

# PROOF OF FRESHNESS: INTELLIGENT TELEMATICS FOR MODERN BUSINESSES

 Branch: Foodstuff and distribution traffic



## Challenge

Reliable and complete temperature reports, at the push of the button

## Important functions

-  Monitoring temperature processes
-  Alarm messages
-  Monitoring door status
-  Tour / route monitoring

## Special feature

Temperature alerts (especially important for city tours with many stops) for quality assurance

## Vehicles with telematics systems

55 vehicles equipped with truck telematics, some also with trailer hardware

## Telematics customer since 2017

Software: cargofleet 3

Devices: TC Truck 3G, TC Truck 4G and TC Trailer Gateway PRO



“I can show what happened and when, down to the minute. If something goes wrong, we can intervene before it becomes critical. I have live information at all times. As if I were driving the truck myself.”

**Robert Siegl,**  
Fleet Manager and Safety Officer,  
BÄKO München, Altbayern  
und Schwaben eG



"I need reliable, complete documentation. If a customer wants to see a temperature report, I have to be able to deliver it at the push of a button."

**Robert Siegl, Fleet Manager and Safety Officer, BÄKO München**

## Challenge

To ensure that fresh rolls, bread and pastries can be sold in bakeries in southern Bavaria in the morning, operations at BÄKO München, Altbayern und Schwaben eG in Taufkirchen near Munich run at full speed at night. While the first ovens are already being heated up in many bakeries, here pallets are being picked, vehicles are being loaded and journeys are being prepared. Whether it's butter, flour, yogurt or pretzels, but also complete bakery and salesroom equipment. Approximately 55 vehicles are used for this purpose. More than a third of them transport dry goods such as flour or sugar. The majority of the fleet consists of [temperature-controlled vehicles](#) for fresh and frozen products. The demands are particularly high here. As an [IFS-certified](#) company, BÄKO must be [able to prove](#) at all times that [the cold chain has been maintained](#) – from the pre-cooled vehicle through transport to delivery to the customer.

## Solution – complete documentation of the cold chain

That is exactly what idem telematics' solutions make possible. The [temperature data is transmitted every five minutes](#). This allows us to [track exactly](#) when a [vehicle was stationary, moving, being loaded](#), or when the [door was open](#). [Defrost cycles, switching on the cooling system, and longer periods of inactivity](#) are also [documented](#). This creates [security](#) – for BÄKO itself, for [quality management](#) and for the customers who need to rely on the cold chain being maintained. The [automatic alarm functions](#) are particularly helpful. If the temperature in a chamber deviates from the setpoint, a signal is triggered immediately. This allows for action to be taken before goods are damaged. This [real-time monitoring](#) is crucial, especially on city tours with many stops, short driving distances and frequent opening of the loading areas. If in doubt, it is also possible to determine whether a vehicle is stationary, moving, or whether the cooling system is active.

## Benefits – one platform for all data

The switch to a [unified telematics solution](#) was also a [strategic decision](#) for BÄKO. Previously, the company had several systems in use, but these could not guarantee stable data transmission. "[Why split everything up when you can bundle it together?](#)" is how Siegl describes the approach. Today, all relevant information is gathered [in one portal](#) – accessible from the office or via mobile app. For him, one thing is crucial above all: [stability](#). "It has to work." And if something does go wrong, [support is quickly available](#). "I write an email or make a phone call, and it will be looked at." This makes it easy."

The [demands on service providers are growing](#) – the baking trade is changing. Small family businesses are increasingly disappearing, while larger structures are gaining in importance. At the same time, the demands on [product range, processes and traceability](#) are increasing. Organic products, frozen goods and complete shop and bakery concepts are now a standard part of the product range. The [shortage of skilled workers](#) is also having an impact: frozen products are increasingly taking over work steps that were previously labour-intensive and done manually. "Our managing board consists of bakers," says Siegl. "We are closely connected to the craft and the trends." That is precisely [why BÄKO invests not only in products, but also in structures that support their customers](#) – and ensure that the baking trade can work reliably even under changing conditions.



## BÄKO München, Altbayern und

**Schwaben eG** has been a partner of the industry for more than 100 years and supplies bakeries in the region with absolutely everything a craft business needs. Organized as a cooperative, regionally rooted and networked nationwide, the BÄKO organization combines purchasing, logistics and services for bakers and confectioners. The cooperative group now comprises 25 regional cooperatives, 24 of them in Germany and one in Austria. More than 3,000 suppliers, around 20,000 products and a total turnover of 2.5 billion euros in 2024 demonstrate the scale of the network – and at the same time the responsibility that comes with this role. The regional cooperative's main warehouse in Taufkirchen is complemented by branches in Augsburg and Straubing. Bakeries and confectioneries throughout southern Bavaria are supplied from here: from Ulm to the Bavarian Forest, from Pfaffenhofen to Lake Constance and to Vorarlberg.

**idem telematics** – connecting all road transport: As Europe's leading telematics partner, idem telematics supports forwarding agents, fleet operators and shippers in continuously improving their core business by means of data, thereby increasing their profitability, customer satisfaction and competitiveness. Europe's market-leading, all-in-one cargofleet telematics platform for trucks, trailers, freight and logistics consolidates and summarises the data sets of vehicles, drivers and freight. idem telematics provides a complete system for increasing the transparency and profitability of the entire logistics process. The benefits: unique customer proximity and flexibility for individual telematics requirements based on more than 25 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of the BPW Group and employs around 75 staff at its locations in Munich and Ulm.