

Aptean Launches AI-Powered Equipment DMS in DACH Region - TRASER DMS 365 Rebrands to Aptean Equipment DMS

KIEL, DE AND ALPHARETTA, GA, (June), 2026 - Aptean, a global provider of mission-critical B2B enterprise software solutions, today announced that **TRASER DMS 365** will be rebranded **Aptean Equipment DMS** with its June product release. The new name reflects the product's full integration within Aptean and marks the start of a new chapter in its evolution - one where purpose-built AI Agents for agricultural machinery, construction equipment, and industrial truck dealerships bring AI-driven automation and intelligence into the platform from the ground up.

Aptean Equipment DMS builds on more than ten years of continuous development by TRASER Software GmbH in Kiel, Germany. It supports everything that machinery dealers, manufacturers, and service organizations rely on daily, from sales, service, and parts management to workshop operations, rentals, field service, and financials.

Purpose-built AI Agents include:

- **Damage Detection & Quotation AI Agent**
Analyzes images of damaged equipment, identifies the make and model from DMS, then references OEM and other sources to generate a parts list with estimated costs and labor, improving repair accuracy and reducing asset downtime.
- **Item Recommendation AI Agent**
Suggests available assets from inventory at the point of rental booking, helping dealers increase revenue per booking without manual intervention.
- **Asset Specification Autofill AI Agent**
Automatically pulls equipment specifications from OEM catalogues, reducing administrative time and improving record accuracy.

Aptean Equipment DMS runs on Microsoft Dynamics 365 Business Central and AppCentral, Aptean's agentic AI platform. Together, they give equipment dealers a modern, scalable, cloud-native foundation with AI agents that operate seamlessly across applications and data, improving operational precision and delivering intelligence that legacy systems and generic ERPs simply cannot match.

Regional Strength, International Scale

For dealers and manufacturers in Germany, Austria, and Switzerland, TRASER remains the key point of contact. The Kiel team continues to provide the deep industry knowledge, personalized consulting, and implementation expertise that customers have relied on for over a decade. What's new is the strength behind it: Aptean's global network of product teams, subsidiaries, and partner structures now backs every aspect of the platform's development and long-term roadmap.

“Unifying our equipment dealer management capabilities under a single product name is the right next step for our customers,” said **TVN Reddy, CEO, Aptean**. “TRASER has built a solution with real operational depth that was developed hand-in-hand with the industry it serves. Combining that with Aptean's global capabilities, AI investment, and cross-market expertise results in a platform that no regional or global provider could deliver alone. The machinery trade is at an inflection point and dealers who embrace AI-driven operations today will be the ones setting the standard five years from now. Aptean Equipment DMS gives them the platform to do exactly that.”

"Our mission remains the same: we want to make the machinery trade simpler, more efficient, and more digital, so that business runs smoothly today, tomorrow, and beyond," said **Hauke Lamb, Managing Director, TRASER Software GmbH**. "With Aptean Equipment DMS, we're continuing on that path: with TRASER's experience, Aptean's development capabilities, and a product that's regionally strong and internationally scalable."

Availability

Aptean Equipment DMS is available now under its new name. Support in the DACH region will continue to be provided by the TRASER team in Kiel.

For more information, visit www.aptean.com or contact TRASER directly for inquiries specific to the DACH region.

About Aptean

Aptean is a global provider of purpose-built, industry-specific enterprise software that helps manufacturers and distributors run and grow their businesses. Aptean's solutions span ERP, supply chain planning, execution, and industry-focused applications—delivered on cloud and on-premises platforms. Headquartered in Alpharetta, Georgia, Aptean operates worldwide across North America, Europe, and Asia-Pacific. www.aptean.com

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