



High-Level Global Package Tracking, with Data Transparency, via the Aeris IoT Services Platform

TrackerSense

CASE STUDY

“Working in partnership with Aeris allows TrackerSense to track at a cost-effective price and, no matter how far flung our customers’ packages are located, the power of Aeris makes lack of visibility a thing of the past.”

Wayne Soutter, Managing Director, TrackerSense

Typical waypoint track-and-trace solutions available from couriers and airlines offer limited transparency. Consumers and businesses only get updated when their packages have been scanned with a bar-coder at certain stops along a route, which can be insufficient for the most valuable merchandise. And if a package gets lost, it can be very difficult for the item’s owner to get immediate updates. To bring complete peace of mind to organizations and individuals, tracking a package at every step of its journey, in real time, becomes a business-critical requirement.

Case in Point: TrackerSense

TrackerSense offers a low-cost solution for individuals and freight companies that need global, real-time tracking of high-value assets. The company’s devices use the latest GPS and

location-based services technology to track packages anywhere in the world via the company’s web portal, which shows the item’s position at that moment. Transparency and additional information, such as temperature or exposure to shock, can be vital for sensitive shipments, so real-time tracking becomes mandatory.

With advances in cellular technology, TrackerSense can target the exact location of vital assets, thereby enabling quick and decisive action should a problem occur. The company relies heavily on an IoT / M2M solution partner to support these functions. High quality, robust GPS connections are critical, and competitive costs are important as well. To ensure growth and pricing consistency, TrackerSense required a way of ensuring low-cost services with complete visibility into package tracking.



Aeris IoT Solution: Tracking Transparency & Operational Efficiency

With Aeris' transparent pricing, TrackerSense was able to ensure that data costs were well managed, and it became simple to decipher where costs were originating. In addition, TrackerSense now could see real-time data usage, as well as the geographical location of devices, powered by AerPort, the Aeris IoT Services portal. Powered by Aeris' global SIMs, TrackerSense's devices enable full tracking capabilities — with location alerts, tracking history, and current location of shipments.

TrackerSense utilizes IoT / M2M connectivity to ensure assets are safe and secure

With the Aeris IoT Services platform, TrackerSense now can combine the latest technologies in IoT / M2M connectivity with its tracking solutions to help ensure high-value assets are safe and secure. And with transparency of data consumption, limit alerts, and visibility of financial impacts, Aeris helps TrackerSense increase operational efficiency, reduce theft, and recover lost or stolen packages.

By tracking and monitoring any and all connected devices, managers can make smart decisions based on factual data. This business intelligence is driving performance and creating significant competitive advantages for agile tracking companies.

Customer Benefits



TRACK ANYTHING,
ANYTIME, ANYWHERE



AN IoT / M2M PLATFORM
SOLUTION WITH THE
LOWEST TOTAL COST OF
OWNERSHIP



IMPROVED DECISION
MAKING



TRANSPARENCY WITH
CONSISTENT PRICING MEANS
FEWER SURPRISES AND
BETTER SATISFACTION LEVELS

ABOUT TRACKERSENSE:

The latest GPS and land-based services technology take TrackerSense beyond the traditional point-to-point track and trace solutions. Parameters and email alerts are configurable via the web portal to accurately track delivery. With high resolution, real-time tracking and sensing anywhere in the world, our low-cost GPS tracking solutions enable you to effortlessly track packages with no additional infrastructure or maintenance required. Track valuable packages every step of the way for complete peace of mind.

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

Contact them at
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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 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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