# Husqvarna Fleet Services – beta launch

## Key messages:

* Husqvarna Commercial Lawn and Garden is entering the world of connected outdoor power products with a solution called Husqvarna Fleet Services.
* Husqvarna Fleet Services is a unique cloud-based system that connects the machine-fleet, landscaping teams to an on-line portal, enabling safer and more productive landscaping operations.
* Starting in August 2014, the system will go into beta-mode in seven countries, with the objective to monitor system performance, support procedures and also measure the perceived value from the different cloud-based services.

## Q&A Husqvarna Fleet Service beta launch

**Q: How long have you been developing the project?**

A: Definition and test phase 2007-2010 - and - more serious development since 2010.

**Q: Why has it taken your industry so long to become part of the connected world?**

A: On the consumer side, Husqvarna entered the connected world several years ago. The demands from the professional users are different and it is crucial that Husqvarna can develop solutions that generate real business value. Husqvarna Fleet Services has been developed in close co-operation with our customers with the ambition to solve some of the biggest customer pains, down-time and employee wellbeing.

**Q: Why are you launching a beta version?**

A: We are experts at producing outdoor power products, but connectivity is new ground for us and we want to collect more insights before we launch the system on a full commercial level. During the beta phase we will monitor system performance, support procedures and also measure the perceived value from the different cloud-based services.

**Q: What do you intend to measure in the beta?**

A: During the beta we will focus on three key areas to be monitored and measured:

A1: Technical stability;

Monitor technical stability and performance on sensor platform and server side.

A2: Support:

Train and quality assure the network on installation, trouble shooting, system recovery etc.

A3: Business:

Fine-tune the offer towards landscaper i.e validate business model.

Work through the business model with our Commercial dealers.

**Q: How long is the beta testing?**

A: We will run the Beta until we as an organisation together with our Commercial dealers has proved that we can deliver the business values to our landscapers

**Q: How were the seven countries chosen? (Australia, France, Germany, Netherlands, Poland, Sweden, UK)**

A: The selected countries are a part of Husqvarnas core markets for Commercial Lawn and Garden.

**Q: Is it an open beta testing?**

A: The beta-phase is open for landscaping businesses in Husqvarna’s core markets for Commercial Lawn and Garden.

**Q: What kind of bugs are you expecting to fix during the beta period?**

A: We have now spent a year on a field trial with 20-25 installations together with a comprehensive test phase in our electronics lab and endurance labs. During this time we have identified and resolved bugs in the sensor software and server side software. During the beta phase, as we scale up, we expect to see

new use cases and new ways of using Fleet Services, which could result in a few bugs in the server side.

**Q: How much will the hardware and software cost?**

A: Pricing will be managed after the beta is completed.

**Q: When will this be available for sales?**

A: We are selling the sensors to commercial landscapers already in the Beta phase. We have chosen to include all subscriptions for a free trial during that period. Fleet Services will then be available as a fully released commercial product after the Beta phase.

**Q: Will Husqvarna sell directly to landscapers?**

A: Husqvarna enters this program together with Husqvarnas Dealers who are working towards the Commercial Lawn and Garden segment. Since this program is new to the industry and to our Dealers Husqvarna Sales Companies will carry an active role during the first year/years.

**Q: Who produces the sensors?**

A: The sensor system is produced by CombiQ AB, a Swedish company specializing in areas such asactive RFID, embedded, automated data capture.

**Q: How strong is the signal? Is there a risk for operators?**

A: The machine sensor and the Operator Tag has a similar effect and range as a bluetooth device.

**Operator related Qs**

**Q: Have you spoken to operators about being monitored?**

A: The operators have been part of the field-tests and pilot since the early stages and provided us with valuable input. The majority of the operators in the 25 pilot companies see the system as a help to understand their better and safer machine handling and not the least access to their own vibration records.

**Q: Isn’t this just a way of controlling your staff and make them work harder?**

A: No. Husqvarna has a mission to provide tools to our pro-users which can help them in their profession. Here we take it even further and involve new technology to build the first generation of better support to our operators.

**Q: Will employees be able to access their track records?**

A: Yes. The Fleet services portal has three different roles defined where the Operator role is one of those roles. The operator can view his account and data, as well ass accessing educational material on how to best operate the products.

**Q: Do you expect this will change the salary model for operators in the landscaping business?**

A: In the 25 pilot installations this topic has been brought up several times. Our understanding is that it’s seen as an opportunity to find new ways and methods to involve everyone in the company in what really matters – performing high quality work to their customers.