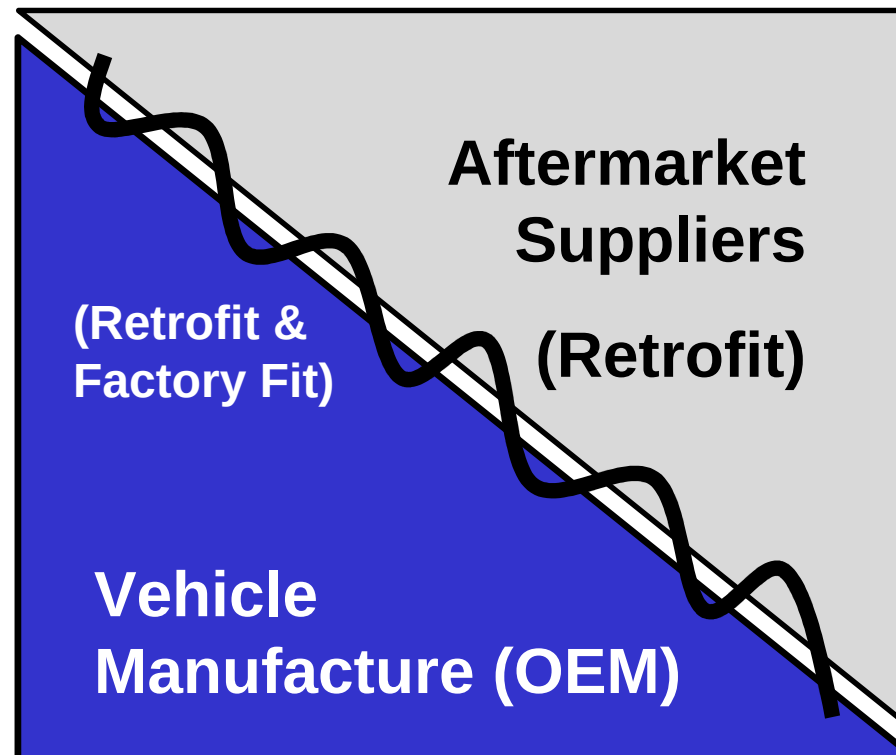
Main opportunities created by the legal demands in BR for the OEMs



- Telematics devices standard fitment;
- Rapid population growth of *Connected Vehicles & Services* in BR (global trend);
- Trend for a rapid *proprietary solutions* integration due to the strategic importance of telematics for the OEMs;

The Connected Vehicle Industry Challenge

Need for co-operation and integration



Transics



Trimble

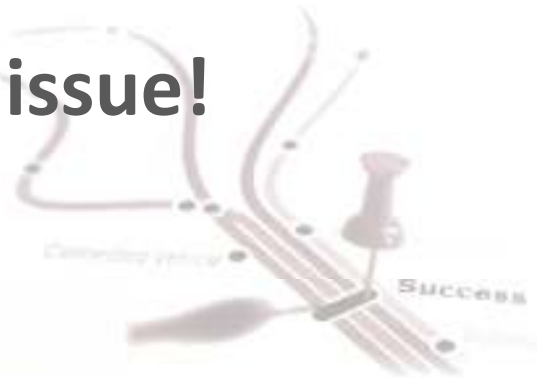
>1000 aftermarket
players globally

>300 aftermarket
players locally BR

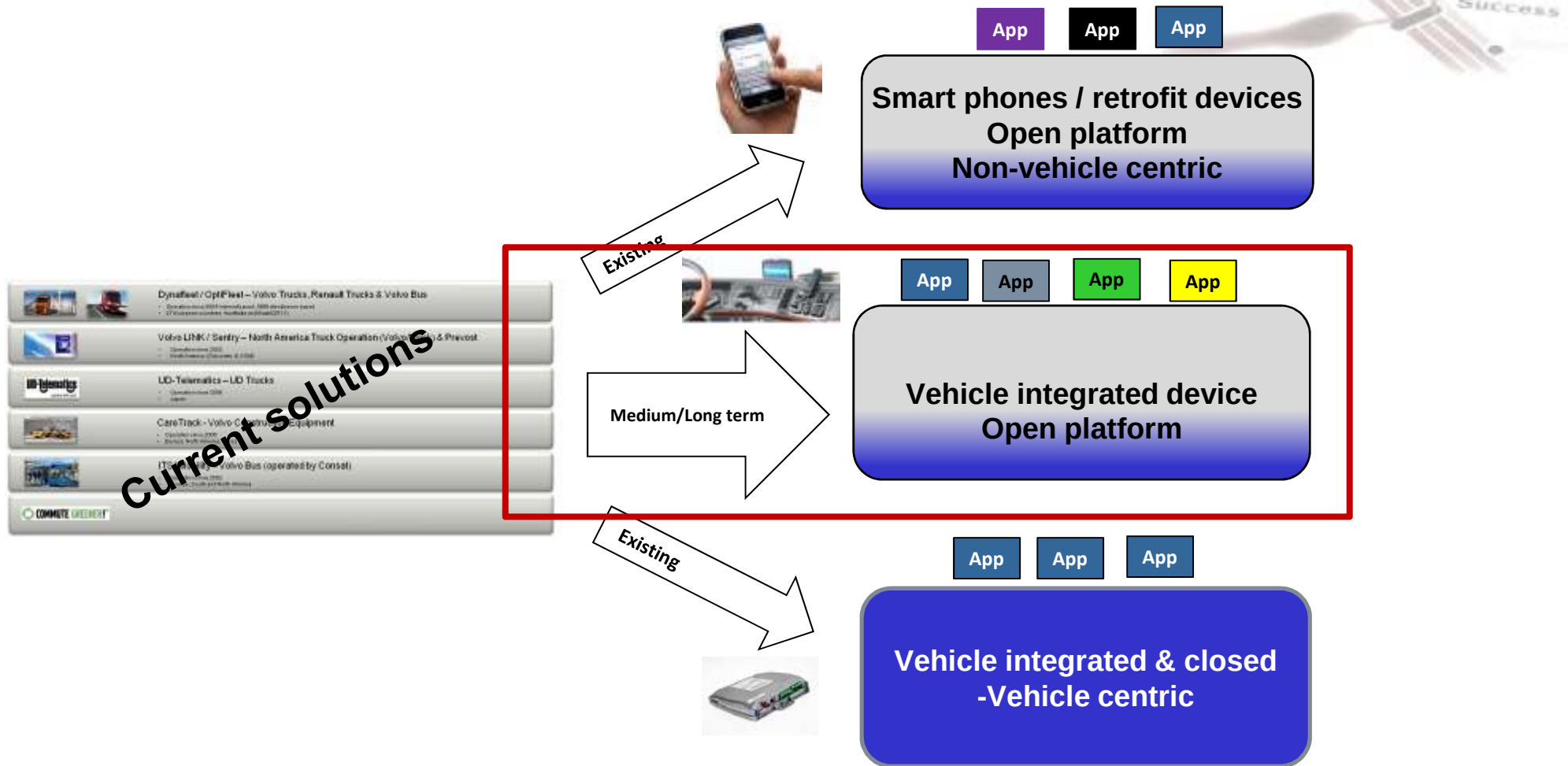
Many aftermarket suppliers want to be software suppliers to the OEM's

Collaboration and integration is a key issue!

If it fails, it might look like this...



Transforming from today's closed solutions to a hybrid of closed and open solutions



Conclusions about Brazilian Market and Challenges for Telco Industry



- ☐ SIMRAV and BR market are great business opportunity
- ☐ The connected eco-system will grow rapidly
- ☐ Open platforms will be there. The OEMs will control the integrated device, enabling the collaboration in the connected eco-system
- ☐ Telco Commercial offers and Support Organization must be customized to the M2M segment and follow the standards for the automotive industry and global markets
 - ☐ Different Business models are required, aligned to the automotive specific segment. i.e: Transportation Industry x Passenger Car Industry
 - ☐ SLA Service Commitment is mandatory from Telco industry to enable new set of services i.e: eCall for Brazil.
- ☐ Brazilian Regulatory aspects has to evolve, in order to promote a mature competition on the Service Industry in general

Thank You!

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Find out more about the future now, throughout our Connected Society videos on Internet

[Connected Vehicle Ecosystem and Society](http://www.youtube.com/watch?v=mQGmEAbNcrg&feature=player_embedded#t=0s)

http://www.youtube.com/watch?v=mQGmEAbNcrg&feature=player_embedded#t=0s

[Connected Society](http://www.youtube.com/watch?v=5klFJBM8sBI)

<http://www.youtube.com/watch?v=5klFJBM8sBI>