Tracking Technology in Somalia

Tramigo, headquartered in Finland, has announced a milestone in its coast-to-coast strategy in Africa with the opening of a distribution and support office in Mogadishu, Somalia.

During the last twelve months, Tramigo has opened support offices in Lagos, Nairobi, Johannesburg, Freetown and now Mogadishu to serve its growing network of distributors and resellers and to offer technical support and warranty services at as local a level as possible.

Arto Tiitinen, Tramigo CEO, said the Mogadishu Office symbolises Tramigo's mission to be available everywhere. The company wants any vehicle owner to recognise Tramigo as a brand that works anywhere and in any situation. Tramigo's combined online/offline tracking technology allows vehicle owners and service providers to track their vehicles in real-time with or without internet access. Tiitinen continued with stating that this technology has proven to be a reliable concept in vehicle tracking both among fleet owners, private vehicle owners, service providers and government users globally offering maximum reliability, privacy and control.

Tramigo's global mapping standard, TLD Landmarks, which allows tracking without any visual mapping or internet has enabled them to launch in Somalia, Tiitinen adds. The fact is that internet-based tracking is not real-time and tracking companies face a lot of issues with lost vehicles due to the poor quality of Google mapping and other visual mapping and internet only-based tracking products, he continued. Tiitinen encourages everyone in the vehicle tracking business to try Tramigo, to fully understand why the technology is reliable in extreme situations, such as vehicle theft and other serious real-time tracking scenarios. To put it simply, visual mapping such as Google Maps was not created for the tracking business, unlike Tramigo's TLD Landmarks mapping standard which has been since its creation, Tiitinen concluded.

Abubakar Aidarus, country manager for Somalia, said Somalia is on the road to full recovery after years of challenges and, even with limited internet infrastructure, vehicle owners can enjoy real-time tracking simply from any mobile phone or using Tramigo's fleet management softwares for smartphones and tablets. For Somali government and large fleet owners, Tramigo has developed a special M1 Fleet Enterprise Server Somalia Edition. This allows setting-up a Fleet Control Center for large fleets, completely without internet. M1 Fleet Enterprise Offline Edition is used by various security professionals around the world including police forces, armies, vehicle recovery service providers and other private/public security-focused operations, Aidarus added.

At the moment, Tramigo Somalia is eagerly looking for distributors for all key cities and resellers nationwide in Somalia. Aidarus thinks distributing or reselling for Tramigo is also an excellent business opportunity for Somalis who are considering returning back to their home soil. Tramigo T22 can also be used with the Somali language.

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