



CASE STUDY: GPS TRACKING

Global, Scalable IoT Connectivity Powers Dynamic GPS Tracking Solutions



Company

Dantracker is a modern Danish IoT company that provides comprehensive GPS tracking solutions consisting of proprietary tracking devices, a management portal, and mobile management application. With more than 25,000 trackers sold, the company is represented in 75 countries with a network of 11,000 dealers.

Challenge

Having launched as a start-up organization in the rapidly growing market for IoT-enabled asset tracking solutions, Dantracker experienced rapid initial growth with their suite of flexible and dynamic GPS tracking solutions, designed to protect the security of personal and commercial assets including boats, machinery, vehicles, and other high value items. Their solution consisted of proprietary tracking devices, connected by cellular network technologies, as well as a portal and mobile application for users to manage their connected assets. Although Dantracker was achieving early success, the company recognized they were not growing in a sustainable manner. Challenges associated with complex SIM card delivery, integration, and provisioning processes were getting in the way of scale.

When Dantracker's new CFO joined the organization in 2016, he quickly realized that Dantracker required a true IoT partner with capabilities across the entire IoT ecosystem in order for the business to continue to grow while still delivering a high quality product. After meeting with several suppliers in the space, he determined that there were many companies that could sell him a SIM card and set it up, but Dantracker needed to build a relationship with a long-term partner that could be trusted to deliver guidance and work through deployment challenges.

Upon meeting with KORE, the local UK Team was able to talk through the issues that Dantracker was experiencing. Dantracker came away from the meeting feeling that KORE thoroughly understood their goals and pain points, and was the true IoT partner and trusted advisor they needed to collaborate with on building a better business.



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Solution

KORE provided Dantracker with a multi-carrier network connectivity solution, enabling them to consolidate their supply chain, simplify operational processes, and ultimately scale their IoT deployment to reach all desired regions more effectively. API integration from the KORE platform to Dantracker's back-end systems gave the business quick and easy access to their installed connection base, and enabled streamlined SIM card ordering and provisioning processes.

KORE dedicated cross-departmental and cross-regional resources to maintaining Dantracker's long-term success, including Account Management functions based in the UK complemented by local support teams in the Netherlands. Peter Holm Møller, CFO at Dantracker, noted, "I have a dedicated Account Manager who checks in with me at least once a month to discuss current deployments and deliverables, but I also have access to an incredibly talented, responsive support team based in the Netherlands."



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Results

The simplicity provided by the KORE partnership enabled Dantracker to focus its resources on growing and scaling its core competencies in tracking device development. As a result, Dantracker was empowered to reach its desired business targets and bring a new, 2G+3G tracking device to market. KORE's global IoT capabilities have also opened the door for Dantracker to expand into new regional markets – presenting the opportunity to become a global GPS tracking organization.

“Our relationship with KORE is much more than just a supplier, they are a true partner that is interested in helping us build our business, which has proven to be beneficial for both parties”

– Peter Holm Møller, CFO, Dantracker

Through the deep integration of Dantracker's solution and the KORE connectivity management platform, the organization was able to enhance its own user portal and add value for downstream customers with quick and efficient device activation and management. In reference to the KORE relationship, Møller noted, “An even closer partnership model will lead to an improved bottom line and accelerate our IoT ROI”.

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 Dantracker

For more about Dantracker, visit <https://www.dantracker.com/en/>

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