



## GTX Corp Improves GPS Tracking with Aeris IoT Services Platform



With You<sup>®</sup>  
GTXO

CASE STUDY

*“Aeris is a valuable and reliable partner and M2M solution provider for us and we look forward to a continued long-lasting relationship.”*

Patrick Bertagna,  
Chairman and CEO,  
GTX Corp.

Critical moments! A patient, a relative, or a friend with a mentally debilitating disorder wanders away from home or hospital. With each passing moment, concerns grow. At this point, a tracking device with unreliable connectivity is of little value. Dropped signals or calls could be a life-threatening issue. During such times, for their safety, customers require a reliable cellular connection, along with highly reliable tracking technology, regardless of location or carrier.

### Case in Point: GTX Corp.

GTX Corp, a personal location-based services and GPS tracking company, sells miniaturized GPS cellular devices that enable its customers to track people, pets, vehicles, and high-value assets in real time. The company makes GPS tracking devices that can be used in everything from phones to shoes. The people and possessions that the GTX platform tracks are of great concern, so the company has built its business and reputation around the idea of reliability and customer peace of mind.

Anyone who owns a cell phone knows about dropped signals and calls. When phones are in motion, they move in and out of strong signals from their carrier. An unreliable cellular signal is annoying for consumers, but for GTX, an unreliable signal puts people in jeopardy and possessions at risk. It violates the very ethos of the GTX promise to its customers. To that end, GTX needed a GSM solution that could ensure that its devices always had the strongest signal. In other words, it didn't need one carrier, it needed ALL of them. The company also needed a way to immediately identify and fix problems on the rare occasion when they did occur.

GTX needed a GSM cellular provider that was dependable. They needed reliable connectivity 24/7. They needed to lower the total cost of its connectivity solution. And it needed a reliable method for quickly troubleshooting issues.



## Aeris IoT Solution: Lifesaving Connectivity / Traceability

To overcome any such issues, GTX's selection process brought it to the Aeris IoT Services platform, which provided connectivity not only via its own network, but also from many different operators. This ensured that GTX customers always had the strongest cellular signal no matter how remote their location.

The Aeris platform also provided GTX with the ability to immediately identify trouble sources – on device or network – and remedy it at once from

remote locations. Aeris was, in fact, the only M2M solution provider that used innovative crowd-sourcing to show the real-time performance of devices in any given geographical area. Aeris' easy-to-integrate APIs allowed GTX's devices to work right out of the box. All the customer had to do was turn on the device and it worked immediately. Additionally, Aeris' unique pricing plan gave GTX a competitive pricing option for its customers, which translated to a cost advantage over its competitors.

GTX's tracking services provide users with freedom and peace of mind

### Customer Benefits



ALLOWED GTX TO PROMISE ITS CUSTOMERS THE MOST RELIABLE TRACKING AVAILABLE TODAY



ENABLED GTX TO REDUCE OPERATIONAL COSTS BY ELIMINATING COMPLICATED INSTALLATION



PROVIDED GTX WITH THE LOWEST TOTAL COST OF OWNERSHIP, WHICH INCREASED ITS COMPETITIVE ADVANTAGE



ENABLED REMOTE MONITORING / TROUBLESHOOTING, WHICH SAVED TIME AND MONEY



PROVIDED HEIGHTENED SUPPORT / EXCEPTIONAL SERVICE FOR GREATER CUSTOMER SATISFACTION

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## ABOUT GTX Corp:

GTX Corp (GTXO) is a holding company that owns and operates two subsidiaries engaged in the IoT and wearable technology business. GTX is a pioneer in wearable technology and a leader in two-way GPS real-time personal location-based services. Known for its game-changing and award-winning patented GPS Smart Shoe, its blockbuster Smartphone GPS Tracking App, and GPS SmartSole, GTX offers a robust enterprise GPS and cellular location platform that provides real-time tracking of the whereabouts of people, pets, vehicles, and high-valued assets.

Visit [www.gtxcorp.com](http://www.gtxcorp.com) or follow them on Twitter [@GTXCorp](https://twitter.com/GTXCorp) to see their progress and get in touch with them.

Contact them at [info@gtxcorp.com](mailto:info@gtxcorp.com) or **213 489 3019**.



## 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](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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