

M2M LTE Wireless SIMs for IoT Application Solution for GPS Tracking Startup Company

INDUSTRY: Sub-Prime Auto Loan Industry

The Problem

The client developed a GPS tracking application that is customized for the subprime auto loan market. They focus on helping dealerships track and retrieve vehicles that are in default or have been stolen. The client provides their customers with a 75% recovery rate for vehicles in default. The application originally required a 3G GSM SIM with a small data plan under 1 MB. Their preferred provider was AT&T.

The Solution

Altaworx provided a 500 KB SIM from AT&T and access to the AT&T Control Center to manage and view data consumption for their devices in real-time. Being a startup, the client still did not have enough data to ensure how much data their application would consume when deployed in the field.

Business Impact

Altaworx delivered SIMs that met the bandwidth requirements for a price that made them competitive in their field. Altaworx was also able to provide access through AMOP for management of SIMs and real-time visibility of SIM data usage. Purchasing SIMs directly from a Tier 1 carrier would have required a long term commitment. As a startup, it was important for them to be able to roll out their product without having to worry about meeting monthly commitments necessary to order direct. With the Altaworx M2M solution, the client was able to purchase the SIMs they needed while in startup phase, without the minimum commitment.

Company Profile: The Client provides GPS tracking solutions for car dealerships and finance companies that finance vehicles on their lot for customers with sub-prime credit

Total Billed Revenue: \$9,000 2016 Billing/Agent Annual Commission \$1,440