

CASE STUDY: LOCATION TRACKING & ASSET MONITORING

LBS Application Enables Safeguarding of Remote Assets and Navigation of Evolving Regulatory Landscapes



Background

The new global economy is more complex, intertwined, and regulated than ever before. In this new data-driven society, businesses are increasingly demanding highly customizable products and services that solve unique business challenges, offer long term value, and satisfy localized needs. As a result, service providers are adopting revenue models that help penetrate these emerging markets and uncover opportunities, leading to the “servitization” of goods – a concept in which tangible products are offered on subscription basis rather than discreet one-off sales. By focusing on these offerings, service providers are able to position their value-chains in-line with broader market requirements. With that said, implementing these types of services requires thoughtful planning, careful allocation of resources, and a holistic technology approach capable of extracting value across the organization.

Challenges

From its early beginnings as a GPS engineering company, Bigmate has emerged as one of Australia’s leading location tracking and asset management providers. Regulatory compliance continues to represent a large component of the Bigmate portfolio, and over the years, the company has provided fleet operators, construction companies, and local councils a broad range of location tracking, monitoring, and regulatory compliance services.

However, in 2013, the company began to notice that costs were rising at unprecedented rates, solution offerings were becoming more complex, and additional human resources were needed to support operations and technology development. Although Bigmate’s growing customer base was positive for sales and revenue, feature enhancements, customization requests, and increasing capital and labor allocations were resulting in diminishing returns.

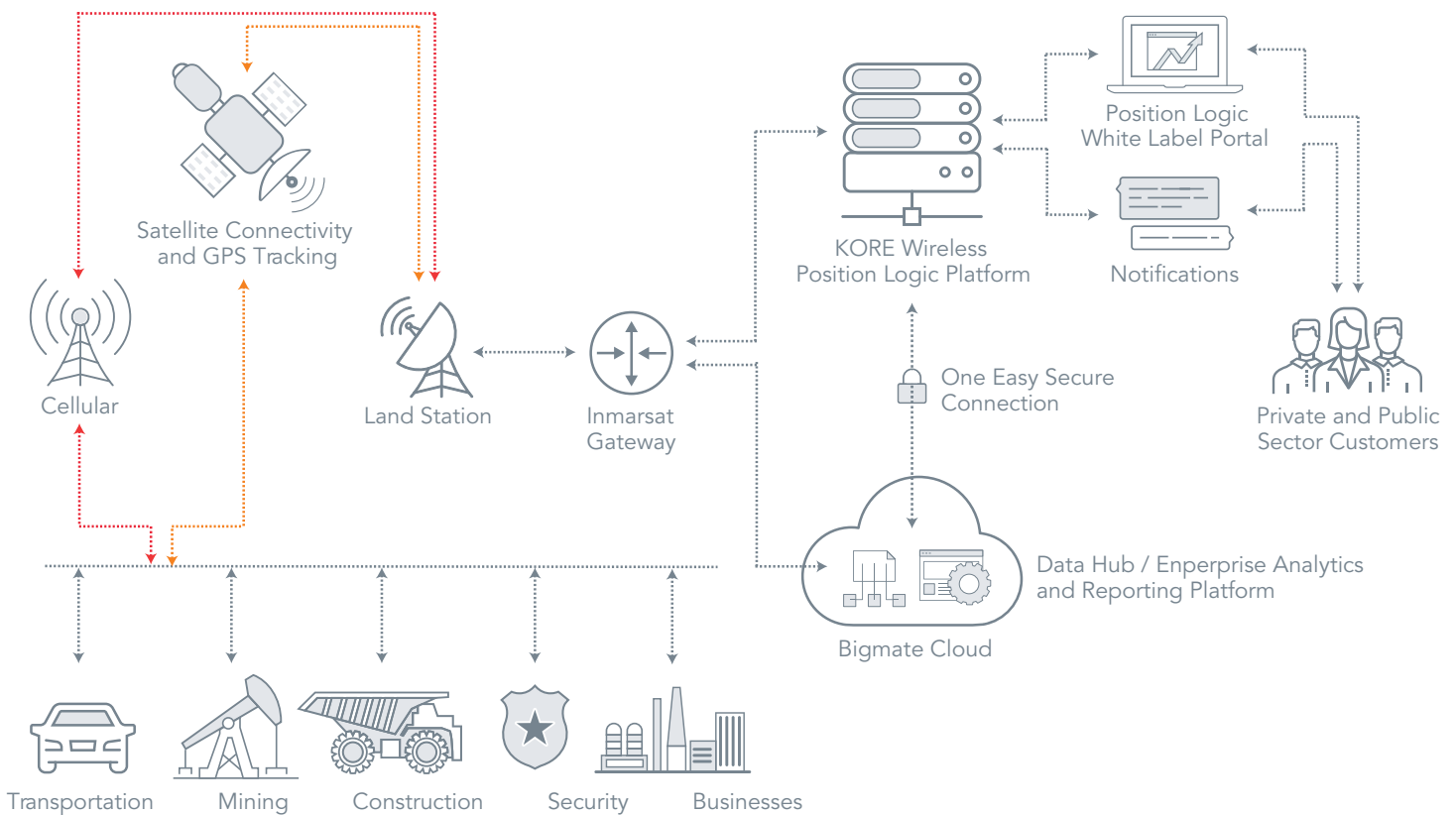
Company leadership realized that something had to be done, however reducing staff count or scaling back investment in tech was out of the question. Bigmate needed a way to reconcile its financial constraints and its commitment to innovation. Solving this problem would open the door to adoption of state-of-the-art technologies:

- API-enable access to an extensible location-based services (LBS)
- Robust low-earth-orbit back-haul satellite, cellular and LPWAN connectivity
- A full-featured white-label provisioning, billing, and monetization portal

- Seamless integration of IoT-enabled sensors and edge devices
- Full access to purpose-built big-data AI and predictive cloud analytics
- Encrypted device-to-cloud authentication and access control protocols

Bigmate required a trusted, neutral, and expert partner with an enterprise-grade location-based services (LBS) application, industry experience, and the global clout to unlock the potential of the company’s value-chain.





Solution Overview

Bigmate's partnership with KORE enabled them to solve pressing strategic business and technology challenges. KORE Position Logic provided the ideal application from which to transform critical in-house systems, workflows, and business processes. Where Bigmate relied on hard-coded business rules and technology interfaces, KORE's application offered high-availability, extensible LBS tracking features that were continually being refined and enhanced.

Bigmate now had access to a professional services team, a knowledge-base of APIs, guidebooks, and configuration resources, an industry partner community, and 24/7 access to a support staff of trusted advisors.

Position Logic is a highly innovative end-to-end LBS application of purpose-built solutions based on industry best-practices, and includes the following features:

- **Tracking:** Real-time or historical monitoring of fleets and other remote assets
- **Routing:** Dynamically calculates routes to ensure safety and optimizes fuel usage
- **Maps:** Customizable by industry displaying street, terrain, satellite, and hybrid overlays
- **Geofences:** Delineate areas and enable custom rules, actions and points-of-interest
- **Workflow:** Dispatchers can define routes, prioritized by total incurred cost or travel time
- **Alerts:** Drivers, dispatchers and managers are proactively notified of safety or productivity events
- **Reports:** Managers can track activities, usage, unauthorized access and configure automated reporting

Results

Bigmate was thrilled with the KORE Position Logic application at every point of the implementation process from planning, to system integration, to customization, to go-live. As a foundational enterprise-grade solution the application positively impacted virtually every system and function across the company including its internal business operations, technology footprint, customer offering, and long term value-proposition.

Key results of the partnership can be categorized in four areas:

Business Operations and Drivers – By enabling Bigmate to re-allocate resources from IoT development efforts to core business processes, KORE Position Logic empowered Bigmate to scale growth, increase profitability, and gain competitive advantage.

Customer Solution Stack – With the new features provided via KORE Position Logic, Bigmate was able to introduce a new asset tracking and management solution for applications ranging from enhanced worker safety and Hours of Service (HOS) compliance to improved preventative maintenance for vehicles and large pieces of equipment.

Technology Adoption and Integration – KORE Position Logic provided Bigmate with a native ecosystem of interoperability throughout IoT and cloud IT domains, allowing third party edge devices, gateways, and cloud apps to interact seamlessly across disparate protocols throughout the connectivity chain. Reducing complexity while improving data flow provided more granular control over assets, proactive decision making, and lower risk.

Regulatory Compliance – With new transportation regulations coming into play, KORE Position Logic provided Bigmate with a means to better service this industry with automated HOS monitoring as well as real-time asset monitoring for foods and other perishable goods.

About KORE

KORE Wireless Group (“KORE”) is a pioneer, leader, and trusted advisor delivering transformative business performance. We empower organizations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers’ business outcomes.



About Bigmate

Part of the 2SG Technology Group, Bigmate is one of the leading innovators in the global field of GPS tracking and asset management technology.

Over more than 10 years, Bigmate has established a proven record in the provision of cutting-edge GPS tracking and productivity solutions to a broad range of industries and markets. With humble beginnings specialising in fleet and asset tracking, Bigmate has transformed into an all-encompassing GPS technology and telematics company.

Learn more about how KORE can simplify IoT complexity so you can concentrate on growing your logistics business.