

Background

In 2018, the Road and Transport Authority (RTA) invested in the modernisation of the central production of vehicle registration plates as part of the Emirate of Dubai's e-government strategy. By digitising the processes, the authority wanted to eliminate mistakes caused by human error or manipulation and increase output and efficiency. Greater transparency in production by monitoring personalisation and issuance steps, as well as the automatic documentation of stock levels and resources, were also on the RTA's list of requirements.



Land	Dubai (United Arab Emirates)
Start	2019



Solution

In early 2019, TÖNNJES installed a state-of-the-art vehicle number plate factory in Dubai in cooperation with local representative Al Zarouni International Equipment LLC. The factory includes the IDeROBOTS and IDePRESS developed by TÖNNJES. The IDeTRUST Order Management Software manages and controls all resources used, such as personnel, machines and materials. The vehicle registration system transmits the embossing orders directly to the IDeTRUST software, which then distributes the individual work steps to the various production machines. At the beginning, each number plate blank is given a plate ID code, which documents every production step. In 2020, further external embossing stations were connected to the central production system.

Result

Thanks to the plate ID code, every step – from production to the return of the used number plates – is traceable for the RTA. At the same time, the IDeTRUST system carries out stock entries and provides feedback to the authorities' approval software. This has led to the complete digitisation of number plate production; errors or manipulation are a thing of the past thanks to the integrated tool recognition provided by the IDePRESS and the automatic personalisation provided by the IDeROBOTS. TÖNNJES continues to support the authority with training and support, as well as connecting the external issuing offices with the central IDeTRUST software.

"Dubai is well-known for being a global pioneer in the use of cutting-edge technologies. Our solution is as an example of how number plate personalisation can be implemented in the digital age. As RTA's technology partner and supplier of the machine technology and software, we are very proud to be a part of the process."

Markus Müller, Managing Director TÖNNJES