



Industry Playbook

The background of the lower half of the image is a photograph of a man in a blue denim shirt and a white hard hat, seen from the side. He is holding a tablet computer and looking at it. He is standing in a large outdoor area, likely a truck yard or parking lot, where several white semi-trucks are parked in rows. The scene is illuminated by the warm, golden light of a setting or rising sun, creating a hazy atmosphere. The sun is visible as a bright orb in the background, partially obscured by trees and the silhouettes of the trucks.

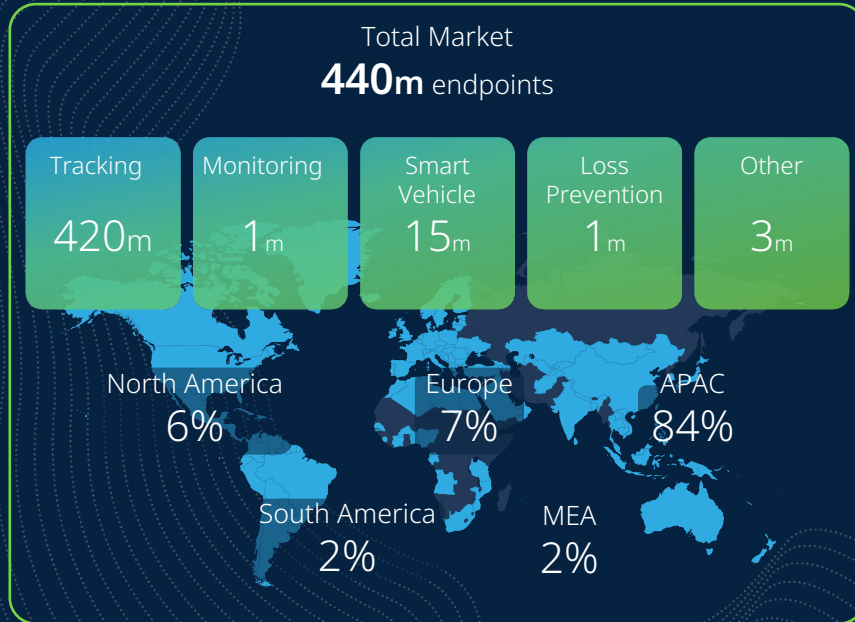
Transport & Logistics Edition

Market Insights, Best Practices, Player Overview along the Value Chain

March 2025

Logistics is a massive IoT industry requiring global coverage

Relevance of logistics use cases for the IoT market:



1NCE's footprint in the logistics sector:




































Sources: Market data courtesy of Transforma Insights, 1NCE Customer Insights

As of Jan 2025, 1NCE served 23,000 customers of which 7% are active in the transport and logistics sector.

Common use cases supported are asset tracking, equipment rental monitoring, commercial vehicle telemetry, cold chain, remote food and beverage monitoring.

The logistics industry is a heavy weight in IoT

7% of our customers are building tracking solutions

	Customers %	Typical applications		Selected customers	
Utilities	 20%	<ul style="list-style-type: none">Electricity metersGas meters	<ul style="list-style-type: none">Water metersLeak prevention	<ul style="list-style-type: none">Network monitoringSmart grid	 
Infrastructure	 8%	<ul style="list-style-type: none">Remote Maintenance for elevators	<ul style="list-style-type: none">Solar Energy MonitoringCharging stations	<ul style="list-style-type: none">Water and heating metering	  
Logistics	 7%	<ul style="list-style-type: none">Asset trackingTemperature monitoring	<ul style="list-style-type: none">Telemetry for vehiclesGeo-fencing	<ul style="list-style-type: none">Cold-chain monitoring	 
Automotive	 17%	<ul style="list-style-type: none">Usage based insuranceRoad-charging	<ul style="list-style-type: none">Fleet managementCar sharing	<ul style="list-style-type: none">Stolen vehicle recoveryFuel level monitoring	  
Industry	 9%	<ul style="list-style-type: none">Oil monitoringIndustrial automation	<ul style="list-style-type: none">Tank monitoringEquipment monitoring	<ul style="list-style-type: none">Industrial sensors	 
Agriculture	 7%	<ul style="list-style-type: none">Remote analysis of bee colonies	<ul style="list-style-type: none">Pest controlYield monitoring	<ul style="list-style-type: none">Geofencing and alerting	  
Smart Cities	 6%	<ul style="list-style-type: none">Cost and energy reduction	<ul style="list-style-type: none">Water leakage monitoring	<ul style="list-style-type: none">Elevator management solutions	 
Healthcare	 2%	<ul style="list-style-type: none">Health monitoringRefrigeration monitoring	<ul style="list-style-type: none">Cleaning monitoring (hotels)	<ul style="list-style-type: none">Digital signage	 
Consumer	 7%	<ul style="list-style-type: none">Indoor Wellbeing Monitoring	<ul style="list-style-type: none">Professional Coffee Machines' Monitoring	<ul style="list-style-type: none">Energy consumption monitoring	 
Retail	 1%	<ul style="list-style-type: none">Vending Machines Monitoring	<ul style="list-style-type: none">Payment Processing		 

Key IoT use cases in Logistics

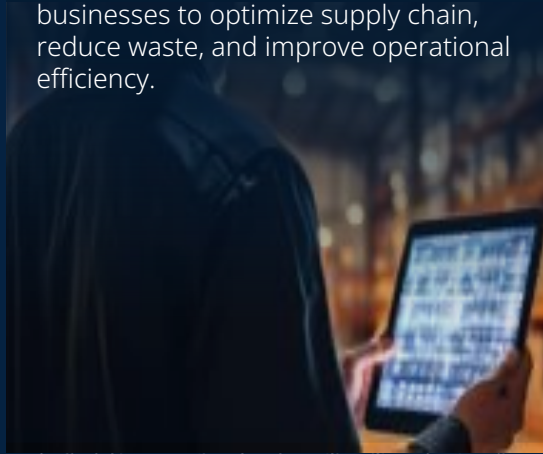
Asset Tracking

Overseeing movable assets like vehicles, livestock, fitness equipment, or gaming machines using connected devices and real-time data analysis to ensure visibility, reduce loss. It helps businesses to monitor usage and device conditions for better decision-making.



Inventory Management

Tracking of inventory asset, fill and or stock levels as well as asset movements through connected sensors and devices. Enables real-time insights into stock availability and location. Helps businesses to optimize supply chain, reduce waste, and improve operational efficiency.



Delivery Robots

Refers to autonomous vehicles that operate on roads or pavements for the purpose of delivering household items. These robots serve both the retail and food delivery sectors.



Key IoT use cases in Logistics

Fleet Management

Tracking and managing vehicle and devices fleets for logistics, insurance, entertainment services, and navigation. It provides real-time data on vehicle or asset performance, location, and driver or user behaviour, optimizing routes, improving safety, and reducing costs.



Road Public Transportation

Connecting buses or other public transport vehicles helps to receive real-time data on routes, passenger loads, and vehicle performance, enabling better fleet management and improved passenger experiences. IoT-powered public transport supports features like remote diagnostics, and eco-friendly operations.












Precision Specialist Robot

Autonomous machinery tailored for specific and precise tasks, which may include applications like surgery, house construction, organ manufacturing, and automated industrial processes.



Overview of players with traction in the market








Key players in Trailer & Container Tracking


Player	Logo	Location	Description	Website
Orbcomm		USA	Global Asset Tracking, Cargo Tracking	Link
Calamp		USA	Fleet and asset tracking solutions provider	Link
Samsara		USA	Cargo and fleet telematics provider	Link
Cooltrax		Australia	Cold chain monitoring specialist	Link
Envotech		USA	Security seal services for cargo and trailer tracking	Link
Schmitz Cargobull		Germany	Solution provider for cargo and trailer tracking	Link
Eroad		USA	Asset performance management	Link
Spireon		USA	GPS vehicle location tracking services	Link
Copeland		USA	Cold Chain Tracking and Monitoring, formerly Emerson	Link

 Find more at the **1NCE Knowledge Base**

Overview of players with traction in the market





Specialized players in **Cargo Tracking**

Player	Logo	Location	Description	Website
DeltaTrak		USA	Cold chain monitoring specialist	Link
7PSolutions		USA	Global asset tracking and supply chain provider	Link
Powerfleet		USA	Fleet and asset telematics provider	Link
Controlant		Iceland	Cold chain tracking and monitoring provider	Link
Adapt		USA	IoT solution provider for cargo and asset management	Link
Roambee		USA	Real-time cargo and shipment tracking provider	Link
Tive		USA	Asset management and shipment condition provider	Link










 Find more at the **1NCE Knowledge Base**

Overview of players with traction in the market

Specialized players in **Tracking as a Service**

Player	Logo	Location	Description	Website
Schenker	 DB SCHENKER	Germany	Global logistics and freight forwarding provider	Link
FedEx	 FedEx	USA	International shipping and logistics solutions company	Link
Ups	 ups	USA	Package delivery, logistics, and supply chain provider	Link
Hapag-Lloyd	 Hapag-Lloyd	Germany	Global container shipping and ocean freight solutions	Link
Maersk	 MAERSK	Denmark	Integrated logistics and container shipping company	Link
ZIM	 ZIM	Israel	Global container liner shipping services provider	Link

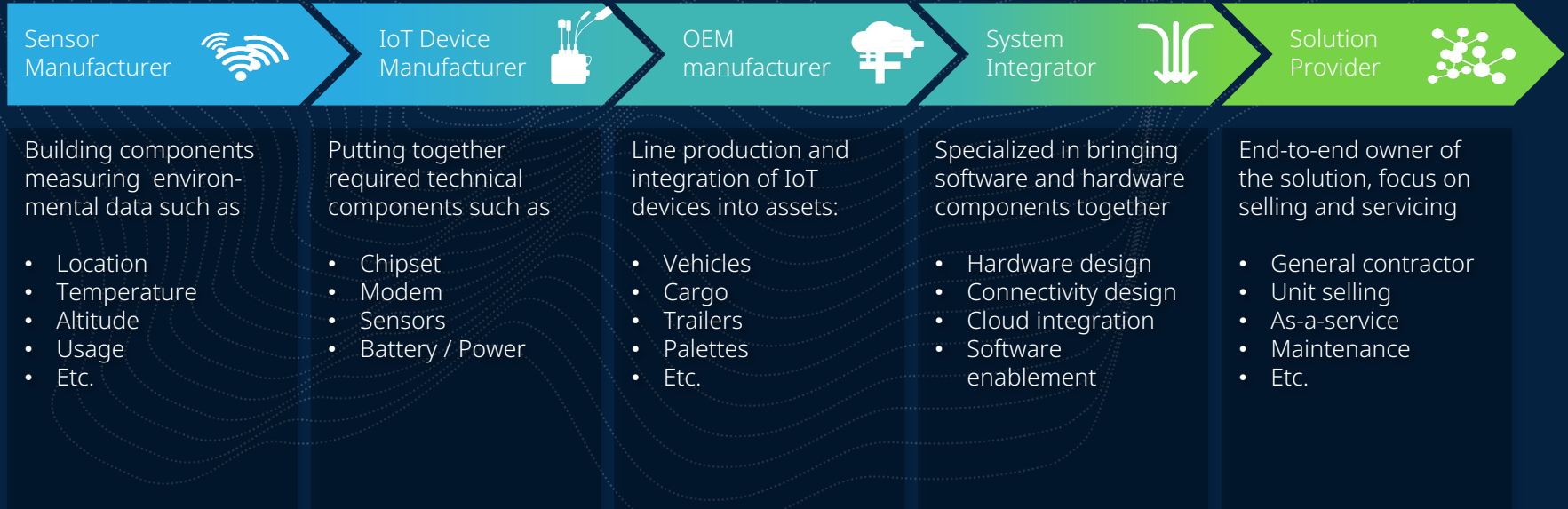
Players 1NCE is supporting in the field

Player		Use Case	More info
Altron		GPS localization and telemetry solutions for vehicles and heavy machinery in construction, forestry, and logistics.	Link
ATrack		Telematics solutions including asset trackers and gateways	Link
blulog		Solution for temperature monitoring of transported fresh and frozen products	Link
Centri		Gas, diesel, and propane tank consumption monitoring using solar-powered IoT devices	Link
Druid		Highly mobile wildlife and livestock asset monitoring, including migration patterns and breeding	Link
NaBi		Trackers for equipment & cold chain monitoring, as well as motion detection.	Link
mictrack		GPS-Tracking devices based on low power NB-IoT and LTE-M networks. Ranges Car and Asset Management to wearables	Link
pack:wise		Bulk container (IBC) processes optimization, enhancing sustainability in IBC circulation	Link
TOPFLY tech		Asset and vehicle tracking solutions, including solar powered E-lock and GPS tracker, portable GPS tracker for air transport applications	Link

 Find more at the **1NCE Knowledge Base**

Understanding the roles of players along the value chain

Creating connected products in the Logistics industry means to maneuver through the IoT ecosystem



1NCE has a dedicated offering for Logistics

	Typical customer requirements	Standard offerings	1NCE Offering
Pricing	<ul style="list-style-type: none">• Single SKU• Cost transparency• Often only low data use cases	<ul style="list-style-type: none">• Multiple suppliers for each region• Monthly fees, overage charges• Data selling focus, high data preferred	<ul style="list-style-type: none">✓ All-in-1: \$10/10 years of service✓ Transparent: no monthly fees✓ Lifetime Flat: 500 MB, 250 SMS
Coverage	<ul style="list-style-type: none">• Global coverage• Support of LPWA technology• Multiple network and operator switch	<ul style="list-style-type: none">• Country group pricing, zoning• No or limited NB-IoT and LTE-M support• Different SIMs for different regions	<ul style="list-style-type: none">✓ 173 countries coverage; no zoning✓ +50 LPWA networks supported✓ Global SIM with eUICC support
Service	<ul style="list-style-type: none">• Device Management• API support• Interoperability	<ul style="list-style-type: none">• Device Mgmt not included• API use not available or at high costs• No compatibility with 3rd party software	<ul style="list-style-type: none">✓ Included in 1NCE OS✓ All functions exposable through API✓ Can be natively used with 1NCE Plugins

We bring your data from the sensor to the cloud

Your Devices



1NCE Platform

Connect

- 500 MB
- 250 SMS
- 173 countries
- VPN / APN
- Data Streamer

OS

- Cloud Integration
- Location Services
- Energy Saver
- APIs
- Device SDKs

\$10 for 10 years

Your Data



Business



\$1.00

Industrial



\$2.00

Chip



\$2.50

Sensor Data

Our 1NCE Lifetime Flat is the new standard in IoT

1NCE IoT Lifetime Flat

10 years of service including:

1NCE Connect

- 500 MB
- 250 SMS
- 173 countries coverage
- Open VPN
- API Usage & APN
- Data Streamer
- Monthly data limits
- IMEI Lock
- Freedom to Switch
- 3 months grace period

1NCE OS

- Cloud Integrator
- Device Locator
- Energy Saver
- Device Authenticator
- Device Inspector
- Device SDKs and Blueprints
- LwM2M Service
- Device Controller
- Admin Logs
- Access to Developer Hub (Documentation)

One time fee: \$10.00

SIM Options



- ✓ Already covers all requirements for most IoT uses cases
- ✓ Already sold to 23,000+ customers in 100 countries
- ✓ Widely used across all industries and verticals
- ✓ No minimum order quantities*

Optional Add-Ons and Extensions

Data Top-Up

Additional 500 MB and 250 SMS

+\$10.00

Lifetime Extension

Additional 10 years, 500 MB and 250 SMS

+\$10.00

High Data Option

High throughput 25Mbit/s

\$5.00 / GB

Advanced Device Locator

High-res network location service

Plugins

Integrated 3rd Party Software

Free Trial

High Security Data Routing

IPSec / VPC Peering services

\$1,800+ / yr

- ✓ Add-Ons trusted by 4,000+ advanced users
- ✓ Co-developed with and for customers

About 1NCE

Fast



23,000+ customers
won in 7 years



400+ team
across Europe,
Asia and US



30 million
managed endpoints









+100% year on year average growth

"1NCE launched its flat rate life-time connectivity offering for connected devices in 2018 and has achieved unparalleled growth in the past two years."

Johan Fagerberg, CEO, Berg Insight

Strong

- Global access under a strong
a family of local network operators

- EU  Deutsche Telekom AG
- USA  T-Mobile US
- Asia  SoftBank
- China  中国电信
- Claro  Claro
- Bell  Bell

Everywhere

Can be used for multiple
IoT applications



Smart
Agriculture



Waste
Management



Industrial
Automation



Fleet
Telematics



Smart City



Tracking



AR / VR



Smart
Buildings



Infrastructure
monitoring



Smart
Metering



Remote
Monitoring



Tracking
Devices

1NCE is a company offering a software platform for connected products that delivers future-proof, hassle-free IoT in 173 countries and regions. The software platform enables customers to easily, securely and reliably collect device data and turn it into actionable intelligence. This accelerates time-to-market for data collection projects by months, increases device lifetime by years, and allows efficient management of sensors from initial deployment to the end of the product lifecycle. More than 23,000 users and 60 Fortune 500 companies trust 1NCE with 30 million connected products worldwide.

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