



## THE FIRST OF ITS KIND

Dear reader,

We are glad this first edition, hard copy or its digital version, found a way into your hands. We believe this publication is a kind of special one designed to add more value to your lasting and exciting journey to the world of vehicle telematics.

We have noticed there are not so many full-scale magazines on the topic and, from our point of view, vehicle telematics has been left behind a bit. So, we have concluded to make our contribution and present Telematics Journal - the dedicated periodical publication from Teltonika for people around the world involved in vehicle telematics and doing business with us.

We do this with you, our reader, in mind – possibly, business partner, client, prospect, telematics enthusiast or IoT expert to the bone to satisfy your curiosity, the desire to learn more, move forward, and, of course, help you keep up with the continuously changing commercial environment.

That said, in this first edition, you will find an informative overview of the current market situation, intro to the recently launched Teltonika products, insights into our motorsport project, interviews with industry experts, testimonials, news from Teltonika IoT Group headquarters, eye-catching infographics, our latest vehicle telematics use cases and more...

And there is one more thing, or rather thought, we wish to bring to your attention – no matter what, we are here for you relentlessly conducting many-sided studies and research, overcoming challenges, looking for market trends, opportunities and solutions to not only develop innovative products for your business success but over-deliver as much as we can with valuable insights and all kinds of help you deserve.

Happy reading!



**KONSTANTIN KOLMAKOV**

COO, Teltonika Telematics

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## ACCEPTING CHALLENGES AND BECOMING STRONGER



**T**he last two years were challenging for any business. We all had lots of uncertainty in Spring 2020 and many things have changed since then.

I am happy and proud to say that we have a great team in Teltonika, which accepted the new reality knowing that this is also a very good opportunity to make the necessary changes that will eventually let us be more efficient and generate better results. New challenges were one of the reasons why in 2020 we split Teltonika into several business units, including Telematics, Mobility, Networks, Telemedic, EMS and the recently added Energy. Now we know that we became stronger as an organization, while at the same time every Teltonika employee became stronger as a person.

This would not be possible without focusing on our people and promoting the culture of Mutual Trust and Respect that we learned from Adizes Institute. In the company, each person is important. We trust and respect each other and that is the main reason why we were able to find the best solutions in critical situations and successfully implement those decisions together as a team.

Also, I am very proud of our sales and technical support teams, which are focused on helping our clients and partners. These efforts were recognized in the annual customer satisfaction survey as the absolute majority of respondents proved to be well satisfied with our services. Over the last two years we managed to support all our existing clients and gained many new ones with the total number of Teltonika Telematics clients already exceeding 1,200. Thanks to our partners, our revenue surpassed 100 million euros in 2021.

Remarkable financial results let us strengthen our R&D team, invest in new products and continue improvements at our production facilities by installing state-of-the-art robots. The latest technologies will ensure top quality of our products even with the growing production numbers. In 2021, we already reached the mark of 500,000 products manufactured per month.

Our value is helping people and I hope this Telematics Journal will be a part of it – helping our clients, partners and all Telematics/IoT enthusiasts to find useful information and ideas that could be successfully used in business.

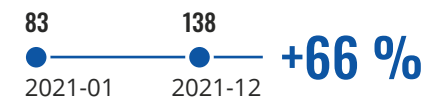
## TELTONIKA TELEMATICS TEAM GROWTH IN 2021



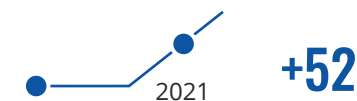
### Employees



### R&D team



### Career jumps





## OUR STRATEGY TO DEAL WITH THE GLOBAL COMPONENT SHORTAGE WORKS

Nowadays, electronic components are everywhere – in mobile phones, laptops, TVs, cars... and tracking devices. No wonder that, starting in 2020, the global chip shortage has disrupted supply chains across industries and sectors worldwide. Teltonika Telematics inevitably has to deal with it as well. How our company succeeds in ensuring stable product supply and even manages to release new devices for our clients, tells Denis Semionov, Head of Strategic Procurement Department at Teltonika Telematics.

**F**irst, tell us what is the current global situation with the electronic component shortage?

The main problem is that electronic component manufacturers around the world have more orders than they can produce. In 2021, the demand for electronic parts in the market is only growing up, while the production capacity in some cases even lags behind what it used to be.

Every manufacturer has its own material suppliers that are facing very similar delivery problems with their suppliers, thus, creating such an unfortunate cycle. In addition, transportation costs are rising, delivery times are increasing and, last but not least, let's not forget COVID-19-related restrictions that manufacturing facilities need to comply with.

How does it affect supply chain and delivery schedules?

Probably, there is no electronic component that would have a lead time of less than 30 weeks. Mostly, it is 52 weeks or deliveries based on allocation. Even when an order is placed, not all suppliers can provide 100%

guarantee that the ordered part will be provided on time. There are quite a few suppliers that already do not accept any orders for 2022 at all.

How about the component prices? They are rising too, right?

Indeed. There are a few reasons for that. Similar to the situation with lead times, electronic component suppliers have their own material suppliers that increase prices on their part. Then logistics costs are growing, we are witnessing inflation and, at the same time, suppliers make investments to achieve higher capacity by building new factories and buying new equipment.

What are the future prospects? Are there any signs when it could end?

At the moment, there is no clear sign that it will end soon. Suppliers tend to forecast that the situation could start normalizing in Q3-Q4 2022, as they are trying to create alternative parts that are faster to produce and with a lesser cost, however, it takes time.



“Nowadays, electronic components are everywhere – in supply chains across industries and sectors worldwide.”

**DENIS SEMIONOV**

Head of Strategic Procurement department,  
Teltonika Telematics

When did Teltonika Telematics started feeling the impact of the component shortage? What were our actions?

It was the beginning of Q4 2020 when a fire broke out at AKM semiconductor factory in Japan. It resulted in a serious shortage of certain parts. Our R&D department promptly searched for the alternatives and that helped us a great deal. As more and more components became scarce in the market with the prices growing up, R&D played a bigger and bigger role in helping Strategic Procurement and Purchase departments to find, test and confirm much needed alternative parts. We are actively expanding our R&D team, which is one of our greatest advantages against other competitors in the market.

In addition to that, we placed orders well in advance for 2022, started dual/triple sourcing to





ensure stable supply and created buffer stock for the most needed parts. As a result, we were and continue to be much less affected by the global component shortage than our competitors. Besides, we have very good relations with our suppliers who provide us with support and solutions how to get parts on time or with a shorter delay. Long-term partnerships matter a lot, especially at difficult times.

How do we prepare for the future as the component shortage remains to be a serious issue?

The actions we took right from the beginning proved to be very effective, so we keep on dual/triple sourcing, confirm more alternative parts and add new suppliers, place orders for 1-1.5 years ahead, create buffer stock, and solve issues directly with manufacturers. Teltonika Telematics is a part of Teltonika IoT Group, thus, we use the synergy of the whole group. We have our own manufacturing facilities with robotic assembly lines. Robots do not get sick or do not need to self-isolate in case of a pandemic. Just imagine, in September 2021, Teltonika produced 500 000 IoT devices and this is far from being a monthly production limit.

In addition, we have quite a few strategic projects in mind that will further strengthen our internal ability to deal with unforeseen circumstances, adverse market trends and other challenges.

Does it impact the development of new products and solutions?

Yes, it does, especially when developing something completely new, rather than just upgrading a certain device. And yet, despite all the challenges, we have just released brand-new Bluetooth LE connectivity-based accessories EYE Beacon and EYE Sensor. The launch of new products only proves that our strategy to deal with the global component shortage works and that our clients can rely on us as their trusted partner in telematics.

## USE CASES

### TELTONIKA TELEMATICS DEVELOPED AND LAUNCHED ITS OWN BLE ACCESSORIES - EYE BEACON & EYE SENSOR

"I am thrilled and proud that Teltonika Telematics has developed and launched its own BLE accessories - EYE Beacon and EYE Sensor. Thanks to them, we will be able to ensure fast lead-time and quality operation, and, most importantly, to offer our customers and business partners new ideas for a wide variety of profitable projects. Our goal is to develop even more new products of the same quality as our well-established and widespread vehicle GPS trackers.

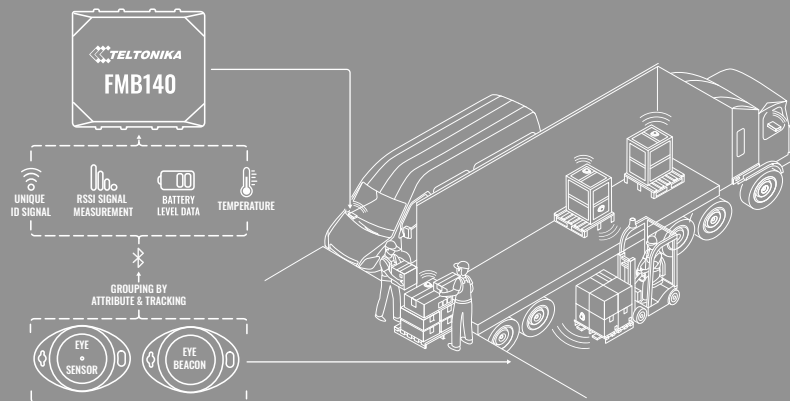
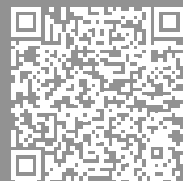


#### ROBERT JANUŠKEVIČ

Operational Marketing Project Manager & EYE product family Development Manager, Teltonika Telematics

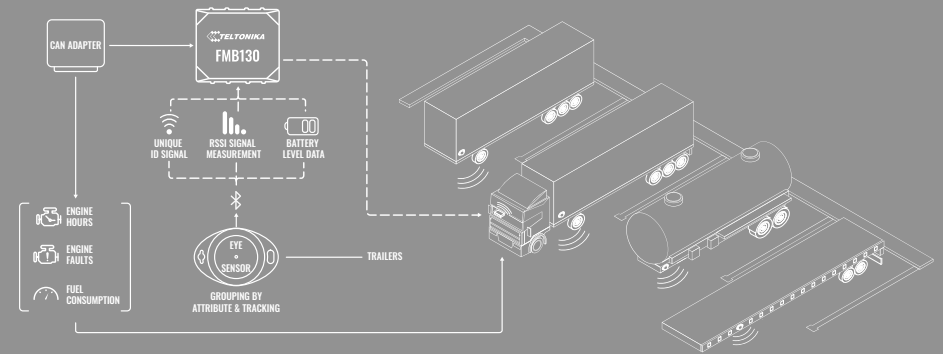
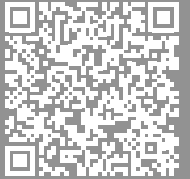
### USE CASE GOODS TRACKING WITH BLE BEACONS AND SENSORS

The shift in the global economy has triggered not only the online shopping surge and the demand for delivery services but the major challenges too. To remain competitive and profitable, delivery businesses have to look for innovative and efficient solutions. Wireless Bluetooth technology combined with process monitoring and automation opens up new horizons in the vehicle telematics industry, making a significant difference.



### USE CASE TRAILERS TRACKING WITH BLE ID BEACONS

The logistics industry is an essential part of any economy and the driving force behind many sectors. Trailers are an integral part of the transport system, and they have to be managed efficiently to remain competitive and profitable. Even more, the global automobile trailers market was valued at \$10 billion a few years ago and it keeps growing. Wireless Bluetooth LE technology opens up new opportunities for comprehensive fleet monitoring and management.



## BENEFITS

#### LONG LIFETIME

Battery lifetime up to 10 years reducing environmental cost

#### WATERPROOF CASING

Robust and water-resistant IP67 casing enhancing longevity

#### SENSOR DATA

Accelerometer, Temperature, Humidity, and Magnetometer



PRODUCT PAGE



# ANOTHER CHALLENGING TEST? BRING IT ON!



## THINKING OUTSIDE THE BOX

Over the 23 years of product development and market research, Teltonika Telematics has gathered invaluable experience, data, knowledge, and expertise. But we are not stopping there in any form or shape and persistently look for the ways to improve what we do and bring even greater value to our customers, business partners, and society by thinking outside the box and going the extra mile.



RELATED  
USE CASE

**H**ere is one of those creative thinking examples - Teltonika Telematics has started a mutually beneficial partnership with Raceadmin.eu project team, the motorsport enthusiasts and geeks to the bone, offering a wide range of service portfolio for organisers and administrators of the racing events across Europe and beyond. In just a few years, the group of just 5 well-organised and skilled people has served over 80 rallying type racing events and 5,500 racers so far. To track the relevant data, the team uses Teltonika GPS devices, such as FMB204, FMC130 and others.

The opportunity to stand out

"As a true motorsport devotee and Raceadmin.eu project founder, I look for the ways to improve our services and compete in a challenging and demanding racing market. When we came up with the idea to use and test a number of vehicle GPS trackers from Teltonika Telematics, I was pretty excited to do so and saw the opportunity to stand out and help others - racing teams and event administrators. The results are magnificent and pay plentiful dividends to all of us.", says Alvydas Petrošius, Head of Sales Development for the South and Central America region at Teltonika Telematics and the founder of Raceadmin.eu.

It comes without saying, a project like this is 'the best you can get' testing ground

for vehicle trackers. Here, a wide range of different types of motor vehicles is used, such as passenger cars, motorbikes, side-by-side vehicles (SSV), utility task vehicles (UTV), recreational off-highway vehicles (ROV), all-terrain vehicles (ATV), etc. Even more, here are the most demanding driving conditions and terrain imaginable: tarmac, gravel, mud, sand, pools of water, slopes, pits, humps, tree branches, leaves, grass and so on.

And, of course, challenging weather conditions, from the scorching sun to torrential rain. You name, you get it! Even the most sophisticated R&D lab cannot beat a bumpy ride like this.

Everybody wins

The outcome? Raceadmin.eu project team uses top-notch GPS devices and successfully competes in the market niche of motorsports services; administrators get well-organised events helping to ensure safety requirements, gather a larger audience, popularity, and income; racing and competing teams get data they need to compete, make data-driven decisions and take appropriate actions upon demand to ensure the best performance possible.

Finally, Teltonika Telematics has got the best 'testing lab' imaginable assisting in improving and refining vehicle trackers to perfection and staying highly competitive in a global market. Everybody wins. And that is how we run the business in Teltonika!



## BUILDING A GREAT LOCAL TEAM IN MEXICO: “WHEN ONE FINDS THE RIGHT PEOPLE, EVERYTHING ELSE FOLLOWS”

**T**here are 28 Teltonika offices scattered on six continents worldwide. Quite a few, right? Each of them has its own fascinating story to tell. We begin our journey around the globe by stopping in Mexico City where local office was established a couple of years ago. How it all began, what our best-selling devices are called ‘war horses’ in the local market and more tells **Evaldas Ludavičius**, CEO of Teltonika de México.

To start with, could you tell us how Mexico office was born?

Back in 2018, me and my colleague were visiting Expo Seguridad exhibition in Mexico City. It was a busy week with close to 50 scheduled meetings. We met many partners that had different needs and issues but one thing was in common, saying that they need us to be closer to them. Either to provide our devices locally helping with the import-related issues, or to ensure technical and commercial assistance in their time zone and language, or just to give the comfort of being able to reach their business partner as fast

as possible. All this came down to the same thing... for us to be closer to them.

At that moment, I realized it very clearly that if we really wanted to help our partners, we needed to form a local team. After coming back to Lithuania, we worked to make it a reality and in September 2019 we started with 6 people, which over time grew to a team of more than 30 professionals. When one finds the right people, everything else follows.

**What are the key selling points of Teltonika Telematics in Mexico market?**

The sales in Mexico market are quite similar to other countries. At the end of the day, if we can bring the best value to our partners, they will stick with us. Of course, we could talk about the demand for 3G devices, because

of the current deployment of networks in the country, or the prevalent need for security-related solutions, however, to be honest, these are all just details. By building relations based on trust and honesty, we achieve a win-win situation for all our partners.

**What are the most popular our tracking devices in Mexico and why?**

FMB920 is a hit – its quality and price combination is unbeatable. When partners have 1- to 3-year contracts, they mostly opt out for this tracker. Another quite commonly selected product line is FMx125 series. These devices are usually applied in fuel control solutions. Lastly, when we talk about our most sold products, we have to mention FMx130 family that our local partners call ‘cabillito de batalla’, which could be loosely translated as





'war horse' or more simply as 'go to device'. If we analyze more closely, the sales of FMM130 and FMC130 are on the rise, but both in 2020 and 2021 FMU130 is our most sold device, although I am pretty sure that we are going to have a new market leader in 2022.

Interesting. According to your opinion, what tracking device is it going to be?

First, to know the new leader we need to understand the development of mobile networks in Mexico. Without a doubt, CATM1 is the most adequate type of technology for our business, but, at least in Mexico, as of today it still lacks more development.

On the other hand, our most reliable option is CAT1 devices that support 3 technologies (LTE, 3G and 2G) and, because of that, naturally cost more as well. While many of

our partners have already chosen this option and enjoy a maximum possible coverage, others could not go this route because of the budget restraints in their projects. Now, as we introduced the new version of FMC130 with LTE CAT1 and fallback to 2G, I am confident that we found a perfect balance by offering LTE connectivity without increasing the price. Thus, keeping in mind that we will have different versions of FMC130, I am positive that this device will be our best-seller in 2022 and, who knows, maybe even for more years to come.

Could you compare HQ in Lithuania and our office in Mexico? What are the similarities and differences in terms of cultural characteristics, works habits, etc.?

Well, being the only person who has worked both in HQ and Mexico office, my opinion



**IVALDAS LUDAVIČIUS**  
CEO, Teltonika de México

might be a little biased. For me, the main difference is the general feeling and vibe that one gets. HQ in Lithuania is already an established organization with a developed structure, academies, Silicon Valley-style offices, etc. When I joined, I was amazed by how many professionals there were around – sharply dressed, confidently talking, discussing market trends and needs. All of this made me give my 100% every day and try to match such a level where clear leaders are to look upon.

The situation in Mexico is quite different. We are more of a start-up here. We started with something small and with time we will grow into something big. Right from the beginning,

there was a big part of the road already made for us with a worldwide-known brand, incredible products, and huge support from HQ. Even so, we still need to find our own people and our own way to make sure we take the best of both worlds – to be as hard-working as Mexican companies and as efficient as Lithuanian ones.

Here we have a more intimate, family-type company, or maybe better to say a team rather than a company. A team that tries, sometimes falls, gets up and tries again together. As we grow, we will be able to help not only our colleagues and partners, but maybe even the country of Mexico itself.



FUTURE-PROOF 4G<sup>+</sup> SOLUTIONS

READY TO BE  
SHIPPED



FMM130



FMC130



## HELPFUL IoT INSIGHTS

### TIME TO ACT – 3G TECHNOLOGY IS COMING TO AN END

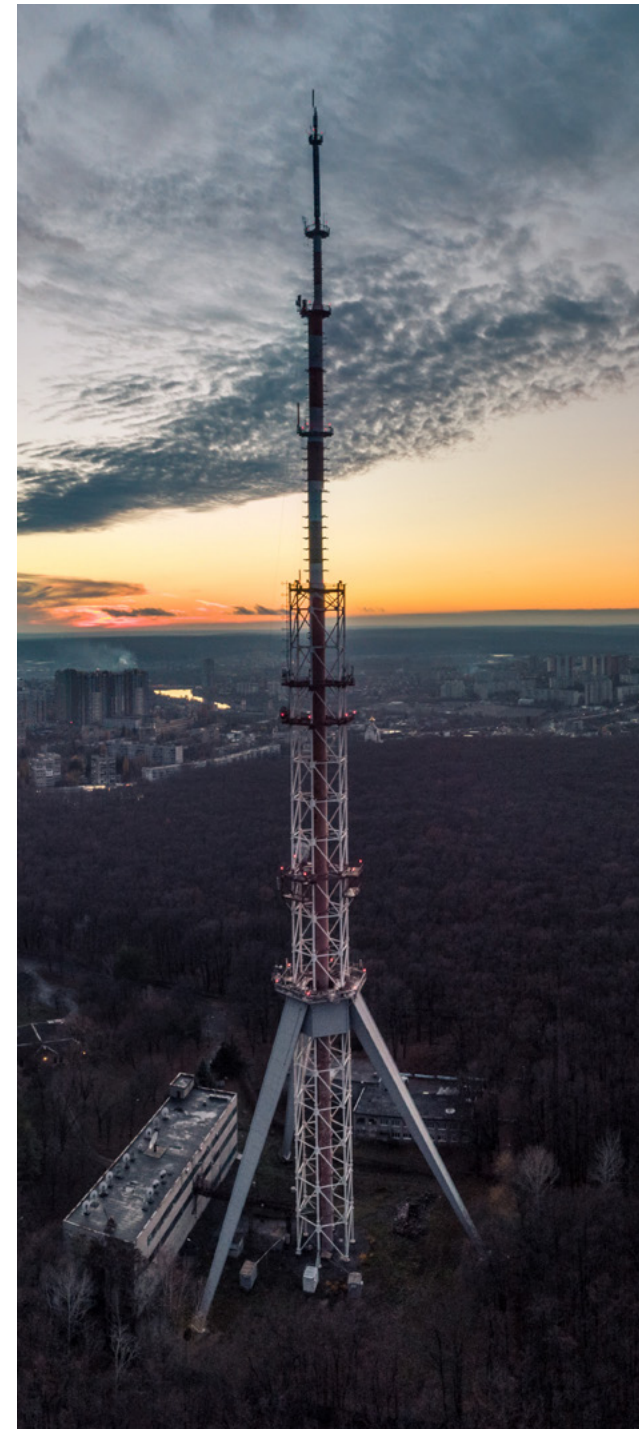
The 3G wireless mobile telecommunication technology, known as the Universal Mobile Telecommunications System (UMTS), is slowly but surely coming to an end. The following mobile service providers have already announced plans to close their 3G networks in 2022: AT&T, T-Mobile, Sprint, Verizon, Vodafone, Telekom, KPN, Telefonica, O2, Telia, EE (BT Group), CELCOM Axiata and others.

In essence, this technology is going through a gradual elimination process and transition to a 4G LTE type of network and beyond. Mobile service providers upgrade to the latest technologies and once in while shut down older services to free up transmission frequencies and build the infrastructure to support new services such as 4G and 5G mobile networks. Please note that vehicle GPS devices that currently only support the 3G network may no longer work afterwards.

As François Blanchard, VP IoT Sales EMEA at Truphone states, “2G and 3G shutdowns will continue over coming years and it will become increasingly important to navigate this transition with your network partners.”

Keeping in mind the global shortage within the semiconductor industry and to avoid business operation disruptions in the near future, we would like to strongly advise all our customers and business partners in relevant countries to switch to FMC series vehicle GPS trackers supporting 4G LTE Cat 1/ 2G networks.

Teltonika Telematics offers a variety of models you can choose from to fulfil your business needs, including FMC001, FMC130 and FMC640 GPS tracking devices.





## GREAT OR SMALL, WE HELP THEM ALL!

The story comes from a small family business of just 4 people in Greater Manchester, England, operating in plant hire and building supplies market niche. Unfortunately, the company had been hit by a string of machinery thefts in the last winter months. To prevent that, the owners had installed Teltonika GPS tracker FMB204 on its most expensive machinery - Micro Excavator digger.

One day in late February 2020, the company boss Sam received an 'Out of work hours use' alert notification on his phone, and, naturally, he became suspicious. A few moments later, Sam was alerted with a 'Towing' message

too. When he went to check if the digger was where it was supposed to be, he quickly realised that it had already been stolen.

Not wanting to be the target of another theft, the owner called the police and his family, and decided to get in his car and follow the location of the vehicle tracker. Eventually, he got engaged in a 50-mile chase in the middle of the night.

His efforts were intercepted by 4 police cars, which successfully stopped the thieves' van in Halifax, arrested 2 young men and recovered the Micro Excavator that was in the back of the van. Encouraged by the happy end, even some local newspapers published this story.



© San Daniel, MEN MEDIA

## DISTANCE IS NOT AN OBSTACLE

Late on a Sunday evening earlier in 2021, a Range Rover luxury performance SUV was stolen in one town in Belgium, Western Europe. Fortunately, the clumsy thieves did not take into account that the car was equipped with Teltonika FMB204 vehicle GPS tracker continuously sending its location coordinates.

On Monday morning, based on tracking data the driver of the SUV and employees of the telematics service provider (TSP) located on map the stolen vehicle in a garage in a remote rural area in one of the countries in Eastern Europe, which is beyond Belgian police jurisdiction.

It happens to be, Teltonika account manager working with the TSP lives in that particular country and may be able to assist speed up the recovery of a stolen vehicle by contacting the local police, explaining the situation, and giving its coordinates.

Our account manager agreed to help, and he did. Things didn't go as quickly as expected. Additional paperwork was needed from the Interpol office in Belgium, but eventually, the police checked the remote garage later that day and, not surprisingly, found the stolen Range Rover SUV right in it.





## ECOLOGY & TELEMATICS – GOING HAND IN HAND IN ITALY

**T**aking care of our environment is everyone's responsibility and telematics is no exception doing its part to make our planet greener and cleaner. We find a perfect example in Italy where the goal to reduce traffic pollution was effectively implemented with the help of Teltonika Telematics GPS trackers.

The project 'Move-In' to reduce CO2 emissions started in Italy's region Lombardy. It was autumn in 2019 when annual mileage limits to be applied in certain zones were introduced for the commercial transport depending on the Euro emissions standards – from Euro 0 to Euro 3.

Naturally, knowing the exact distance travelled by each vehicle in each specified zone is a key to the initiative's success. It was handily achieved by installing our tracking devices that calculate mileage every day of the year, 24 hours a day. Besides, to comply with privacy requirements, no specific location is tracked, just the mileage in certain areas, which is fulfilled by utilizing 'Geofence' functionality.

Less than 2 years later, in the summer of 2021, a similar practice was launched in Piedmont region targeted at the commercial vehicles, which exceed the mass of 3.5 tons or have more than 8 passenger seats. Moreover, in this case drivers are also rewarded for the responsible driving that limits fuel consumption by giving bonus kilometers to the annual mileage threshold. As in Lombardy region, Teltonika Telematics GPS trackers are those helpers here that accurately monitor driving behavior in addition to the distance travelled and transmit data for further analysis.

The results of 'Move-In' project are very positive and encouraging – improved air quality, alleviated traffic situation in the previously congested areas (like the bustling center of Milan), increased willingness to choose newer and less-polluting cars, enhanced responsible driving and lower taxes for those who keep their annual mileage below the set limits. A win-win situation for all!



## DELIVERING FUTURE-PROOF SOLUTIONS WITH 4G

**T**eltonika Telematics goes 4G in the Middle East and delivers future-proof solutions. Actively working from the Dubai office since 2010, we have gained indispensable experience and established a long-lasting relationship with business partners across each and every state in the region.

Our fast-growing team now includes 74 members providing a wide range of services to customers - from handling shipments, sharing new business ideas, being a valuable business partner with whom to discuss any issue, to resolving technical questions and training customers' technical staff.

The Middle East countries are experiencing a true transformation and recent global events, such as pandemic and global supply shortages, have escalated the importance of fast and right business decisions to be made to avoid delays or lack of vital supplies. Regulators in the Kingdom of Saudi Arabia and the United Arab Emirates impacted technology evolution by restricting 2G network availability and encouraging the move to 4G.

Teltonika Telematics has made a strategic decision to introduce updated FMC1 series vehicle trackers with LTE Cat1 network connectivity (not Cat M1 that has limited or no coverage in key areas of the region) and got these devices successfully approved by the Communications and Information Technology Commission (CITC) in Saudi Arabia, the Telecommunications and Digital Government Regulatory Authority (TDRA) in the United Arab Emirates, and Security Industry Regulatory Agency (SIRA) in Dubai.

Thus, our clients and end-users may choose the GPS device that has a true 4G connectivity, fallback to 2G option and the best availability in the market today to ensure business continuity and prosperity for many years to come. In 2022, we will offer an even wider range of products to meet the needs of our business partners.





## SMALL BUT MIGHTY IF YOU DO IT RIGHTLY

Here is a great example of thinking outside the box shared with us by one of Teltonika Telematics business partners in Kenya, Africa, - Eezy Track Ltd. The company provides real-time tracking service solutions for various vehicles, trucks, motorbikes, heavy machinery, etc., designed to support the Financial, Leasing and Insurance industries and help protect their investments. The innovative practice they come up with is becoming increasingly popular in the region and will be carried out in Tanzania in the coming months.

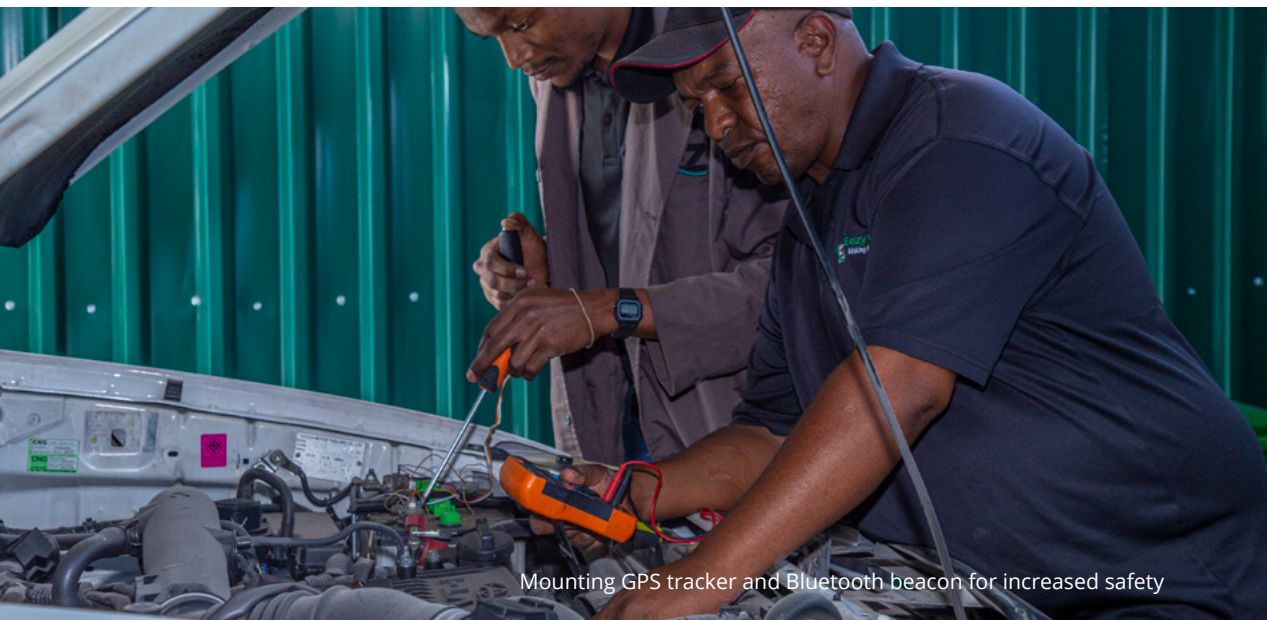
For each vehicle in a particular fleet, they installed GPS tracker FMB920 and Bluetooth ID beacon, a small wireless radio transmitter. The fleet management device regularly reads and scans the data of this beacon (or any other one assigned for the fleet).

If for some reason, the vehicle tracker stops sending data (e.g., it has been damaged, dismantled without authorisation or it has a SIM card issue), the lost communication event will be detected by a server and a search for the beacon on the same vehicle will start.

As all FMB920 models can scan the data of every beacon assigned to the fleet and within its scanning radius, there is a high probability that one or more vehicle trackers will 'spot' the beacon in question. This way, its location (and the vehicle too) will be eventually tracked. Another notable benefit - auto thieves rarely jam the Bluetooth signal sent by the ID beacon, so it remains detectable.

Now, thanks to creative thinking, people in charge can assist with and speed up the stolen asset recovery, unpaid on-time vehicle repossession or fix a broken GPS device promptly. Because Eezy Track Ltd. manages large fleets of thousands of vehicles (some even exceeding 10 thousand of them), the novel idea brings results - 7 cars have successfully been recovered so far saving many thousands of Kenyan shillings.

Of course, this method does not offer a 100% guarantee and depends heavily on the size of a fleet (the more vehicles equipped with Teltonika GPS devices, the more likely you are to succeed) and other factors, but it has been proven to be a viable and helpful approach worth the effort and investment.



Mounting GPS tracker and Bluetooth beacon for increased safety

## DRIVERS OF GROWTH



Teltonika team at NAVITECH 2021

Although the global pandemic could slow down our expansion in the region, we managed to cope with all the difficulties and successfully opened the office in Moscow, Russian Federation, at the end of the year 2020. Just one year later, I can confidently say that opening a local office is one of the key drivers of growth. We now have over 30 people working in Russia, which has helped us double our turnover and increase the number of clients by five times!

Having a local office gives us the flexibility to respond to the ongoing changes in the market, to provide even better customer service, to understand emerging needs faster and, most importantly, to meet more often with our business partners. We have no plans to stop there as new offices have just been opened in Ukraine and Kazakhstan in December 2021, further developing Teltonika Telematics strategy to be closer to customers.



**ERIKAS ŽOSTAUTAS**

Chief of CIS Sales Development,  
Teltonika Telematics



## A YEAR OF REMARKABLE GROWTH

The year 2021 has been 'a year of growth' for Teltonika Telematics Asia-Pacific (APAC) region, with a tripling of the sales team, a doubling of sales turnover, a new office in Australia and two more opens soon. These expansion steps have been taken to strengthen Teltonika Telematics position in each country, to increase the availability of our products and to connect directly with local business partners by speaking in the same language and being in the same time zone.

The APAC region is highly segmented, with each country having its own import rules, different connectivity, hardware and software functionality needs, but, at the same time, the APAC region as a whole has one thing in common: a strong focus on digital

transformation, where fleet management solutions play a key role. Local authorities and telecommunication companies are the most important influencers of these processes.

Most APAC countries, such as Vietnam, Malaysia, Indonesia, Thailand, Singapore, Australia, and New Zealand, are improving connectivity. Some of them have already switched off their 2G and 3G networks or have set an official end-of-life date for 3G connections. They are giving top priority to future technologies, such as LTE Cat 1 or Cat M1. As a result of these developments, Teltonika Telematics has launched or is currently developing new GPS trackers that will reflect the local needs of the fleet management market.



Sharing our experience and insights in Singapore



Over the last two years, our business partners have improved their knowledge of fleet management and gained the confidence to offer more advanced solutions to the market. While in 2019 basic tracking devices accounted for 55% of our sales, by 2021 this share has dropped to 22%. This is also the result of our continuous high-quality engineering staff support and the communication between our partners and telematics sales managers or IoT solutions engineers.

This year, our team started supplying GPS tracking devices to a local OEM company in Indonesia. This partnership will help us to strengthen Teltonika Telematics position in the local market and play an important role in the country's digital transformation.



**TADAS KAIRYS**  
APAC Sales Development Executive,  
Teltonika Telematics



# TELTONIKA RACING TEAM

The Teltonika company group became general sponsor of Vaidotas Žala's team at the 2022 Dakar Rally. His team will represent Lithuania under the new name of Teltonika Racing.

"Every year, we allocate at least a million euros to financial aid of different kinds. The Dakar Rally attracts worldwide attention, so by contributing to V. Žala's participation in the competition, we aim to help promote Lithuania's name around the world," says Arvydas Paukštys, founder and president of the Teltonika company group.

Vaidotas Žala will be joined by a co-driver Paulo Fiuza, an

experienced rally participant from Portugal. The team will race in a specially adapted X-Raid, which brought V. Žala first place in the first Dakar stage in 2020. This time, the car will be equipped with an improved, next-generation engine that will make the Teltonika Racing vehicle even faster and more reliable.

The Dakar Rally will take place on 2-14 January 2022!







# NEW BUSINESS DIVISION TELTONIKA ENERGY

**T**eltonika IoT Group, the leading European developer and manufacturer of Internet of Things devices, is expanding its operations into a new market niche. In October 2021, the company has established a new business division, Teltonika Energy, in Vilnius, Lithuania. It will focus on developing smart electrification hardware and software solutions and will start mass-production of its first smart electric vehicle (EV) charging station.

## Why EV charging stations?

The lack of EV charging infrastructure and inability to charge this type of vehicle conveniently inhibits many of us from purchasing or leasing them, thus, impairing EV adoption and, eventually, people efforts towards decarbonisation. We, as a society, need innovative EV charging solutions to enable EV adoption at a massive scale, with more efficient and sustainable driving,

effectively contributing to the reduction of CO2 emission worldwide.

“ Access to affordable EV charging at home is a significant determining factor whether someone will purchase an electric vehicle. If so, deploying our sophisticated infrastructure and globally recognised expertise in the development and manufacturing of smart IoT devices to produce smart EV charging solutions is a logical step for Teltonika. ”



**SIMAS RUTKAUSKAS**  
CEO, Teltonika EMS

A global, unified effort is needed to increase viable, affordable, and zero-emission mobility; therefore, improving access to EV charging infrastructure is an essential step in the process. That is why Teltonika IoT Group saw the opportunity to step in and make its contribution by bringing in innovative thinking and its potent manufacturing capacity.

TeltoCharge - smart and customizable EV charger

Teltonika Energy will launch its first TeltoCharge product line featuring premium quality, highly customisable, and easy-to-use EV charging solutions enabling users to charge their EVs conveniently at home or any other shared-car parking worldwide. It will be an exceptional product combining a premium design, high-quality build, and smart EV charging features to save customers precious time and money.

TeltoCharge will feature fast EV charging capability up to 22 kW and plenty of handy and customisable configuration options, ranging from 5 distinct colour choices and front

plate finishes to different connectivity types, including Wi-Fi / Bluetooth and GSM. Even more, the model will have a contemporary and robust housing design withstanding the harsh weather, allowing to install it safely both indoors and outdoors.

TeltoCharge will come with a convenient smartphone app allowing users to monitor the status and relevant parameters remotely, schedule charging when the electric power has the lowest rate, view statistics in real-time, lock their charging station to protect it from unwanted intervening, etc.

It will go globally

With the TeltoCharge model as the first step, the company plans to expand its product portfolio over the next couple of years. Working with the partners across private and public sectors, Teltonika Energy will contribute towards improving access to EV charging infrastructure globally and enable mass EV adoption. Apart from the TeltoCharge product line, the company will introduce an extended range of specialised EV charging solutions that will include various destination charging and public sector use cases.

“ By establishing Teltonika Energy division, we take responsibility to be an active contributor delivering tangible solutions to one of the world most urgent challenges - decarbonisation. At Teltonika Energy, we strive to speed up the transition to a greener future, powered by renewables and transformed by smart IoT technologies. ”



**TADAS TUMELIS**  
Head, Teltonika Energy



## CROSSWORD

### TEST YOUR TELEMATICS KNOWLEDGE AND WIN A PRIZE!

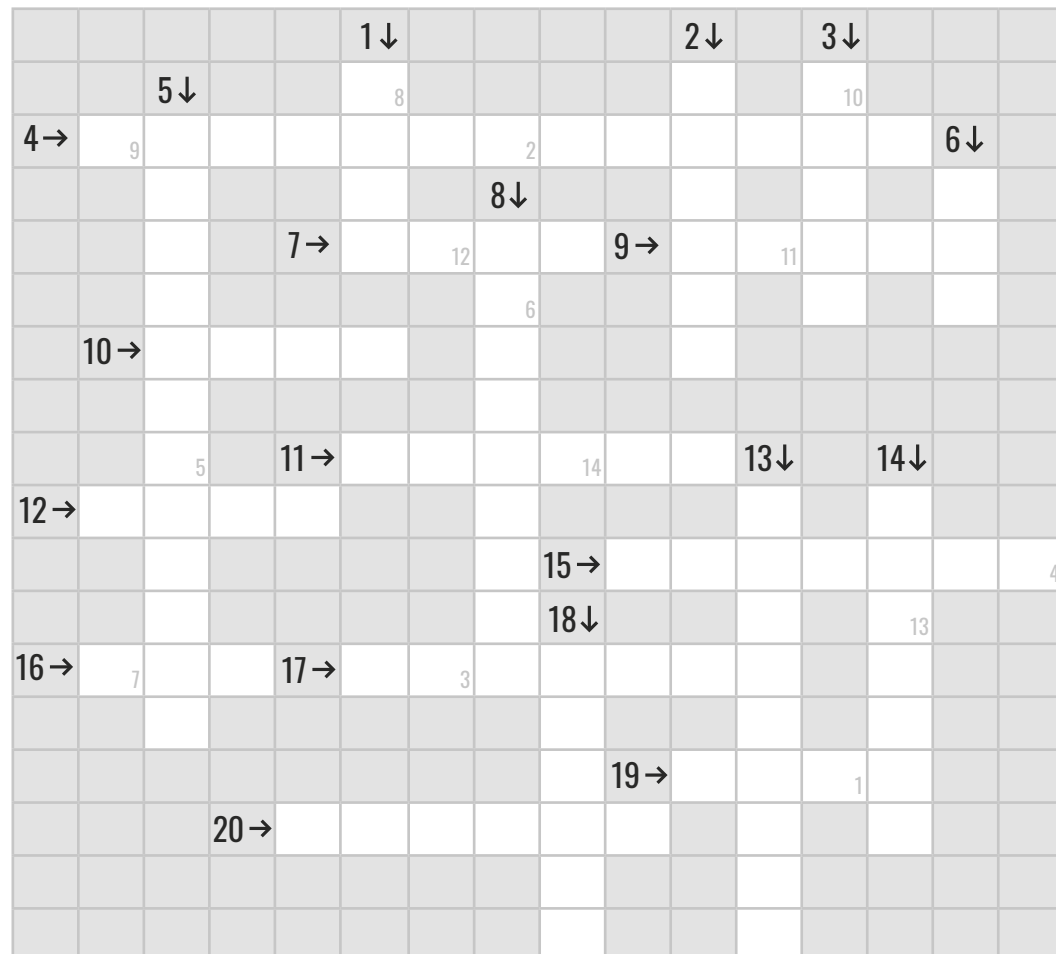
Solve our crossword puzzle to get the key phrase by collecting letters in the marked boxes (hint – you can find the answers to some of the questions in our journal!). Send this phrase to [journal@teltonika.lt](mailto:journal@teltonika.lt) with the subject line 'Quiz' by January 31, 2022. Ten lucky winners will get Teltonika polo shirts!

All Teltonika IoT Group employees are welcome to test their knowledge, while the prizes are reserved to telematics fans outside the company.

ANSWER ↓

1	2	3	4	5	6	7

8	9	10	11	12	13	14



## QUESTIONS

- The letter P in FMP100 stands for ...
- The country in Latin America where our partners refer to FMx130 family devices as 'war horses'.
- Tracking device's hardware component used to immobilize a vehicle.
- Tracking device's mandatory hardware component for movement detection.
- With 'Global ... Solution' Teltonika SIM cards can be used in more than 110 countries worldwide.
- The name of Teltonika Telematics sensors and beacons that rhymes with 'I'.
- The acronym for a constellation of satellites that provide positioning and navigation services.
- The month in 2021 Teltonika produced 500 000 IoT devices.
- The country in Europe where traffic pollution was considerably reduced with 'Move-In'project.
- '... Key to IoT'
- The newest Teltonika IoT Group business division 'Teltonika ...'.
- The ultimate online resource about Teltonika Telematics products '... Knowledge Base'.
- The technology that authorizes drivers without any reader.
- In 2020, Teltonika established offices in Australia, Malaysia, Morocco, Russia, and ...
- The city where Teltonika company was established.
- The abbreviation for a series of codes to alert when a vehicle experiences a malfunction.
- The letter S in SMT acronym stands for...
- One of the tracking devices used by raceadmin.eu in challenging weather conditions.
- The solution that allows managing Teltonika Telematics trackers remotely '... WEB'.
- We sold more than 2 million units of this tracking device.



PRIZE - TELTONIKA POLO SHIRTS!



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