

TrackerSense

CASE STUDY

“Working in partnership with Aeris allows TrackerSense to track at a cost-effective price, and no matter how far flung our customers’ packages are, the power of Aeris makes lack of visibility a thing of the past.”

—Wayne Soutter, Managing Director, TrackerSense

TRACKERSENSE USES IOT/M2M TECHNOLOGY TO TRACK VALUABLE ITEMS IN REAL-TIME, WORLDWIDE

TRACKERSENSE'S GOAL: TRACK IMPORTANT PACKAGES EVERY STEP OF THE WAY WITH COMPLETE PEACE OF MIND

Typical waypoint track-and-trace solutions available from couriers and airlines offer limited transparency. Consumers and businesses can only identify when their packages have been scanned with a bar-coder at certain stops along a route, which can be insufficient for the most valuable merchandise. And if a package gets lost, it can be very difficult for the item's owner to get immediate updates. That's why TrackerSense developed low-cost solutions for individuals and freight companies that need worldwide, real-time tracking for high-value assets.

TrackerSense's devices use the latest GPS and LBS (location-based services) technology to track packages anywhere in the world for over 30 days. Customers can follow their packages via the TrackerSense web portal, which shows the item's position in real-time and even note its temperature and exposure to shock. This information can be vital for sensitive shipments.

THE PROBLEM: ENSURING LOW-COST SERVICES WITH COMPLETE VISIBILITY INTO PACKAGE TRACKING

With advances in cellular technology, TrackerSense can target the exact location of vital assets — in real-time, enabling quick and decisive action should a problem occur. The company relies heavily on an IoT / M2M solution partner to support these functions. High quality, robust GPS connections are critical, and competitive costs are important as well.

THE SOLUTION: AN IOT / M2M PLATFORM SOLUTION WITH THE LOWEST TOTAL COST OF OWNERSHIP

With Aeris' transparent pricing, TrackerSense can ensure that data costs are well managed, and it's simple to decipher where costs are coming from. In addition, TrackerSense can see real-time data usage, as well as geographical location of devices through AerPort, Aeris' device management portal. Powered by the Aeris global SIMs, TrackerSense's devices can send alerts so the customer knows the location of their package at every stop of the way, and the TrackerSense web portal shows tracking history and current location of shipments enabling full tracing capability.



THE RESULT: HIGH-LEVEL PACKAGE TRACKING WITH DATA TRANSPARENCY VIA AERIS' IOT / M2M PLATFORM

TrackerSense can combine the latest technologies in IoT / M2M connectivity from Aeris with its tracking solutions to help ensure high-value assets are safe and secure. Due to the transparency of data consumption, limit alerts, and visibility of financial impacts with the Aeris platform, TrackerSense can better help customers track and locate packages in real-time to increase operational efficiency, reduce theft, and recover lost or stolen packages. By tracking and monitoring using the platform from an application on any connected device, managers can make smart decisions based on factual data. This business intelligence is driving performance and creating significant competitive advantages for agile companies.

ABOUT TRACKERSENSE

The latest GPS and LBS (land-based services) technology take TrackerSense beyond the traditional waypoint track and trace solution offered by couriers and airlines, making this the low-cost package tracking solution. Track valuable packages every step of the way for complete peace of mind. See www.trackersense.com or contact info@trackersense.com for more information and pricing.

ABOUT AERIS

Aeris is a pioneer and leader in the market of the Internet of Things – as an operator of end-to-end IoT and M2M services and as a technology provider enabling other operators to build profitable IoT businesses. Among our customers are the most demanding users of IoT services today, including Hyundai, Acura, Rand McNally, Leica, and Sprint. Through our technology platform and dedicated IoT and M2M services, we strive to fundamentally improve their businesses – by dramatically reducing costs, improving operational efficiency, reducing time-to-market, and enabling new revenue streams.

Visit www.aeris.com or follow us on Twitter [@AerisM2M](https://twitter.com/AerisM2M) to learn how we can inspire you to create new business models and to participate in the revolution of the Internet of Things.

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