

TRANSFRIGORROUTE-/ VDA-Fachveranstaltung



Kühltransporte:

„Vernetzt, gekühlt, geliefert“

Mittwoch, den 16. September 2026

IAA Transportation, Messe Hannover, Convention Center (CC), Saal 1B



#ichfahrfürdich

TRANSFRIGORROUTE- „Competence Center für Thermo- & Lebensmittellogistik“ im



ONE TOUR. HUNDREDS OF DECISIONS. ONE OPERATIONAL VIEW.

Connected ecosystem for cold-chain logistics - the
Cargobull Operating System.

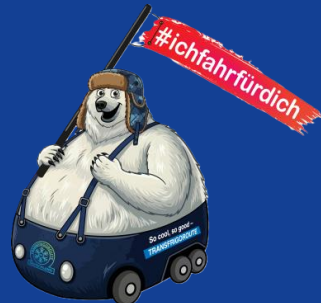
Søren Danielsen
Manager Digital Services



A routine cold-chain transport?

The task seems simple

- From Denmark to Spain
- Frozen Fish (-18°C)
- One trailer – one planner
- Return freight: fresh tomatoes

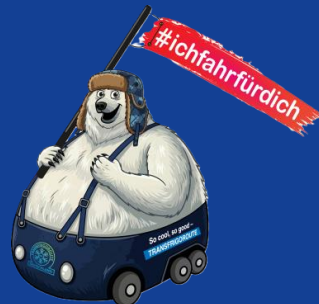


The vehicle is only one part of the transport task.

The transport is simple. The operational reality not.

What must go right?

- Complying to timeslots (ETA)
- Uninterrupted cold chain for the cargo
- Safety during transport
- Communication with the driver
- Secure overnight stays in parking lots
- Fueling stops / Charging
- Toll roads, Bridges, Ferries
- Live Updates to relevant parties



Every kilometre creates operational decisions.

Questions along the route

- Is the cargo at the correct temperature?
- Will the vehicle arrive on time?
- Where is the next secure parking location?
- Who needs access to transport data?
- Where can the trailer be washed and how to handle the documentation?

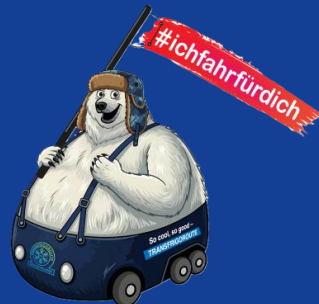
Loading

On the road

Stopover

Delivery

Return



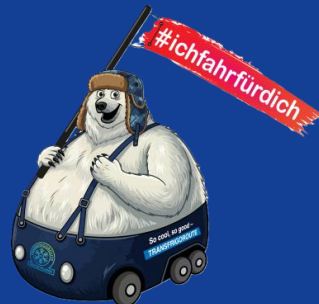
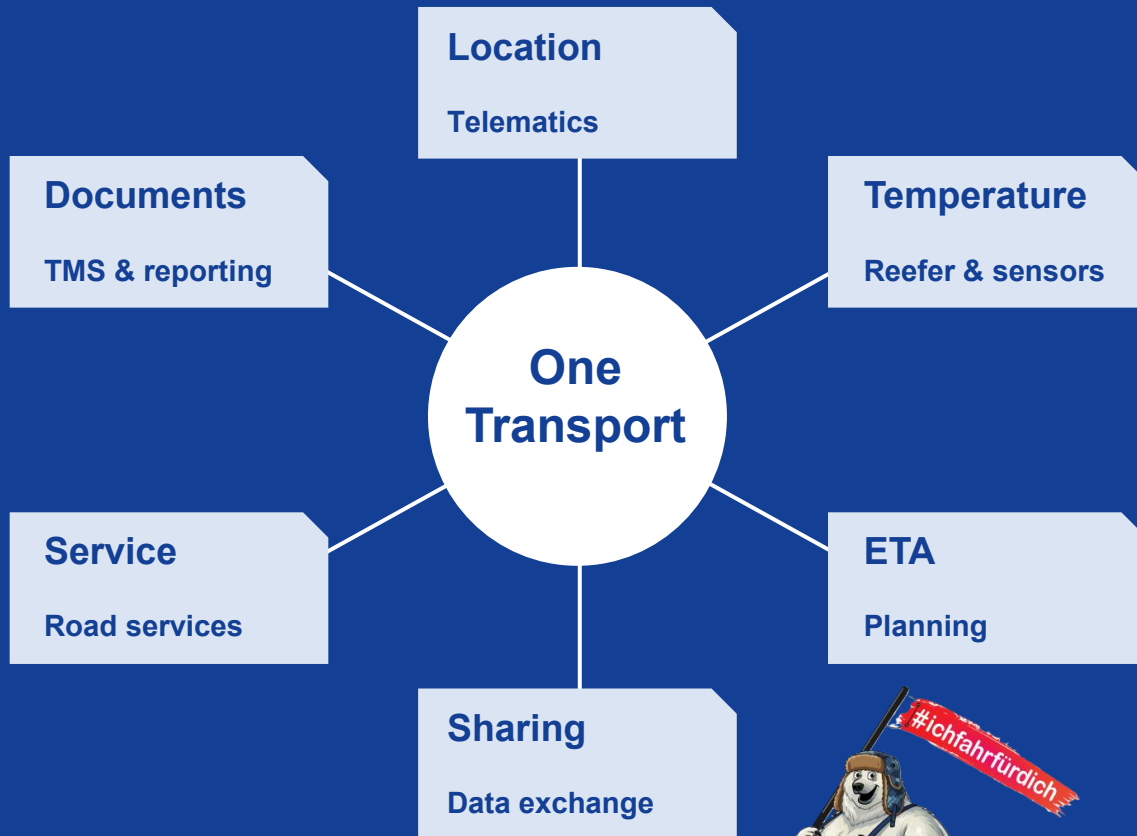
The complexity behind one transport

Organizing a Transport becomes manageable when information is organised around the task.



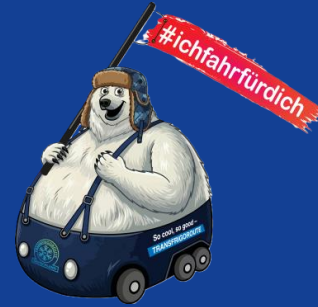
Operational information is distributed across specialised tools.

Every question opens another system



Change the point of view

What if the transport organised the information?



From
Asset-centered data

to
Transport-centered operations

A connected ecosystem across the journey.
Every Transport is tailored for individual requirements.
The relevant information comes together.



One portal.
Shared transparency.



Connect. Understand. Act.

Three operational capabilities
instead of isolated products.

Connect

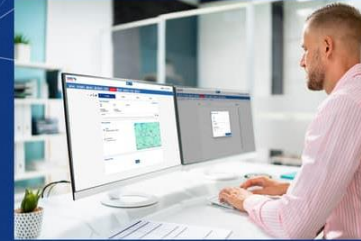
Mixed fleet assets
Partners & systems
Service providers

Understand

Vehicle & cargo status
Tour progress & ETA
Operational context

Act

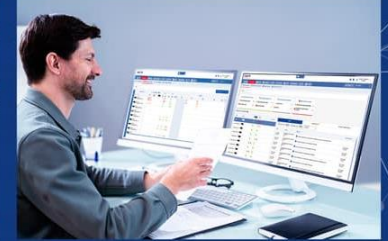
Share relevant data
Respond to deviations
Coordinate services



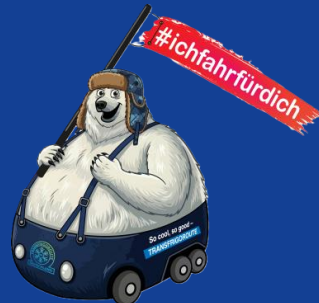
Transport Manager



Fleet Manager



Service Manager



Cargobull Operating System

Service orchestration through the Cargobull Operating System.

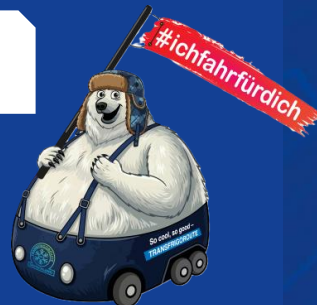
The operating principle that connects the transport task with data, applications and services.

Transport task

Operational context

Data • applications • services

Connected ecosystem





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