



# DIGITAL DRIVE FOR BWFUHRPARKSERVICE GMBH

The fast track to more transparency and efficiency

The right vehicle in the right place at the right time: BwFuhrparkService GmbH (BwFPS), a fleet management company, offers its customers tailored mobility options, both across Germany and abroad. BwFPS is constantly adapting its services to meet its customers' requirements. One example of this is the use of key safes, self-service stations that allow customers to gain access to a vehicle on their own at any time of day or night. In the course of digitizing its mobility service, BwFPS has implemented, e.g., paperless vehicle handovers and electronic vehicle rentals. But the company has gone even further: it is deploying Digital Drive, a telematics solution from Deutsche Telekom, to enhance the economy and efficiency of its vehicles in long-term use with customers. Based on OBD2 hardware (including a SIM card), Digital Drive captures data, processes it securely in the Deutsche Telekom cloud and provides information on the vehicles. The anonymized data is transferred to the BwFPS data center for further processing. This new dimension in transparency means BwFPS can develop the best mix of short- and long-term rental models for each of its offices. This improves vehicle utilization and helps save taxpayers' money.

## AT A GLANCE

- BwFuhrparkService GmbH (BwFPS) operates a fleet of around 21,000 standard vehicles and is making headway with the digitization of its mobility services
- BwFPS helps Germany's Ministry of Defence deploy its vehicles more efficiently by achieving optimal utilization
- It uses Deutsche Telekom's telematics solution Digital Drive to help achieve this goal
- This OBD2-based solution transfers anonymized vehicle data – e.g., routes driven, date and time – to the Deutsche Telekom cloud
- The data is subsequently transferred via middleware to BwFPS's SAP system, where it is processed further and can be visualized for consultation purposes
- The results are used to develop and implement the best service mix for each office
- The vehicles are deployed more efficiently, leading to corresponding cost savings

# THE REFERENCE IN DETAIL

**THE CUSTOMER.** BwFuhrparkService GmbH (BwFPS) was established in 2002 as the provider of mobility services to Germany's armed forces. With a workforce of over 480, it makes sure the armed forces and their employees and soldiers have access to the right vehicles at the right time. In addition to numerous special-purpose vehicles, its fleet mainly comprises passenger cars and delivery vans; the job of BwFPS is to procure and manage its over 25 different vehicle brands and keep them operational. Since February 2017, BwFPS has managed its over 31,000 vehicles and around 700 drivers from four regional control centers. It also operates more than 130 service centers and (self-)service stations as points of contact with its customers. The ongoing digital transformation is opening up new optimization possibilities, which the company is integrating into its traditional business portfolio. Examples of this include the use of telematics, and the handover of vehicles without the need for human intervention.

**THE TASK.** In its capacity as an in-house service provider to the German armed forces, BwFPS is systematically pursuing its innovation strategy for mobility services. It carefully tests new technologies in stages, obtains approvals on the basis of the experience gained, and then gradually rolls out the new technologies. As BwFPS's shareholder, the German Federal Ministry of Defence tasked BwFPS with making the mobility requirements of its offices and units more transparent. First off, BwFPS deployed a telematics solution to prove that it is possible to gather and evaluate mobility data and integrate that data in its own portfolio in order to add value for its customers. After detailed market research in 2017 and initial experience with a simple black box product, BwFPS opted for the tried-and-tested, easy-to-use OBD2-based Digital Drive solution from Deutsche Telekom. Given the nature of the data involved, IT security and data privacy requirements were especially stringent. A security assessment was carried out, during which the entire flow of data, including data processing, was thoroughly tested. The data to be collected was also classified in terms of criticality and purpose. Digital Drive passed all these tests with flying colors.

**THE SOLUTION.** After an initial test with just a few vehicles, it wasn't long before the go-ahead was given. In the first phase, each of some 60 vehicles of a pilot office was equipped with a dongle, which was inserted in the OBD2 interface. Data on location, routes, starting points and destinations is collected in real time along with the vehicle identification number and transferred to the secure Deutsche Telekom cloud in anonymized form. The dongle contains a dedicated SIM card for this purpose. Data from the cloud is transferred by means of SAP middleware process orchestration (PO) to BwFPS's SAP business intelligence system, where it is filtered, aggregated and evaluated. An internal portal of the German armed

forces can be used to visualize the utilization intensity of each vehicle. This data can then be used in discussions between BwFPS's mobility consultants and the heads of the armed forces offices to determine potential for optimization.

**CUSTOMER BENEFITS.** Digital Drive enables BwFPS to enhance the economic efficiency of its mobility services. The system is so transparent that every armed forces office or unit can see to what extent the mobility services it uses match its actual requirements. They can save a lot of money by finding the right mix of short- and long-term rental models. No matter what mix they go for, they retain the convenience of always having the right vehicles in the right place at the right time – and enjoying greater flexibility and higher vehicle utilization levels. Once Digital Drive has been rolled out at a further 80 offices – for a certain period in each case – the solution will come into its own. BwFPS not only expects to achieve cost savings for the armed forces, but also that it will need to procure and operate fewer vehicles. That will result in an overall reduction in budgeted expenditure, thus saving taxpayers' money. Digital Drive complies with both Germany's Federal Data Protection Act and the EU's General Data Protection Regulation. BwFPS is already considering other scenarios for Digital Drive, e.g., predictive maintenance. An analysis of vehicle consumption and performance data reveals patterns that, in combination with optimized workshop services, can be used to service vehicles in a timely, targeted manner. "The implementation of Digital Drive via plug & play meant we quickly had valid data in the portal," says a happy Kiumars Farhur, CIO of BwFPS. "Overall, Deutsche Telekom did an excellent job. With their agile mindset, the Deutsche Telekom employees were able to respond to our requirements very quickly."



## CONTACT

T-Systems International GmbH  
Hahnstrasse 43d  
60528 Frankfurt am Main, Germany  
E-mail: [referenzen@t-systems.com](mailto:referenzen@t-systems.com)  
Internet: [www.t-systems.com](http://www.t-systems.com)

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Marketing  
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