



## CASE STUDY

### ISOTRAK EMPOWERS FLEETS TO DELIVER WITH AERIS CONNECTIVITY

#### THE GOAL: USE REAL-TIME INTELLIGENCE TO SOLVE TRANSPORTATION ISSUES BEFORE THEY BECOME COSTLY MISTAKES

Isotrak knows that the demands on delivery fleets are constantly evolving, and the market is more competitive than ever. That's why Isotrak uses business intelligence data to provide retailers and manufacturers with "total vision" of their transportation ecosystem. Expanding the capabilities of its real-time ATMSi fleet management system, Isotrak aims to provide integrated supply-chain solutions that depend on accessing real-time data with robust alerting and reporting capabilities.

#### THE PROBLEM: NEED GLOBAL GSM AND CDMA CONNECTIVITY TO SERVICE CUSTOMERS IN THE UK, EUROPE, US, AND BEYOND

With 25% of the world's top food retailers using Isotrak products, Isotrak is the definitive leader in grocery retail and food distribution. Its integrated supply-chain solutions continue to expand around the world, demanding a flexible and reliable data network solution for customers, wherever they might be, and whatever systems they might use. Additionally, Isotrak wanted analytics for the complete IoT / M2M deployment – and all of this had to be delivered with speedy onboarding and at a low total cost of ownership.

#### THE SOLUTION: TRULY GLOBAL CELLULAR CONNECTIVITY WITH INTEGRATED DATA ANALYTICS

Isotrak found that Aeris could provide a reliable mobile network optimized to meet the demands of worldwide fleet management systems, while providing actionable visibility into the IoT / M2M solution.

"Our fleet management system provides data for a total vision of a fleet manager's transportation ecosystem. We wanted to ensure reliable connectivity services and data insights no matter where our customers are located," said Jason Price, sales and marketing director with Isotrak. "By leveraging Aeris' expertise in IoT network solutions, we are able to quickly provide a robust, global solution that goes well beyond improved connectivity and competitive rate plans to offer customers real-time, useful information at their fingertips to help improve their cost structure."

Aeris' global support of major cellular technology standards, such as GSM, CDMA, and LTE, enables Isotrak to offer its customers flexibility and the potential for growth across the globe. In addition, Aeris' flexible pricing models and minimal upfront commitment meant that Isotrak could move to Aeris without having the burden of an initial large financial outlay.

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- Jason Price, Sales and Marketing Director of Isotrak



## THE RESULTS: A ROAMING SOLUTION, COMBINED WITH IOT / M2M ANALYTICS, THAT REDUCED TIME TO MARKET

Powered by Aeris' network, Isotrak can now provide an unparalleled solution for telematics and fleet management customers who want to lower their data costs and improve operational efficiencies with data analytics. The security built into the Aeris system with a private virtual network gives Isotrak – and its customers – peace of mind to maintain a competitive advantage.

## ABOUT ISOTRAK LTD.

Isotrak is the leading provider of fleet management software solutions and systems integration to some of the largest Fortune 500 companies and to six of the top 25 largest food retailers worldwide. With our award-winning transport management system, ATMSi, businesses gain real-time visibility, control and measurement of their fleet's performance through: Vehicle & Trailer Tracking, Job & Resource Management (including Plan vs. Actual), Electronic Proof-of-Delivery (ePOD), Driver Communications, Driving Style Management, and Business Intelligence Reporting. For more information, visit [www.isotrak.com](http://www.isotrak.com) or follow us on Twitter [@Isotrak](https://twitter.com/Isotrak).

## ABOUT AERIS

Aeris is a pioneer and leader in the market of the Internet of Things – as an operator of end-to-end IoT and M2M services and as a technology provider enabling other operators to build profitable IoT businesses. Among our customers are the most demanding users of IoT services today, including Hyundai, Acura, Rand McNally, Leica, and Sprint. Through our technology platform and dedicated IoT and M2M services, we strive to fundamentally improve their businesses – by dramatically reducing costs, improving operational efficiency, reducing time-to-market, and enabling new revenue streams. 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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