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German Award for Supply Chain Management: Third Place for the Krone Smart Assistant

The Krone Smart Assistant was awarded third place in the 2024 German Award for Supply Chain Management by the Bundesvereinigung Logistik (BVL). “This award confirms our strategy of driving digital innovations and focusing on the needs of our customers,” says Maximilian Birle, Head of Telematics & Digital Services at Krone. “We are proud to have developed a solution with the Smart Assistant that significantly enhances efficiency and transparency in fleet management.”

The Krone Smart Assistant impresses with its user-friendly and efficient solution for managing fleets in real time. By integrating into popular messenger services like WhatsApp, Telegram, and Viber, it offers barrier-free usage without the need for additional apps, reducing both costs and complexity in communication and documentation.

With the Krone Smart Assistant technology, important information about the trailer can be digitally provided and processed, replacing traditional paper-based methods: such as document folders, trailer checks, and damage reports. A QR code, which comes standard on the trailer, allows users to quickly capture and transmit the current condition of the vehicle using a smartphone via the Trailer Check function. This enables fleet managers to always have an up-to-date overview of their fleet’s readiness for use.

In addition, the "eCMR support" function, which is available as standard, allows the previously required paper form in quadruplicate to be replaced by the electronic consignment note (eCMR). This function becomes available once the integration into the customer’s processes is complete. With this, the Krone Smart Assistant provides digital access to the most important accompanying document for all transports. The eCMR ensures that all parties involved in the transport process have the same information, leading to more efficient transport handling and simpler administration while also

eliminating potential sources of error in the documentation process.

The plug-and-play solution Krone Smart Assistant requires no major initial investments. There is also no need for prior registration, a special smartphone app, or training. The basic "Trailer Check" function can be performed using a standard smartphone by scanning the individual QR code on the trailer in the language set on the phone. The software immediately documents any changes or damages to the trailer, as well as deficiencies such as missing pallets or lashing materials. Where necessary, the Krone Smart Assistant customer portal triggers corresponding alerts.

The Krone concept of the "Talking Trailer," which digitally displays not only the technical condition of the vehicle but also the consignment note, can also be implemented in older trailers and competitor models without telematics equipment. These vehicles can be seamlessly integrated into the digital Smart Assistant customer portal, allowing them to be operated more safely, efficiently, and sustainably.

The German Award for Supply Chain Management by the Bundesvereinigung Logistik (BVL) is one of the most prestigious awards in the industry, recognizing outstanding innovations in logistics each year. The German Award for Supply Chain Management is presented at the BVL Supply Chain CX, a key meeting point for the logistics community.



If you have any questions, please do not hesitate to contact me.:

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