



TELSTRA CONTROL CENTRE PUTS PROCON IN THE DRIVER'S SEAT

COMPANY PROFILE

ProconTelematics is the Australian affiliate of ProconMRM Inc., the world's leading provider of reliable Mobile Resource Management (MRM). At the core of their product is a small telemetric unit containing a GPS chip, antenna and Telstra Next G[®] SIM card.



Tim Bos, co-founder of ProconTelematics, says: "Globally we monitor over one million vehicles – vans, trucks and other mobile resources and assets. We're also the world's leading provider of tracking to the auto finance industry – tracking vehicles that are under a high-risk finance arrangement."

But it's more than just vehicles. A Victorian industrial complex was the victim of more than 20 robberies in a short period. One factory owner installed a ProconTelematics tracker in a toolbox, which was then soon stolen. The device identified the location of the thieves allowing police to obtain search warrants, recover a vast quantity of stolen goods and make multiple arrests.

BUSINESS SITUATION

Clearly, coverage and reliability of the ProconTelematics device is critical to their ongoing relationship with their customers.

"We had a lot of pressure from our clients to move to the Next G[®] network." Tim Bos continues: "They've definitely seen the benefits of the network switch over. It's obviously a higher level of coverage and the reliability of the network."

But there were major issues as well. "Our invoices from Telstra were sent to us in boxes. I think our latest one was about 600 pages long." Tim Bos explains they also had to "call up Telstra to go through a long process to manage SIM cards."

TECHNICAL SITUATION

ProconMRM in the United States were already using a Control Centre based on the Jasper operating system for managing their mobile devices. They were provisioning large numbers of devices on-site and enjoying economies of scale.

Tim Bos elaborates: "As soon as they came to us and said they've got this new Control Centre and would we like to be one of the early adopters, we just jumped immediately on that. And considering the fact that it was the same as we implemented in the U.S. the time for us to actually provision and get the devices ready took about two months maximum."

SOLUTION

The new Telstra Control Centre platform has given ProconTelematics immediate integration of their Australian and USA operations.

Tim Bos is delighted: "From an integration perspective it made it really straight-forward for us and easier to manage our SIM card through our user phases and keep prices down. It's a huge cost saving for us because we don't have to hire the six or seven people they have in the United States."

Administration is now done via mobile and web interface, and the Next G[®] network means their customers can keep track of their assets at more times and in more places. Plus, in Tim Bos's words: "The advantage of the Telstra 24/7 support to us is that we can offer our clients, and be confident in offering our clients, SLAs (Service Level Agreements)."

RESULTS

Since ProconTelematics have been operating the Control Centre, the savings have been considerable. "I'd put it at about eighty thousand a year. Obviously that will grow substantially as we grow in the marketplace." Tim Bos explains. The Control Centre will help ProconTelematics's meet their "very, very aggressive growth path in Australia."

WHY CHOOSE TELSTRA?

Coverage and reliability are critical in any machine-to-machine communications – and the Telstra Next G[®] network gives you the best of both. Plus our new Control Centre offering reduces administration, improves efficiency and ultimately saves cashflow.

Tim Bos is impressed: "What Telstra have done is taken a best-of-breed system that's used in heaps of countries overseas and introduced it under a Telstra banner in Australia. So going in there's a huge amount of confidence."

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