

COMPANY PROFILE

Bemhatech

Operations consultancy and software studio founded by Harry Butcher. Extensive experience in fleet, warehouse and telematics operations across multiple countries, now building consultancy and products around the same instinct: see the opportunity, then provide the solution.

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COMPANY OVERVIEW

Bemhatech is a software studio and operations consultancy based in Eindhoven, the Netherlands. It was founded to bring a rare combination to both software and operations work: extensive hands-on experience running fleet, warehouse and transportation operations, plus significant product leadership experience building the telematics software that runs those operations.

That combination shapes how Bemhatech works. Consultancy engagements and self-built products both follow the same pattern: identify a genuine operational opportunity, then deliver the solution through direct experience and applied innovation, not theory.

FOUNDER

Harry Butcher

Career grew in three stages: a foundation in logistics and warehousing (including designing and leading the start-up of a distribution facility in Beirut, Lebanon), specialisation in regional fleet management across the Middle East and Africa, and value creation in telematics product leadership at Astrata (formerly Qualcomm), Telogis / Verizon Connect and Geotab.

Most telematics product managers have only ever known the software side. Harry has managed the fleet and the warehouse floor directly, then built the SaaS solutions that run them.

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| ● Extensive experience in fleet, warehouse & telematics operations | ● Senior Product Manager, Geotab, Telogis / Verizon Connect & Astrata (fmr. Qualcomm) | ● International experience: UK, Lebanon, Kuwait, Bahrain, UAE, Qatar, Saudi Arabia, Sudan, Netherlands |
| ● Enterprise GDPR compliance lead | ● FMS / rFMS standards, DOITS working group member | ● MSc International Logistics & Supply Chain Management |
| ● Certified Agile Product Owner | ● Chartered Member, CILT UK | |

SERVICES

SaaS & Software Product Development

Concept to shipped product: architecture, build and release for desktop and web SaaS.

Software Project Delivery

Hands-on delivery management for teams shipping under a fixed scope or deadline.

Product Strategy & Roadmapping

Positioning, prioritisation and roadmap work for products pre- or post-launch.

Warehousing & Logistics Consultancy

Process and systems design for warehouse operations and distribution networks.

Fleet & Transportation Consultancy

Fleet planning, routing and transport operations advisory.

Telematics Programs

Design and rollout of telematics and vehicle-data programs, from pilot to fleet-wide.

FOUNDER'S PRIOR PROFESSIONAL EXPERIENCE

The same pattern, at every stage of a career built prior to Bemhatech: find the opportunity, then deliver the solution. This experience predates Bemhatech and reflects assignments undertaken in prior leadership roles.

ORGANISATION	OPPORTUNITY	DELIVERED
Tesco	Standardise planning across UK grocery depots.	A planning model supporting a large, high-volume distribution operation.
Spinneys / PWC Lebanon	Larger distribution facility needed as the business scaled.	A fully operational, high-throughput facility from day one of go-live.
PWC Kuwait	Coordinate transport allocation and fleet control across Kuwait and the GCC.	Centralised fleet control across the GCC and Iraq.
Agility (Regional MEA)	Standardise fleet operations across multiple Middle East and Africa markets.	TMS and fleet management best practice adopted region-wide.
Agility (Abu Dhabi)	Reduce tyre and maintenance costs across a large vehicle fleet.	Reduced tyre and maintenance costs while the fleet grew, with efficiency maintained.
Astrata (fmr. Qualcomm)	Link driving behaviour to fuel cost; standard way into OEM truck data.	Measurable fuel cost reduction; start of a standards-based OEM integration practice.
Telogis / Verizon Connect	Enterprise fleets needed optimised routing and OEM data integration.	Standardised, scalable routing and OEM data integration for enterprise fleet customers.
Geotab	Bring enterprise fleet data into the tools teams already used.	Native Power BI and Tableau integration for enterprise clients.

PRODUCTS

Bemhatech also builds and ships its own SaaS products, applying the same instinct to smaller, closer-to-home problems.

Composed

● **Flagship · Live**

AI-assisted job search built as outreach and consultancy, not a numbers game.

Examwright

● **Next · In development**

Digital preparation for professional exams and certifications, with structured practice and progress tracking.

Innovation pipeline — incubating

Earlier-stage concepts held for future development, co-development or pilot partners:

● Songwright — AI songwriting

● Loomwright — fiction structure coaching

● Reelwright — lyric-video creation

● EV Planner — EV route & charge planning

CONTACT

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