



REINDUSTRIALIZING EUROPE

WHERE IS THE CONSTRUCTION
EQUIPMENT SECTOR GOING?

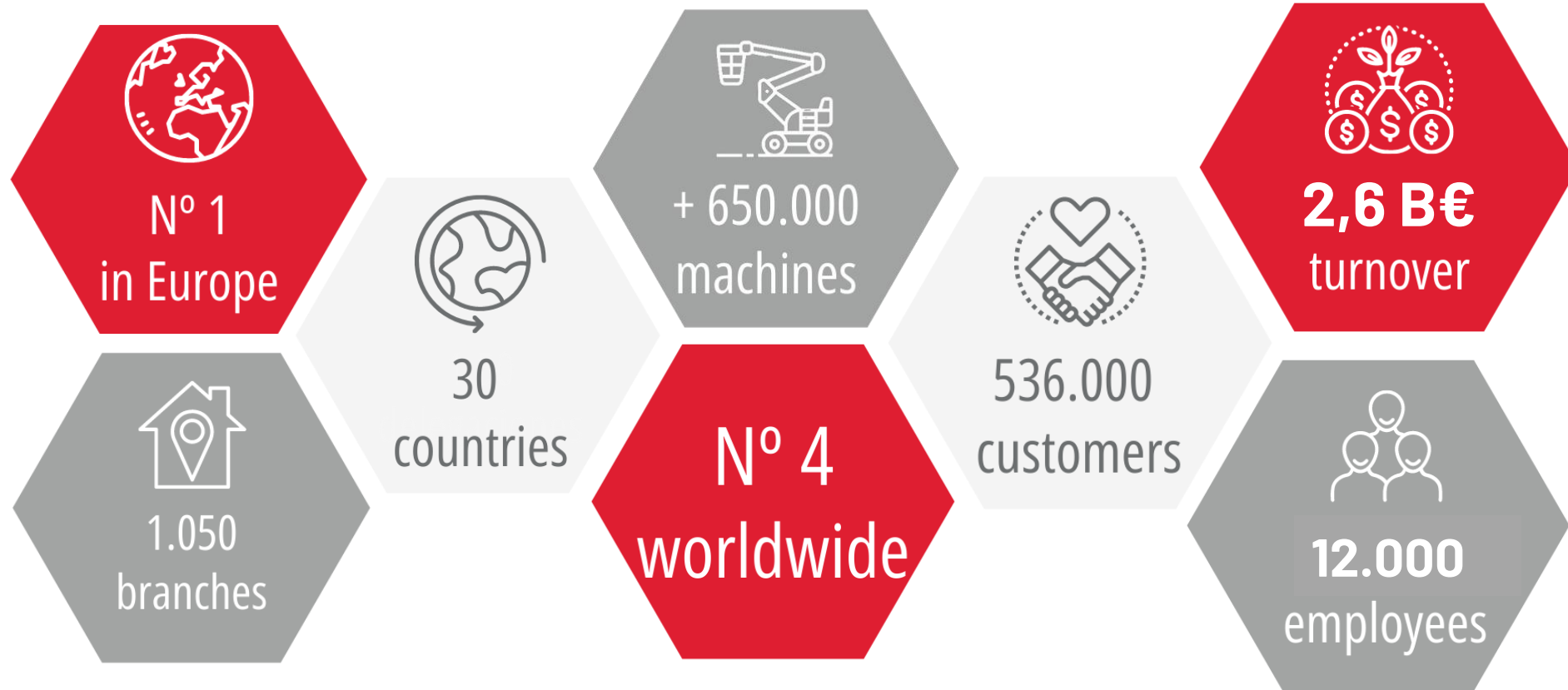
23-25 Oct
2024
MADRID

#CECEcongress

**Luis Ángel
Salas**

**IoT : Construction
machinery rental use
case**

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82

RENTAL SPOTS

900

EMPLOYEES

+22.000

+182M€

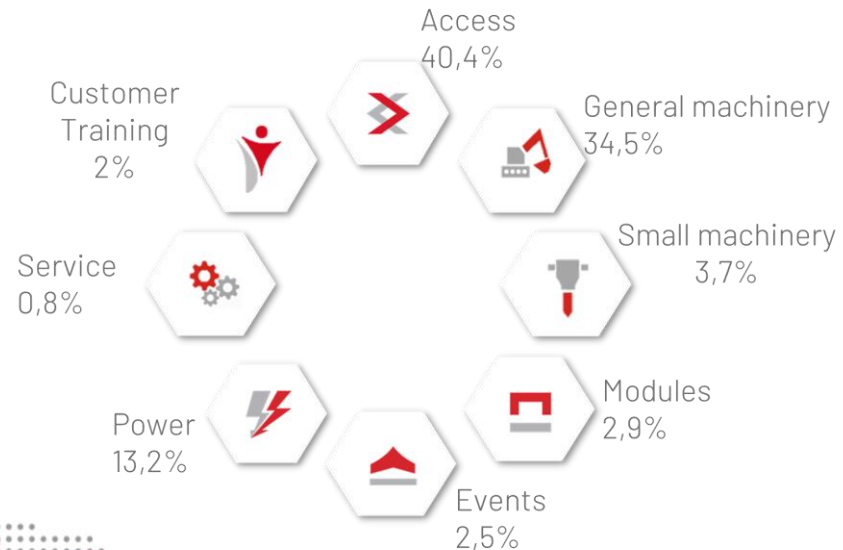
TURNOVER

14.350

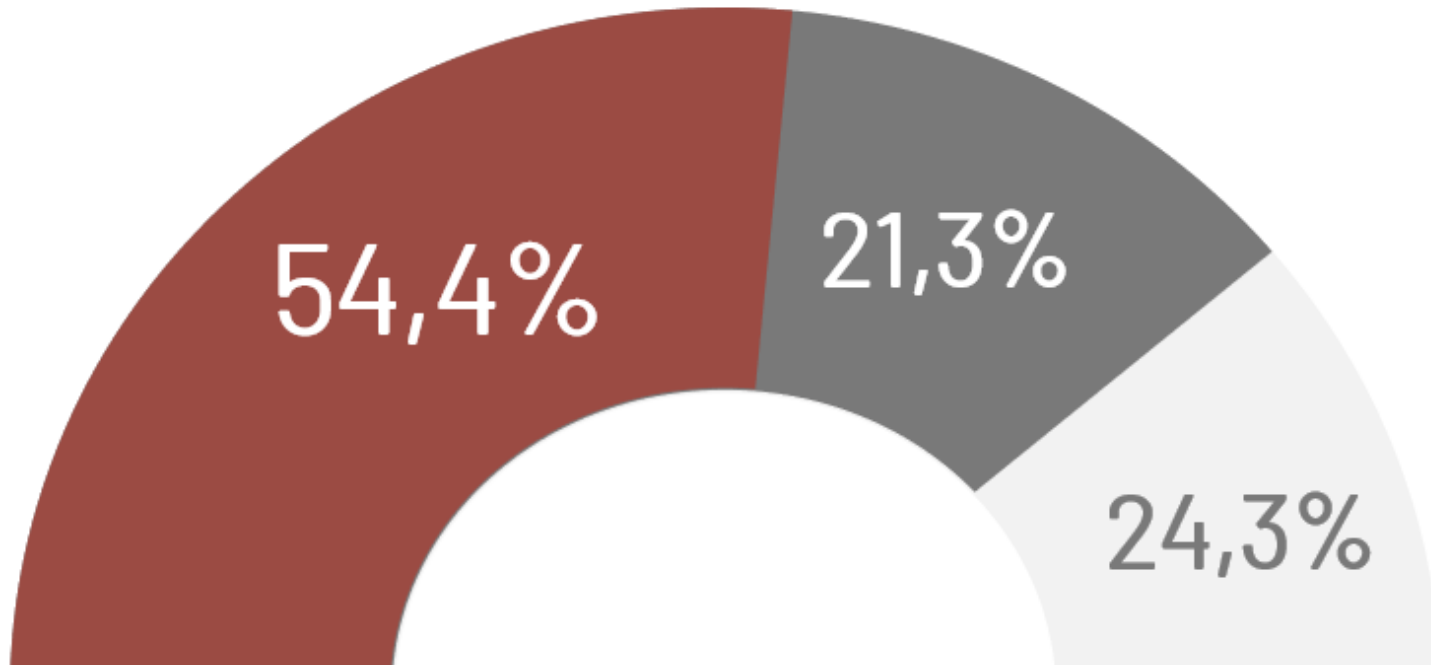
LARGE MACHINERY

9.950

SMALL MACHINERY



82 rental spots



Construction

Civil Works, non-residential, residential ...



Industry and services

Manufacturers



Other

Events, commercial, power, training...

LoxamHune

CECE CONGRESS
MADRID 2024

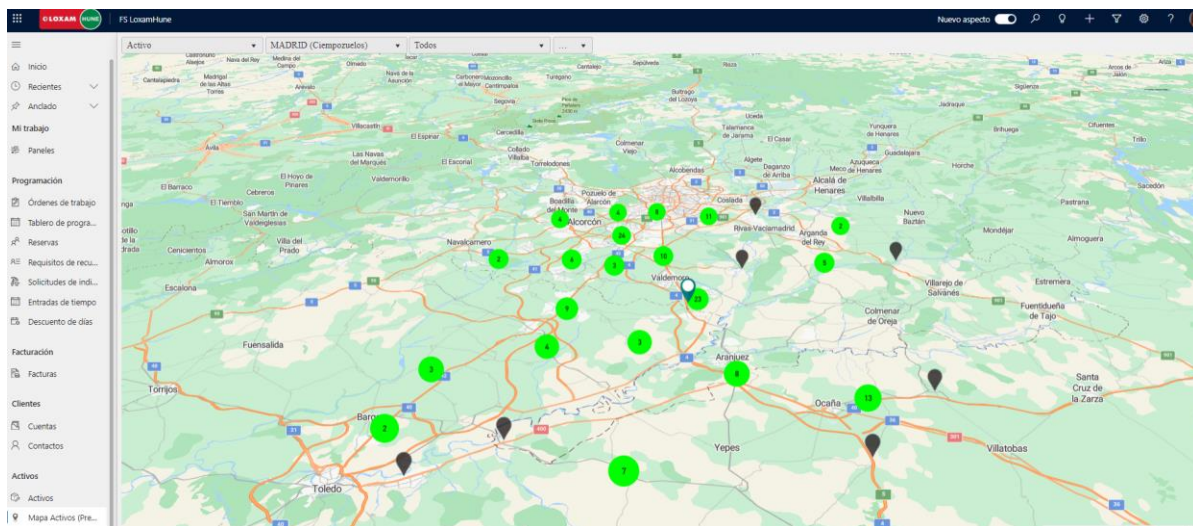


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Responsibility



Digitalization

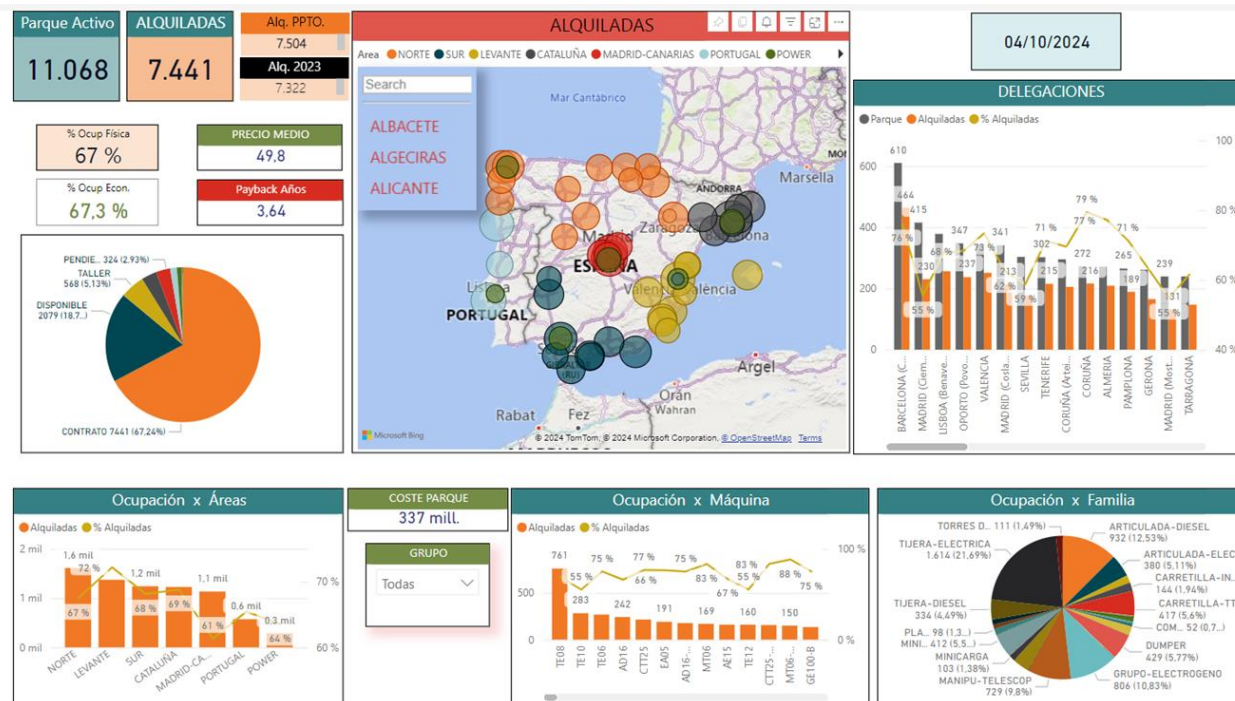


LOXAM HUNE Listado de máquinas

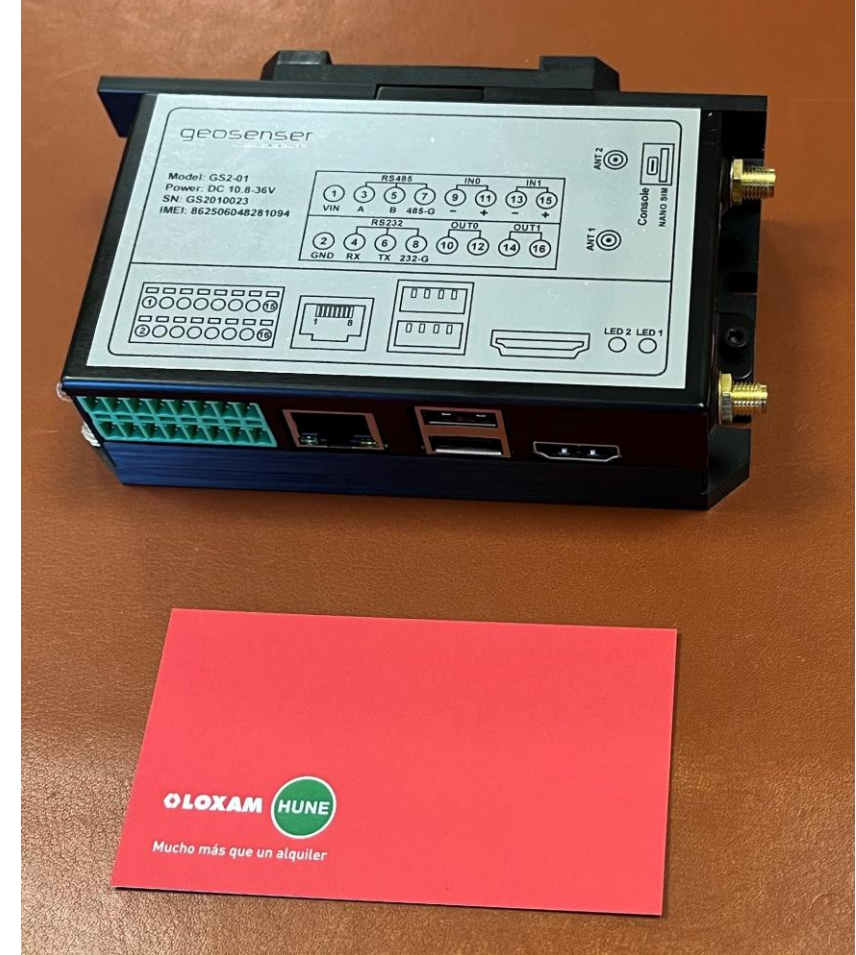
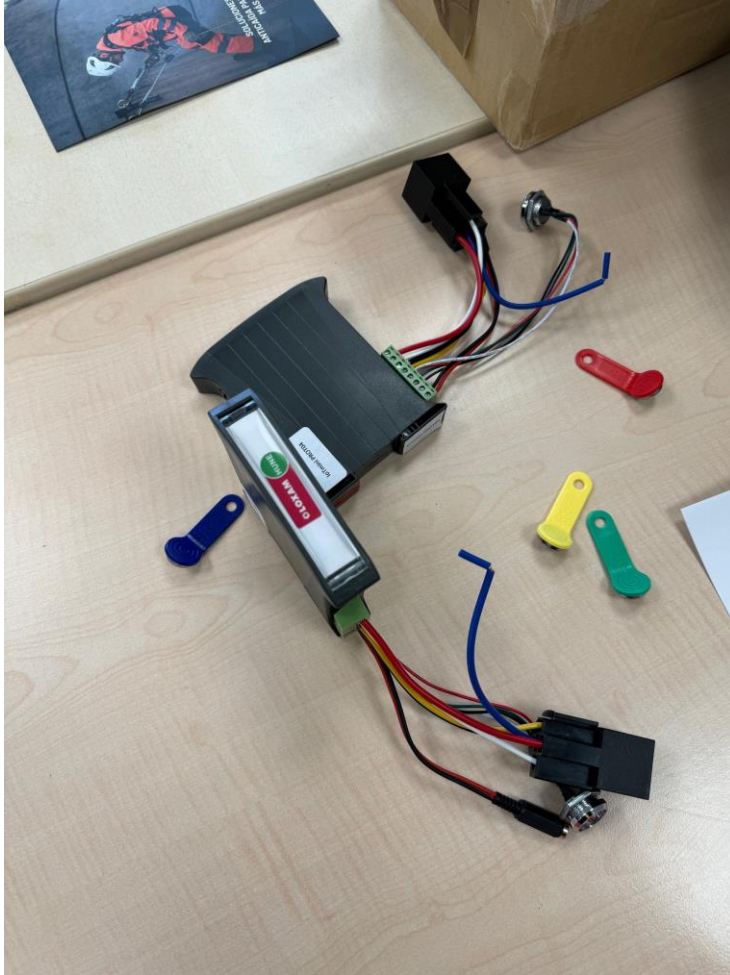
Fecha: Último 5 Días Controlador: Todas Equipo: Todas Flota: Todas Potencia: Todas Alarma: Todas

30/09/2024 - 04/10/2024

Fecha y hora	Controlador	Equipo	Flota	Potencia	Alarma
04/10/2024 12:41:41	ATLASCOPO	1007	921940	630KVA	1
02/10/2024 8:46:43	HIMOINSA	100293	923721	400KVA	1
04/10/2024 12:42:54	HIMOINSA	100175	954943	200KVA	1
04/10/2024 12:48:51	HIMOINSA	100221	955031	100KVA	1
04/10/2024 9:02:02	ATLASCOPO	100167	955159	450KVA	1
04/10/2024 11:58:07	HIMOINSA	100270	957531	330KVA	1
01/10/2024 13:08:15	HIMOINSA	100272	957531	330KVA	1
04/10/2024 12:40:29	HIMOINSA	100276	957534	330KVA	1
04/10/2024 12:49:01	HIMOINSA	100277	957538	550KVA	1
02/10/2024 13:38:39	ATLASCOPO	100310	100266	500KVA	0
03/10/2024 16:03:36	ATLASCOPO	100311	100267	500KVA	0
04/10/2024 12:02:34	ATLASCOPO	100130	102048	150KVA	0
03/10/2024 15:49:38	ATLASCOPO	100171	102050	150KVA	0
02/10/2024 13:36:17	ATLASCOPO	100146	102060	800KVA	0
04/10/2024 11:04:09	ATLASCOPO	113	102062	1000KVA	0
04/10/2024 12:02:56	ATLASCOPO	100152	102063	1000KVA	0
04/10/2024 12:11:52	HIMOINSA	100309	102084	300KVA	0
02/10/2024 15:42:47	ATLASCOPO	103	102619	500KVA	0
04/10/2024 12:08:59	ATLASCOPO	100300	102621	630KVA	0
04/10/2024 12:43:10	ATLASCOPO	100188	102623	800KVA	0
04/10/2024 12:42:16	ATLASCOPO	141	102626	1000KVA	0
03/10/2024 12:47:31	HIMOINSA	100183	919217	100KVA	0
04/10/2024 11:43:42	HIMOINSA	100313	919222	100KVA	0
04/10/2024 12:46:44	HIMOINSA	100294	919223	100KVA	0
04/10/2024 8:04:17	HIMOINSA	142	919226	300KVA	0
03/10/2024 17:02:04	HIMOINSA	100161	919229	300KVA	0



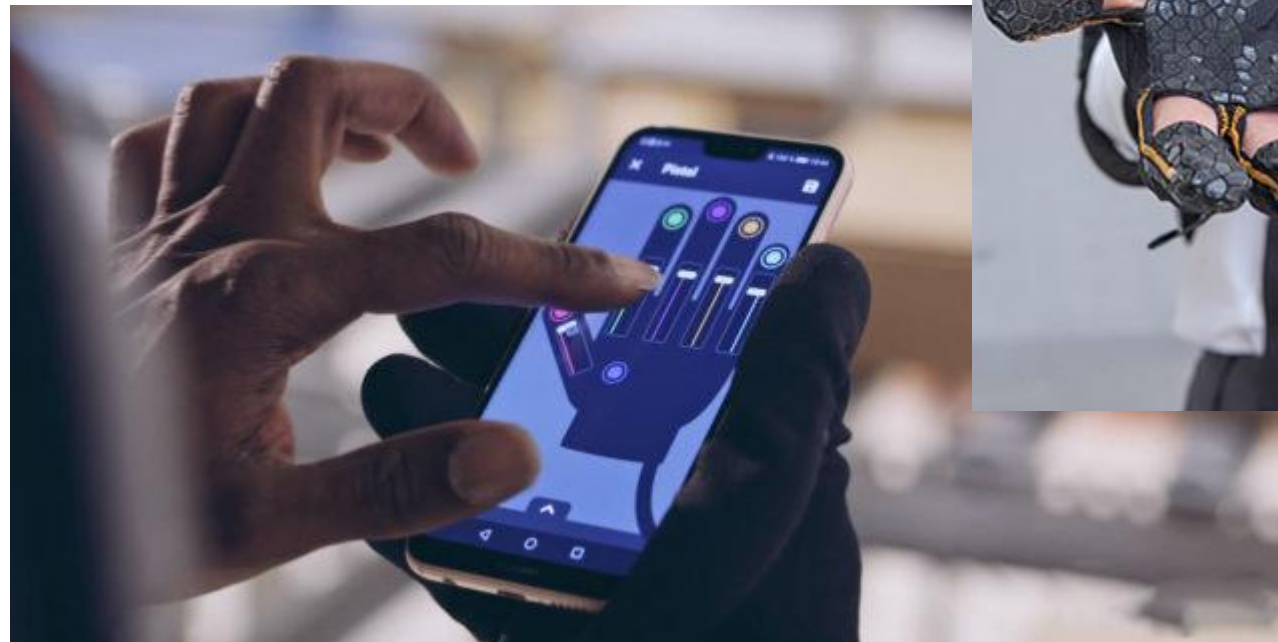
Digitalization



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Digitalization



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The role of the AI

Decision automation

Information Hazards

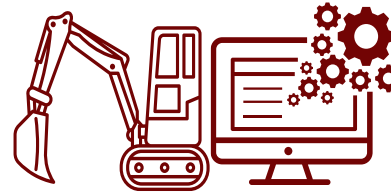
Uncertainty

How to face...

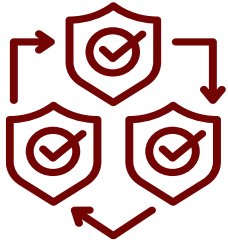
Be careful and strictly clear in....



Contracts and agreements



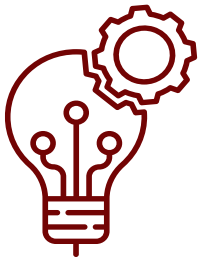
Development of devices



Protocols and rules revision



Training



IT + (R&D) development



Influence

Conclusions



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**THANK YOU FOR YOUR
ATTENTION!**

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**Santiago
Vaquero**

IoT : Construction machinery rental use case

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Digitizing to remain leaders

One of the most important consequences of digital transformation is the generation of a huge amount of data. Too many actually... although some data are very interesting.



Rental Companies and manufacturers

In the rental business, this all comes from installing IoT devices in our fleet.

On the one hand, we must take advantage of the enormous amount of data we receive, using "data science" (Big Data, Machine Learning, AI...)

On the other hand, certain data suddenly begins to have a lot of value... for others...

Is it wise to leave this data in the hands of third parties?

- And if they sell it?
- Can they sell it?
- Under what conditions can they?



Under what conditions can they?

GDPR: “Data generated by connected vehicles or machines may be considered personal data as it can be directly or indirectly linked to Operators or even third parties”.

Key: “Anonymisation”

“Once data is fully anonymised, European legislation (GDPR) no longer applies”.

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Rental Companies and manufacturers

The information about Machinery operations, must remain in the hands that originate them (those of the legitimate owners of the machines).

But nowadays you can't be sure about that.

All you have to do is “anonymize” that information so that you can sell it to the highest bidder!!

Fecha	Controlador	Equipo	Flota	Potencia	Alarma	CorrienteL3	FrecuenciaL3	Horas ACM	Fuel level	ADBlue	PotenciaL3	Tª Aceite	Tª refrigerante	Voltaje
08/10/2024 10:40:13	ATLASCOPCO	100160	102442	630KVA	✗	2	9	49,99	7.711	82	1	90	83	400
08/10/2024 10:09:18	HIMOINSA	100309	102084	300KVA	✓	0	0	50,01	7.132	97	0	0	0	0
08/10/2024 10:07:47	HIMOINSA	100200	919227	300KVA	✗	2	9	50,01	25.588	100	2	60	46	400
08/10/2024 10:07:36	HIMOINSA	100196	922579	160KVA	✓	0	70	49,94	16.730	100	31	99	81	399
08/10/2024 10:07:32	ATLASCOPCO	100182	100274	300KVA	✗	1								
08/10/2024 10:03:22	HIMOINSA	100278	957540	550KVA	✗	1	0	0,00		100	0	0	0	400
08/10/2024 10:02:05	HIMOINSA	100143	922583	200KVA	✓	0	30	50,02	8.509	100	0	7	79	402
08/10/2024 9:52:54	HIMOINSA	100175	954943	200KVA	✓	0	7	49,99	3.980	100	100	1	88	400
08/10/2024 9:48:33	ATLASCOPCO	100258	923684	630KVA	✓	0	21	49,91	6.530	43	0	55	94	401
08/10/2024 9:47:07	HIMOINSA	100149	922585	200KVA	✓	0	0	0,00	3.589	100	0	0	0	0
08/10/2024 9:46:57	HIMOINSA	100142	919240	500KVA	✓	0	181	50,01	19.983	85	14	96	84	400
08/10/2024 9:45:33	HIMOINSA	100255	955156	330KVA	✗	1	25	50,02	1.278	100	100	48	0	4003
08/10/2024 9:45:29	ATLASCOPCO	100254	102054	500KVA	✗	2	199	50,03	18.716	104	0	43	94	400
08/10/2024 9:42:36	ATLASCOPCO	100167	955159	450KVA	✗	1	0	0,00	3.268	98	0	0	0	0
08/10/2024 9:08:48	ATLASCOPCO	100156	102622	630KVA	✗	2	216	50,00	16.409	105	0	43	94	400
08/10/2024 9:08:41	HIMOINSA	100291	957532	330KVA	✓	0	148	50,00	1.046	99	69	34	0	400
08/10/2024 9:08:23	HIMOINSA	100279	957541	550KVA	✗	2	0	0,00	1.037	8	100	0	0	0
08/10/2024 9:04:10	HIMOINSA	100131	955032	200KVA	✓	0	39	0,00	3.885	100	100	58	89	0
08/10/2024 9:01:19	ATLASCOPCO	100	921940	630KVA	✓	0	153	49,95	9.560	70	0	0	91	403
08/10/2024 8:51:16	HIMOINSA	100277	957538	550KVA	✓	0	269	50,01	402	40	37	61	0	401
08/10/2024 8:51:13	HIMOINSA	100276	957534	330KVA	✓	0	0	0,00	1.811	8	0	15	0	401
08/10/2024 8:45:41	HIMOINSA	100315	922575	300KVA	✓	0	21	50,03	10.907	80	0	4	84	400
08/10/2024 8:45:16	ATLASCOPCO	100284	922347	630KVA	✓	0	385	50,03	14.892	103	0	79	97	401
08/10/2024 8:41:32	ATLASCOPCO	141	102626	1000KVA	✓	0								
08/10/2024 8:41:27	HIMOINSA	130	919242	500KVA	✗	2	79	50,01	20.621	100	0	17	0	0
08/10/2024 8:05:02	ATLASCOPCO	100155	955165	450KVA	✗	4	76	49,99	1.492	99	31	13	0	400
08/10/2024 6:55:40	HIMOINSA	100164	955152	330KVA	✗	1	0	0,00	1.643	100	0	0	0	0
08/10/2024 6:45:19	ATLASCOPCO	100242	957326	450KVA	✗	6	6	50,04	1.520	5	51	39	0	402
08/10/2024 6:05:04	HIMOINSA	100208	922584	200KVA	✓	0	0	50,01	15.086	82	0	83	71	400
08/10/2024 6:03:43	HIMOINSA	138	920144	300KVA	✗	2	147	49,90	9.219	63	0	30	74	399
08/10/2024 6:02:04	ATLASCOPCO	100130	102048	150KVA	✓	0	0	0,00	19.230	103	0	0	0	0
08/10/2024 6:01:49	ATLASCOPCO	100144	100268	500KVA	✗	1	265	50,11	27.459	0	0	37	100	398
08/10/2024 5:43:49	HIMOINSA	129	922576	300KVA	✓	0	80	49,99	10.399	100	0	18	82	400
08/10/2024 3:42:51	HIMOINSA	100235	955151	330KVA	✗	1	161	50,05	1.856	83	98	127	0	4003
08/10/2024 1:44:59	ATLASCOPCO	100244	957324	450KVA	✓	0	0	0,00	499	99	0	0	0	0
08/10/2024 1:01:34	HIMOINSA	127	919235	500KVA	✓	0								0
08/10/2024 0:06:19	HIMOINSA	100306	920140	300KVA	✓	0	0	0,00	12.222	100	0	0	0	0
07/10/2024 21:03:33	HIMOINSA	116	921493	300KVA	✓	0	80	50,02	11.519	85	0	17	76	400
07/10/2024 19:09:14	ATLASCOPCO	100190	951637	500KVA	✓	0	0	0,00	4.037	96	0	0	90	400
07/10/2024 19:08:57	ATLASCOPCO	100165	955160	450KVA	✗	3	69	49,99	4.310	99	74	12	0	400

Rental Companies and manufacturers

We all know the use case of GPS data in mobile phones.

Anonymized data has been used to manage traffic, track the origin of customers in shopping centres, or even monitor consumer behaviour through app usage.



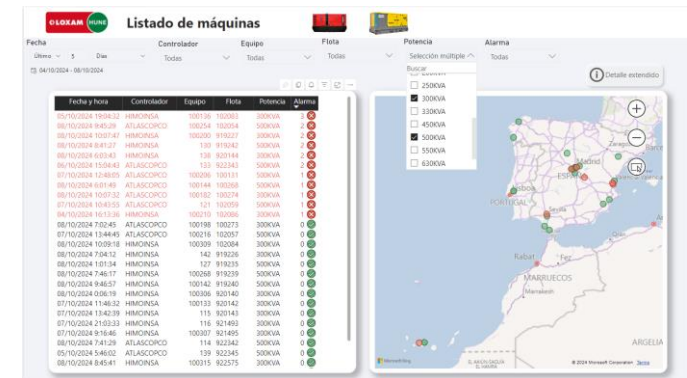
Conclusions:

If we do not want this information to be accessible to our competitors:

- It should not be left in the hands of third parties.
- Closed contracts (NDA) should be signed with manufacturers.

At LoxamHune, the solution has been to develop our own devices (both hardware and software).

We have also created the necessary dashboards (Power BI) to make this information available to both technicians and customers!





**THANK YOU FOR YOUR
ATTENTION!**

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