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IoT Venture brings new mobility client on board with Smart Choice Trading

The IoT Venture GmbH smart mobility device portfolio has been expanded to include a new client: the Darmstadt-based scale-up is working with Smart Choice Trading, helping the Augsburg-based winter service machine specialists take their first steps into the world of IoT.

The main business activity that Smart Choice Trading GmbH (SCT GmbH for short) undertakes is the distribution of snow ploughs, gritters under their own *Storm Spreader* brand, and other winter service accessories in Europe and the USA. These machines will now be fitted with the IoT Venture GmbH solution in the future.

Besides locating and tracking machines, the built-in smart device can also help monitor the amount of grit deployed. The driver or owner may add further useful information to this data, such as the type of gritting material used. A heat map can show how much grit is used and how wide a route was gritted.

Thanks to a built-in CAN module, the IoT solution is capable of communicating directly with the machines' controls. "This feature is already available for our Storm Spreader brand gritters. We believe it's an essential aid to help monitor and evaluate our machines' activities in a targeted fashion," states Ronald Heider, Managing Director at SCT GmbH.

In addition to its inclusion in the company's gritters as standard, SCT GmbH also offers the smart device as a universal retrofit solution. "Winter service machines are not the only machines that the IoT Venture solution is useful for.

Tractors, mowing machines, fork lift trucks...the list of mobile machines used during daily operations is long and they all require the same activity analysis," explains Heider. The *GPSwhere* retrofit solution will be available for both the European and the American markets.

"We're pleased to have developed this innovative CAN solution in cooperation with our partner and launch it on the highly promising US market. Combining our expertise has allowed us to prepare the ground for brand-new ways of improving communication and efficiency in industry. This cooperative partnership underscores our commitment to constantly provide pioneering technologies and advance the market even further," sums up Mario Schmitz, Head of Business Development at IoT Venture GmbH.

IoT Venture GmbH company profile

The scale-up IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility and pet sectors. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of 70. Its main office is in the German city of Darmstadt with a second location in Cologne.

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