



Heavy duty IoT for heavy duty connected trucks

- **Business needs** - The company needed a reliable global network to support connected vehicle platform.
- **Networking solution** - Wireless connectivity powers an innovative suite of services for commercial vehicles.
- **Business value** - Their solution delivers enhanced safety reporting, diagnostics, over-the-air updates, and fuel efficiency analytics.
- **Industry focus** - Commercial vehicle manufacturing
- **Size** - 23,000 employees

About Daimler Trucks North America

Daimler Trucks North America LLC (DTNA) is headquartered in Portland, Oregon. It is the leading heavy-duty truck manufacturer in North America. You can find its commercial vehicles under the brand names Freightliner, Western Star, and Thomas Built Bus. Under the Detroit name brand, it also builds solutions for powertrain, safety, connectivity, and electric charging.

The situation

DTNA's Detroit brand introduced Detroit Connect. This suite of services supports safety reporting, diagnostics, software updates, and fuel efficiency analytics. The company needed a connectivity provider with expertise in the Internet of Things (IoT) to support advanced features for heavy-duty trucks.

Solution

DTNA chose AT&T to support its Detroit Connect initiative. AT&T LTE connectivity delivers the dependable service the company needs to create solutions that enhance safety and efficiency for their customers.



Making a positive global impact

Daimler Trucks North America (DTNA) is Daimler Trucks' largest division. By far, it's the sales leader in the North American medium- and heavy-duty truck market.

Sustainability is vitally important to DTNA. The company works to continuously improve its environmental performance. It manufactures some of the most fuel-efficient trucks in the market. DTNA doesn't stop there, though. It continuously pushes the envelope for fuel efficiency and emissions reduction or elimination.

The company has committed to carbon neutral vehicle production by 2025. It operates a LEED Platinum certified corporate headquarters. LEED, the Leadership in Energy and Environmental Design, is the most widely used green building rating system in the world.

DTNA also promotes an environmentally minded work culture. They sponsor employee "green teams" that support sustainability both at work and at home.

A legacy of innovation

DTNA acquired the Detroit Diesel Corporation in 2000. It was a natural match, fostering synergies between truck and engine. In 2011, the Detroit brand began its expansion beyond engines. Today, it's a leader in innovative components and technology. Engines, motors, transmissions, axles, safety systems, battery-electric vehicle chargers, eConsulting services, and telematics solutions—all are part of the Detroit catalog today.

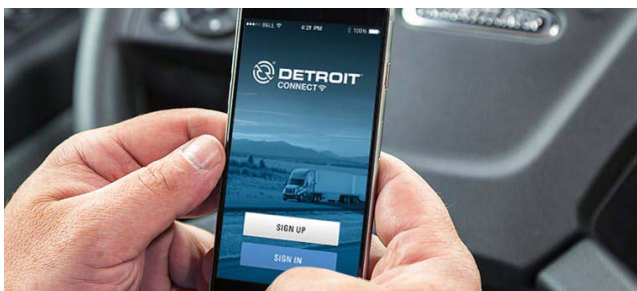
Connected vehicle services keep trucks on the road

Jason Shin, Telematics Manager at DTNA, has a diverse and impressive background in telematics. Before joining the company, he worked as an aerospace engineer, developed GPS navigation guidance systems, and operated his own telematics company.

When he joined DTNA, Shin quickly came to understand the company's commitment to revolutionizing the

trucking industry by engineering state-of-the-art mobility solutions. He could see the vital role that connected vehicle services would play in keeping heavy-duty trucks on the road.

DTNA was a pioneer in the field and introduced Detroit Connect, an innovative suite of connected services, in 2013. The single-source business solution enables enhanced safety reporting, powertrain diagnostics, and over-the-air software and firmware updates. It also featured fuel efficiency reporting for its medium- and heavy-duty vehicles.



Over-the-air-updates reduce service center visits

Detroit Connect includes a remote diagnostics service. Drivers and fleet managers receive fault notifications in real time. Built-in analytics deliver remote performance reports.

Detroit Connect also includes an over-the-air feature. It provides convenient, wireless updates of software and firmware. This is a big deal. Installing new transmission or engine software used to mean taking a vehicle out of service to visit a dealership. But time off the road means lost income for commercial vehicle operators. The Detroit Connect over-the-air updates reduce the number of times that a vehicle must be brought into a service center.

For this solution, DTNA and Detroit needed a final piece to the puzzle. A connectivity provider with the reach, reliability, and IoT expertise to enable the full benefits of its connected services for its customers.

A solution for Daimler Trucks North America

Daimler Trucks North America chose AT&T Business to support its Detroit Connect suite of services. “AT&T Business had the robust capability we needed to support our vehicles,” Shin said.

Because of AT&T Business’s leadership in IoT and their experience in the automotive industry, Shin noted that, “Their team was the natural choice. Working with AT&T Business is probably one of the best decisions that I have made in the last five years.”

AT&T Business and DTNA collaborated to create an IoT offering to fit the manufacturer’s needs. AT&T LTE connectivity provides the backbone of DTNA’s connectivity. AT&T Business developed a custom rate plan that was flexible enough to enable DTNA to offer complimentary connectivity for up to five years. This proved to be a game-changer for DTNA, according to Shin. DTNA’s customers value the service and the vehicles have the potential to generate recurring downstream revenue.

“The skillset and support from AT&T Business make us very happy to have chosen AT&T.”

Jason Shin
Telematics Manager, Daimler Trucks North America

Enhanced support simplifies deployment and saves money

The company also chose AT&T Enhanced Support Services (ESS) to assist with the activation and deployment of DTNA's IoT devices. On top of that, they added AT&T ESS Priority Care to resolve any technical issues.

"I requested that service because we were going from zero to several hundred thousand connected vehicles," Shin said. "We knew we would have growing pains. So why not rely on the experts? The service is going well, and we've saved money by subscribing."



"Working with AT&T Business is probably one of the best decisions that I have made in the last five years."

Jason Shin
Telematics Manager, Daimler Trucks North America

Shin believes DTNA has benefited on several levels from working with AT&T Business. "The relationship has been vital to DTNA," he said. "Thanks to the support we receive from AT&T Business, we are saving money and able to support our own customers who, quite literally, keep the world moving."

DTNA is also a big fan of the AT&T Control Center. This cloud-based platform makes it easy for the company to manage its connected vehicles across the globe. "We use Control Center substantially," Shin said. "It delivers, classifies, and analyzes multiple streams of data. On top of that, it has multi-layered security built in. And we can automate several processes, as well as support teams virtually anywhere in the world."

The difference is telematics

In the few years since DTNA introduced Detroit Connect, the company has connected nearly 300,000 vehicles to the AT&T network.

As other truck manufacturers have begun introducing their own connected vehicle services, Shin considers AT&T Business to be a differentiator for DTNA. "The difference would most likely be the telematics services," he said. "That's becoming increasingly important in how people are picking their vehicles. That's why having a beautiful relationship with AT&T Business is going to go pretty far because we could use many different services."

Shin foresees continuing growth for DTNA's connected vehicles. "We started with zero vehicles and now nearly all of our vehicles have AT&T IoT telematics services built into them."

Deeper technology integrations

As the company adds more video and analytics services and introduces electric and autonomous vehicles, the need to transmit data will increase dramatically. “There will be a much bigger data volume,” Shin said. “This will require much deeper integrations of technology with AT&T.”

Shin acknowledges some initial concern about AT&T Business. With the sheer size of the company, could they provide the personalized, dedicated support DTNA wanted?

“At first I was a little reluctant to go with a giant like AT&T because we needed a lot of support and AT&T is such a huge company,” Shin said. “But it became very apparent that we made the right choice for many different reasons. The skillset and support from AT&T Business make us very happy to have chosen AT&T.”



“Thanks to the business support that we receive from AT&T Business, we are saving money and able to support our own customers who, quite literally, keep the world moving.”

Jason Shin

Telematics Manager, Daimler Trucks North America