

Using cellular connectivity to power monitoring solutions has proven results!

With a customer presence in 33 countries, Cartasite has a portfolio of solutions that facilitate safety, communication, data collection, and reporting. Its products and services are specifically designed for firms in natural resource industries that include operations located in some of the most remote and challenging terrains on earth.



THE CHALLENGE

Since getting its start in 2004, Cartasite, a global provider of real-time GPS asset tracking and monitoring systems for remote assets, vehicles, and resources, relies on cellular connectivity to power its monitoring solutions. Using cellular connectivity to power monitoring solutions has proven results – it is the most efficient method for real-time location and behavior monitoring.

When initially looking to implement cellular connectivity, Cartasite faced a challenge. They needed to find network connectivity options for a geographically dispersed customer base with workers in remote locations who are often very far from major metropolitan areas.

They attempted to solve this global coverage issue by working directly with cellular operators. In doing so, however, resulted in the company managing three different Mobile Network Operator contracts. In addition, each Mobile Network Operator came with a unique service delivery platform, and some of these unique delivery platforms were not compatible for Internet of Things (IoT) applications, such as Cartasite's asset and monitoring solution. This resulted in a costly waste of time and resources in customer support and fulfillment operations, as multiple teams required training on each unique service delivery platform from each Mobile Network Operator.

SOLUTION OVERVIEW

Upon learning of the challenge they faced, an existing vendor partner and a leader in telemetry and tracking device manufacturing, referred Cartasite to KORE – a global cellular data aggregator. Using a Mobile Virtual Network Operator (MVNO) would allow Cartasite to simplify its supply chain and reduce three cellular vendor relationships to just one. KORE was put through a vetting process with a number of key competitors and was eventually selected as the vendor. Kyle Bassett, Director of Operations at Cartasite, credits KORE with not only offering the largest selection of carriers (domestically and internationally) but having the most aggressive pricing and a superior product offering. Cartasite has since deployed a complex and comprehensive global connectivity solution with KORE that spans four continents over five mobile networks. It has simplified its multiple Mobile Network Operator requirements by working with KORE and managing these carriers in one service-delivery platform.

KEY RESULTS

As a result of its partnership with KORE, Cartasite has since been able to grow its business and acquire one of its largest customers to date – a mining company with a presence in three highly remote areas unreachable by most cellular providers and/or MVNO's. Since moving to KORE, Cartasite has been able to reduce its cellular data costs by approximately 40 percent. Leveraging KORE's IoT expertise is an important asset as Bassett explains: "Our customer field operations are a geographically distributed factory floor. They need to be able to manage and operate their assets remotely, so IoT is the answer."



About KORE

We provide the connectivity and services that make the Internet of Things possible. Founded in 2003, KORE is the world's largest managed network services provider specializing in Internet of Things (IoT) and Machine to Machine (M2M) markets. KORE provides the critical wireless connectivity empowering application, hardware and wireless operator partners to rapidly bring new IoT and M2M innovations to market, with millions of active on-network units in more than 180 countries. KORE delivers choice, reliability and global native coverage through multi-carrier and Tier 1 carrier cellular and satellite network services – including LTE, GSM and CDMA – as well as advanced applications to easily manage IoT connected devices. KORE's recent acquisition of Wyless makes the company one of the six largest providers of M2M/IoT services globally, inclusive of carriers. Together, the combined company connects over 6-million devices around the world with leading technology, providing guaranteed costs, visibility and control of mission critical applications.

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