



CUSTOMER CASE

GSFleet: Keeping 150,000+ Connected Assets Online Across Borders

Fleet data only matters if it arrives. Telenor IoT provides the managed connectivity that keeps GSFleet's vehicles, machines and assets reporting reliably across borders, through tunnels and in low-coverage areas, while simplifying connectivity management and preparing GSFleet for new technology and compliance requirements.



Introduction

GSFleet is a leading Nordic provider of fleet management, tracking and connected-asset solutions, with more than 150,000 vehicles, machines and other assets connected through its services. Its solutions help transport, service and equipment businesses track assets, manage drivers and compliance, monitor conditions such as temperature, and improve day-to-day fleet efficiency.

The company sells directly and through resellers and local partners, giving it reach into markets including the UK, Brazil and Africa, though Northern Europe remains its core operating region, with offices in Norway, Sweden, Denmark, Finland, Germany, Lithuania, Poland and Latvia.

Its customers range from major international businesses, such as DSV (the global transport and logistics group), PostNord (the Nordic postal and logistics operator), Bane NOR, Avinor, Atea, Coor, Best, to smaller transport operators and local partners. For transport

customers in particular, its technology helps meet operational and regulatory requirements around areas such as tachograph data, driver rest periods and temperature-controlled goods.

Behind every one of those assets is a connected device, predominantly battery-powered or cable-mounted telematics devices, alongside API-connected assets, that needs to stay reachable wherever a truck, forklift or piece of equipment happens to be. For that, GSFleet turned to Telenor IoT.

Challenge

As GSFleet's device estate grew and its customers' expectations for real-time information rose, so did the demands on its connectivity. Two challenges stood out.

The first was reach and reliability. GSFleet's customers transport goods and medicine across borders, through tunnels and through areas with limited network coverage. Losing that connection is more than an inconvenience: temperature and humidity alarms, historical documentation and theft protection all depend on data reaching GSFleet reliably, even in hard-to-reach places.

The second was fragmentation. Before consolidating its connectivity, GSFleet worked across multiple legacy suppliers, and the shift from 2G to 4G, including decisions about which markets and devices needed LTE-M versus LTE Cat 1, added a layer of complexity the company hadn't faced before. Some vendors understood IoT; others didn't, and it showed in the level of support GSFleet received.

GSFleet needed a partner that could:

- Deliver dependable connectivity across borders and in challenging coverage environments for time- and temperature-sensitive cargo
- Consolidate a fragmented supplier landscape onto a partner that specializes in IoT, not just mobile connectivity
- Support a growing wave of customer audits and compliance requests, driven by tachograph rules, Good Distribution Practice for temperature-controlled goods, and Cyber Resilience Act requirements
- Provide tools that give GSFleet visibility and control over its installed base, without requiring it to become a connectivity specialist itself



One critical part is making sure the data reaches us, even when vehicles are traveling through challenging coverage areas. When customers are transporting goods such as medicine or live animals, for example, they need to know immediately if temperatures move outside the required range, and be able to document what happened afterwards."

Marta Poniecka, Head of R&D, GSFleet



Solution:

A Single, IoT-Specialized Partner

Telenor IoT is GSFleet's preferred connectivity partner, used broadly across its portfolio of transport, service fleet, machinery and equipment products, from the GSFleet Manager platform to Spotguard theft protection.

Jacob Damgaard Schmidt, who owns hardware and connectivity at GSFleet, says the choice reflects both technical and commercial considerations: network reach, quality, brand value and competitive pricing all played a role, alongside Telenor IoT's well-established

Nordic position in the markets where GSFleet is strongest.

Other key factors were specialization and a partner who could advise:



We wanted a partner that specializes in IoT. With Telenor IoT, we get the platform, tools and expertise to manage our installed base and support our customers, without having to become connectivity specialists ourselves."

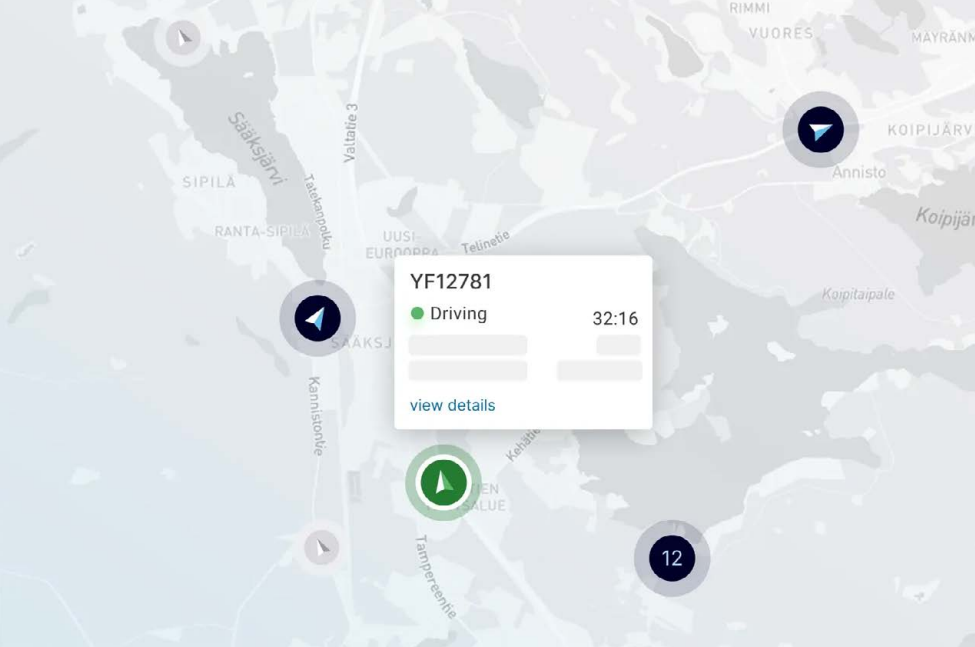
Jacob Damgaard Schmidt, GSFleet



A thorough six-month technical evaluation confirmed that Telenor IoT's tools and network performance met GSFleet's needs. Consolidating onto Telenor IoT has since simplified how GSFleet manages its estate, replacing a fragmented supplier landscape with a single, IoT-specialized partner and a consistent set of tools.

That partnership also supports the way GSFleet's battery-powered devices actually work. Rather than transmitting continuously,

devices report when events occur (movement, acceleration changes, temperature or humidity shifts) at intervals the customer configures, often once a minute or once every five minutes after movement starts. Reliable network access also helps GSFleet tell the difference between a device that has gone quiet because it's stationary and one with a genuine connectivity or device fault, an important distinction when the asset in question is a truck, a piece of equipment or rental machinery.



Fleet monitoring

The map gives you real-time visibility across your entire fleet, enabling quick decision-making for smoother operations.

Fuel consumption & Driver Behavior

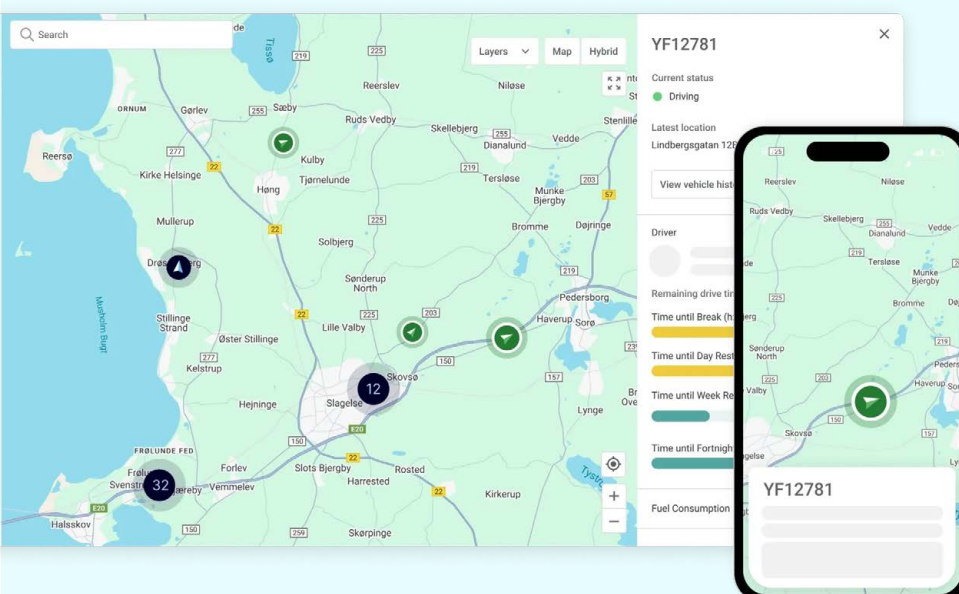
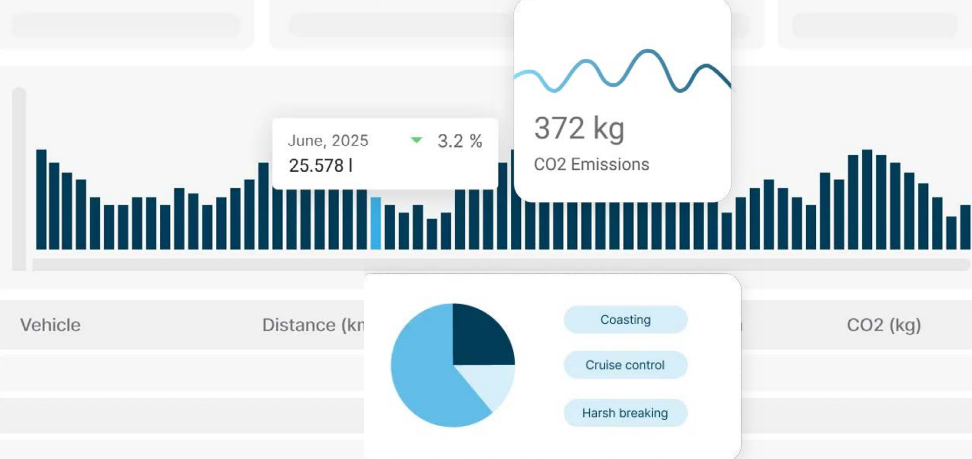
Make smarter decisions about efficiency and sustainability. The Insights module helps you monitor your fleet's fuel usage and emissions, and gives you an overview of driver behavior. All in one view.

10.272 l

46.4 l / km

5.5 %

24 238 km



Stay on top of your fleet operations

Get an instant snapshot of any vehicle's activity – helping you plan effectively and reduce compliance risks.



Business Impact

Since consolidating more of its connectivity with Telenor IoT, GSFleet has seen greater stability across its deployed devices and fewer connectivity-related issues than with its legacy setup. The company also highlights faster, more action-oriented support and a stronger understanding of its IoT requirements.

Reliable connectivity is also proving to be a quiet but important driver of customer retention. GSFleet's customers rarely ask for connectivity quality by name; most only notice when a service works or when it doesn't. Dependable connectivity reduces friction and operational problems after deployment, which helps keep customers on board even when connectivity wasn't the headline reason they signed up.

GSFleet is also seeing its data volumes climb: the company estimates it now processes several times more data than it did with earlier systems. As customer audits around software, hardware and connectivity become more frequent, GSFleet is leaning on Telenor IoT to help meet the compliance bar its own customers are setting. As Cyber Resilience Act requirements and transport regulations continue to evolve, that support is becoming a bigger part of the relationship, not a smaller one.

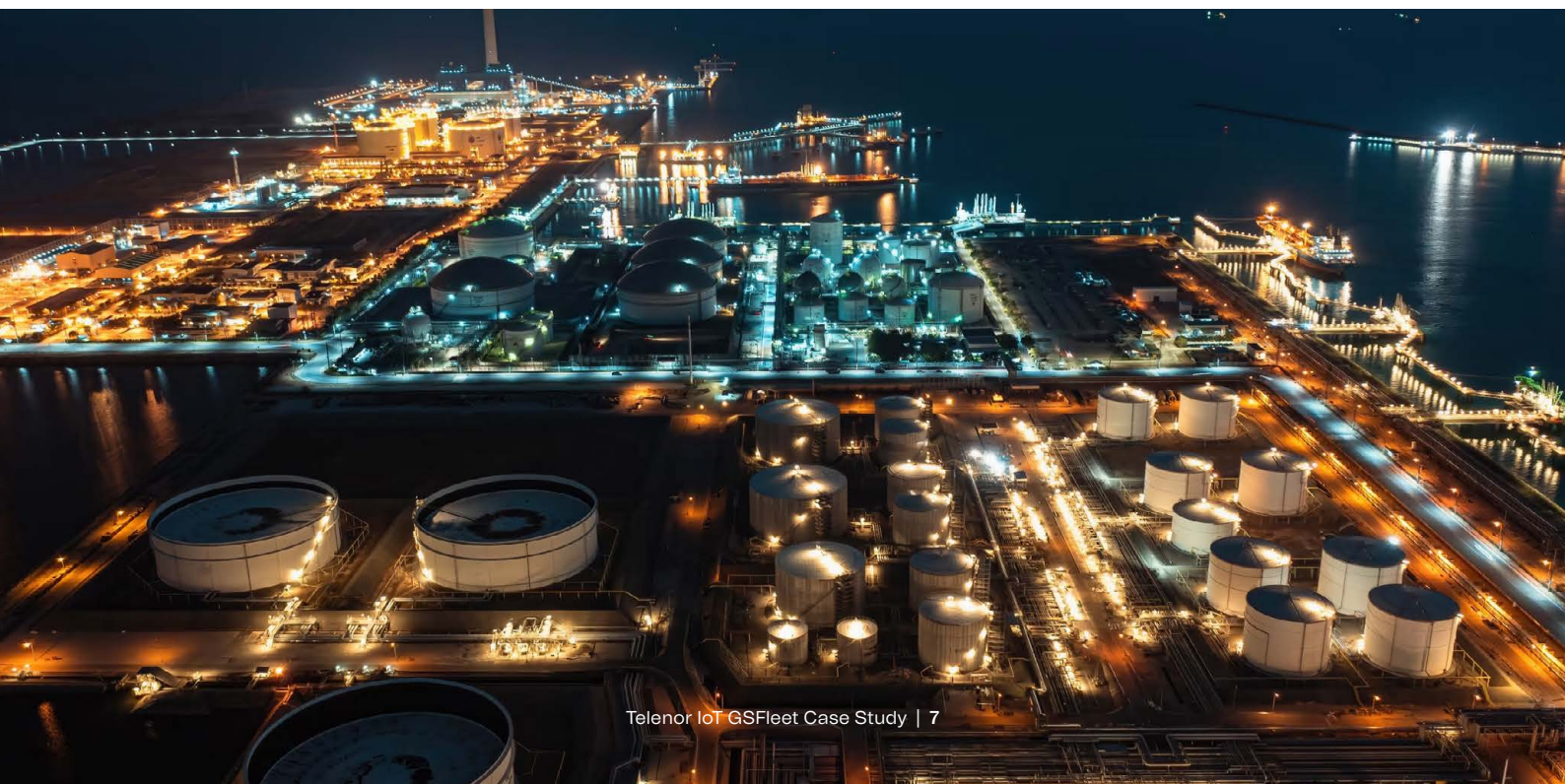
The result is a connectivity foundation that supports GS Fleet today and positions it for what's next:

- A consolidated, IoT-specialized connectivity partner in place of a fragmented, multi-supplier landscape
- Greater device stability and fewer issues across GS Fleet's deployed assets
- Faster, more action-oriented technical support
- Reliable data delivery that helps distinguish a stationary asset from a genuine connectivity fault
- A partner equipped to support GS Fleet through the next wave of compliance change and the move to newer network technologies



The quality and reputation of our connectivity partner matters when we are serving demanding customers operating in challenging environments. We need strong SLAs, secure and reliable networks, and a partner that stays ahead of technology and compliance requirements, something we value in our work with Telenor IoT."

Jacob Damgaard Schmidt, GS Fleet





ABOUT TELENOR IOT

Telenor IoT is a global leader in managed IoT connectivity, helping companies securely connect, manage and scale connected products and services around the world. The company supports organizations of all sizes - from global enterprises and automotive leaders managing millions of connected devices to companies looking for a simple, scalable and secure connectivity solution.

With more than 20 years of IoT experience, a global sales presence across the Nordics, EMEA, the Americas and APAC, and over 30 million connected devices in operation across more than 200 countries and territories, Telenor IoT is a trusted partner to leading enterprises such as Volvo Cars, Scania, Hitachi, Verisure and Great Wall Motors. The company is recognized for its deep IoT expertise and consistently high customer satisfaction.



iot.telenor.com



hello@telenorconnexion.com