



TRACMAP

ENABLING

GLOBAL GROWTH

WITH UNRIVALLED CONNECTIVITY

"Thanks to Connected Mobility we now have the stability, control and efficiency we require to proceed with our growth plans."

Colin Brown, Founding Director, TracMap

Behind the Business

TRACMAP SOLVES ITS 'IoT' CHALLENGE WITH CONNECTED MOBILITY

Thanks to Spark's Connected Mobility solutions.

Dunedin-based business TracMap is providing a better level of service to its clients, lowering its operating costs and expanding its business - all thanks to new technology that connects its mobile services.

In the agricultural, horticultural and aviation industries, TracMap is known as the world-leader when it comes to guidance systems. It's a company that is helping high-value crop and pasture operators and contractors to plan, place and prove their in-field activities throughout New Zealand and around the world.

"Managing our in-vehicle 3G display units, modems and SIM card connectivity for clients around the world was a nightmare until we deployed Connected Mobility."

Colin Brown, Founding Director, TracMap

Founding Director Colin Brown says clients can easily upload maps and create a task for a driver or pilot who views this on-the-job through an in-vehicle display unit. The display unit connects to TracMap's cloud-based system through an integrated 3G modem and SIM card.

"With clearly marked inclusion zones and hazards, TracMap gets vehicles to the right field and helps ensure the correct amount of product is spread in the correct location," he says. "Spray records are captured in real-time, which provides owners and operators with key data for smart decision-making."

Multiple carriers compromise service

With business growing in its overseas markets, so too were TracMap's headaches around managing its growing inventory of guidance systems. Colin admits that with limited visibility, it was proving to be a logistical nightmare maintaining connectivity options and changes.

"In order to arrange connectivity for overseas clients, we were dealing with four different Telco's. We had no visibility of changes they would make until a client would contact us to say their guidance system had all of a sudden stopped.

About TracMap:

- Specialises in job management for vehicles operating in off-road operations
- Founded in 2005
- HQ is based in Mosgiel, Dunedin
- 30 full-time staff
- Operates in NZ, Australia, Canada and USA
- Clients include Villa Maria

"Such unreliability was beginning to compromise our reputation for exceptional client service as well as hinder our expansion plans."

Colin says that the business was desperate for a 'single universal wireless data' solution that it could ship anywhere in the world to help it better manage the various needs of its clients.

The freedom of a single platform

While Colin did shop around he says he turned to Spark, not only because they are competitively priced but also as they are a local provider offering a product that would deliver to the business' challenges.

"We already use Spark for our telecommunication needs, so when they launched Connected Mobility, it was music to my ears - it offers SIMs, mobile data pricing and management all wrapped up into one product.

"It means we can directly ship our guidance system, complete with in-vehicle display unit, 3G modem and SIM card to any client world-wide; and at the same time we have full visibility and control to customise and automate SIM provisioning and deployment.

"The automated online tools make it very easy and efficient for us to update configurations, diagnose issues and manage network usage."

"On top of this, the ability to pre-order and stock SIM cards and prepare them for shipping is simplifying our operations and reducing our costs.

Choosing Connected Mobility from Spark means choosing a people-centred solution that is simple, connected, flexible and secure.

If you're ready to create better connections for your customers, speak to your Client Manager or call us on:



0800 694 364

We can set individual SIMs to self-activate so billing only begins when clients start using the display unit. In the past we would be paying for a SIM card as soon it was purchased."

Mapping a bright future

Colin says he was impressed with the service he received from Spark who has been helping TracMap over the last six months to test and tweak connectivity in its overseas markets.

"Spark provided expert support - they made it their business to understand our business, our hardware and our connectivity needs inside out. They were quick to resolve issues such as when the display unit, modem and the SIM did not work immediately out of the box in the USA.

"We will target more industries where guidance and tracking is necessary, such as search and rescue to help drivers and pilots search terrain with no landmarks and rural firefighting to help firefighters navigate forest fires with situational awareness.

-He also reveals that the business will push on with expansion plans in its current markets of

Fast facts:

- Powered by Jasper - a globally recognised cloudbased M2M platform
- Automates the delivery and management of mobile services to connected devices
- A product to assist with big data analytics and the 'Internet of Things' (IoT)

Australasia, Canada and United States of America, and launch into new growth markets of Chile, Venezuela and Costa Rica

Connected Mobility provides the ability for users to export and analyse large amounts of rich data. Colin says as the business scales, this feature will help it control costs by matching suitable pricing plans to certain sectors and clients.