



## Guardian Locate Enlists Aeris for Personal GPS Tracking and Locating Services



CASE STUDY

*“Guardian Locate’s patented tracking solution, enabled by Aeris, puts the power to immediately locate a wandering loved one into the hands of parents, caregivers, and owners. We provide the tools necessary to locate our loved ones in the event wandering occurs. We look forward to working with Aeris and Project Lifesaver to help ensure that loved ones are safe and secure.”*

Paul Paolini, CEO,  
Guardian Locate

It has been estimated that nearly 50% of children on the Autism spectrum engage in inadvertent, unaccompanied wandering. While the numbers might not be so high with other conditions, the same wanderlust occurs with Alzheimer patients or those with other cognitive disorders. Families in these situations struggle with the knowledge that a loved one might just walk off, supervised by no one. In the past, solutions to this situation have added to a family’s burden via the costs associated with tracking and locating individuals.

Along with the issues of affordability, solution providers were having issues with both tracking devices and software. Some SIM cards were not capable of having limits easily set for individual customer accounts. And most market solutions provided no notification method when monthly usage rates were exceeded. Activation / deactivation processes of the tracking device were difficult. And when voice or SMS functionality was needed, the price exploded.

What was needed was an affordable and certified GPS technology that would help protect those that matter most but have a propensity to wander away from a place of safety.

### Case in Point: Guardian Locate

Located in Acton, Massachusetts, Guardian Locate has been around for more than four years, providing high-quality, accurate, and affordable GPS tracking tools for people and pets.

The company’s products, a 3G GPS personal mini-tracker, a 3G GPS pet tracker, and the Guardian 4G watch, are all geared to tracking and locating those that have strayed away. The people devices have two-way voice options, as well as fall down detection. The company’s goal is to provide customers with options and tools that are as affordable as possible, without sacrificing quality, efficiency, or accuracy.

## Aeris Solution: It's About Connectivity

After reviewing several solution providers, Guardian Locate chose Aeris for its connectivity platform. Aeris IoT Connectivity provided global cellular solutions across CDMA, GSM, and LTE networks, with connectivity in more than 190 countries, across more than 550 underlying carriers, all delivered on a single platform. Furthermore, Aeris' multi-technology, multi-network connectivity solutions delivered maximum value by combining cellular connectivity with the benefits of non-cellular technologies, such as low power wide area networks (LPWA), Wi-Fi, and more. Aeris simplified the complexity of deployment with seamless connectivity management, regardless of the company's technology or underlying network.

Aeris AerPort provided complete device oversight and control, allowing for real-time visibility into device performance and traffic patterns and enabling cost controls through flexible alerts and alarms.

Adding to overall solution visibility, Aeris AerPort allowed Guardian Locate to provision or suspend devices easily, adjust rate plans, start/stop billing, add or remove static IP addresses, and conduct multiple functions across the device lifecycle. Additionally, through a robust set of APIs, all actions could be performed at scale, in batches ranging from two to 20,000.

The Aeris solution included pre-configured global SIMs, allowing access and usage anywhere in the world. Aeris provided complete visibility into the operation of every device, regardless of device numbers, locations, or how they were dispersed. And tracking data could be viewed via web browser or mobile apps.

Pricing for voice and SMS was better than any competing solution, and notifications / alerts were an integrated part of the overall solution. Alerts management allowed for the definition of custom alerts with a wide range of flexible options, in addition to all the pre-defined system alerts.

## Safety through Partnerships

To spread the word (and solution) far and wide, Guardian Locate partnered with Project Lifesaver, a non-profit organization that provides law enforcement, fire/rescue, first responders, and caregivers with equipment and training to quickly locate and rescue individuals with cognitive disorders. This partnership made Project Lifesaver the exclusive distributor of the Guardian 3G Personal Mini-Tracker.

Working with Aeris, Guardian Locate now is providing family members and caregivers the opportunity to use IoT technologies to improve the quality of life. These Aeris capabilities enable greater operational efficiency, higher levels of automation, and, ultimately, a much lower TCO. Looking forward, Guardian Locate wants its solutions to expand to all who need this type of assistance, providing clients and health facilities with the relief of knowing they are able to keep family members or patients safe and secure with real-time location monitoring.

### Customer Benefits



COMPREHENSIVE  
CONNECTIVITY FOR LOCAL,  
NATIONAL, OR GLOBAL  
EXPANSION



REAL-TIME GPS  
LOCATION TRACKING



TRACK MULTIPLE  
DEVICES, WITH  
MULTIPLE ALERTS, VIA  
WEB OR MOBILE APPS



COST CONTROLS ON  
DEVICES FOR LOWEST TCO

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## ABOUT PROJECT LIFESAVER:

Project Lifesaver is a 501(C)(3) community-based, public safety, non-profit organization that provides law enforcement, fire/rescue, other first responders and caregivers with equipment and training to quickly locate and rescue individuals with cognitive disorders who are prone to the life threatening behavior of wandering, including those with Alzheimer's disease, Autism, and Down syndrome. Recovery times for Project Lifesaver clients average 30 minutes — 95 percent less time than standard operations. There are more than 1,600 Project Lifesaver agencies throughout all 50 states, in six provinces in Canada, and in Australia.



## ABOUT GUARDIAN LOCATE:

Guardian Locate was founded by a small group of people out of our desire to provide an affordable solution for parents and caregivers to track their loved ones who wander. Our co-founder, Rob Gorski, is a single father to three boys on the Autism Spectrum and is the multiple award winning blogger at The Autism Dad. The mission of Guardian Locate is to provide high quality, accurate, and affordable GPS tracking tools for those who need them. Guardian Locate makes peace of mind affordable.



## ABOUT AERIS:

Aeris is a technology partner with a proven history of helping companies unlock value through IoT. For more than a decade, we've powered critical projects for some of the most demanding customers of IoT services today. We strive to fundamentally improve their businesses by dramatically reducing costs, accelerating time-to-market, and enabling new revenue streams. Built from the ground up for IoT and road tested at scale, Aeris IoT Services are based on the broadest technology stack in the industry, spanning connectivity up to vertical solutions. As veterans of the industry, we know that implementing an IoT solution can be complex, and we pride ourselves on making it simpler.

Visit [www.aeris.com](http://www.aeris.com) or follow us on Twitter @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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