

# All the things you can see with IoT

## Business needs

The ability to track valuable shipments, equipment, vehicles, and other customer property

## Networking solution

AT&T Internet of Things technology delivers visibility for customers to monitor and help protect important assets and shipments

## Business value

Data, intelligence, and peace of mind

## Industry focus

Logistics

## Size

Tracking 250,000+ assets

## About GPX Intelligence

GPX Intelligence is a leading provider of location data that generates peace of mind and moves business forward. The company's innovative Location-as-a-Service technology uses artificial intelligence and machine learning to help companies "see" their assets at rest and in motion and gain actionable intelligence. GPX's industry-leading solutions help manage shipments, vehicles, equipment and other important assets, empowering teams to make better decisions, faster. GPX Intelligence works with a range of clients, from small businesses to Fortune 500 companies, helping them unlock operational efficiency through their location data.

## The situation

To deliver visibility to customers' valuable assets, GPX Intelligence required solid, secure connectivity.

## Solution

AT&T Global SIM automatically and remotely powers GPX Intelligence technology. It provides dependable, end-to-end connectivity for its tracking innovations. Additionally, the AT&T Control Center SIM management platform gives the company the ability to deploy and manage its devices with advanced diagnostic tools and smart process automation.

## Platform delivers unprecedented visibility

GPX Intelligence specializes in bringing visibility and security to customers' valuable goods and assets in today's fast paced, highly distributed, and supply chain-constrained world. The Internet of Things and Software-as-a-Service company creates location intelligence that moves business forward, tracking more than 250,000 assets in the field. "We've been in business since 2016, so we're driving a pretty significant footprint globally," said CEO Gabe Weeks.

The company provides a comprehensive product suite that incorporates innovative hardware offerings with a proprietary intelligent platform. This seamless integration transforms location data into actionable insights through the GPX platform. Information is easily accessible from any location, underscoring the platform's versatility and convenience.

Kim Dazey, Head of Marketing for GPX Intelligence, says the leading-edge technology differentiates the company, as does the white-glove service that its dedicated customer success team provides. "That makes us stand out, as does the outstanding range, depth, and breadth of our offering, and what our platform can solve," she said.

## Beyond location information

The GPX technology platform has evolved significantly over the years, delivering data in forms most useful for customers. "We're delivering more than just location information," Dazey said. "It's not just a map on a page. It's truly actionable insights and intelligence."

GPX customers include automobile and heavy equipment manufacturers, construction companies, medical equipment suppliers (including organ transplant organizations), and other healthcare providers. The technology even helps an animal rescue organization track the donkeys it has saved. "Our offering is different because it is so easily applied to so many different scenarios and use cases," Dazey said. "It really works for a variety of needs in various industries."

Weeks said customers rely heavily on the information they get from GPX. "We provide the data, intelligence, and peace of mind businesses need to operate more effectively," he said.

## Machine learning improves accuracy

The company's advanced Location-as-a-Service technology leverages artificial intelligence and machine learning to help companies gain intelligence in the supply chain, on a jobsite, and in the warehouse.

"We have a proprietary location database in which we use machine learning to enhance the mapping that we're able to provide to our customers," Weeks said. Machine learning enables the company to ensure addresses with pinpoint accuracy to provide customers with superior asset location data.

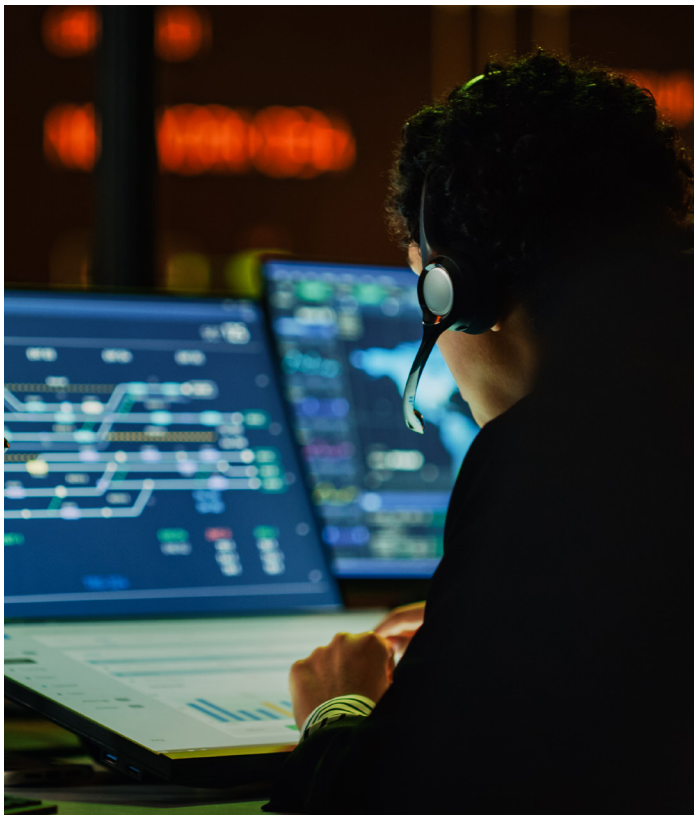


**"We need a reliable cellular provider. AT&T has done an outstanding job of that."**

**Gabe Weeks**  
CEO, GPX Intelligence

This has been especially helpful to businesses that don't have access to a GPS signal. "Warehouses frequently have access to a Wi-Fi network, and if we're able to constantly remap those Wi-Fi networks and improve the accuracy with which we're reporting our locations, we can then provide better service to our customers," Weeks added.

This network effect benefits all customers. "The more devices that we have in the field, the more accurate data we're able to provide on a holistic level with an aggregate benefit for everybody," Weeks said.



**"Our ability to do our job depends on the AT&T coverage area, which is quite large."**

**Kim Dazey**  
Head of Marketing, GPX Intelligence

## Customers expect reliable connectivity

Over the years, GPX Intelligence has refined the connectivity it uses to provide better results to customers. The device essentially relies on GPS, Wi-Fi, or a local cellular network to communicate. As technology advanced, the company sought to upgrade these networks.

"We needed outstanding cellular connectivity to meet the high standards and quality that customers expect from us," Weeks said. "They need to be able to see where their vital assets are at any moment in time."

Businesses are tracking key equipment that drives a massive financial impact. "These businesses need to know where those valuable assets are every single day, if not multiple times a day," Weeks said. "And we need a reliable cellular provider that's going to provide us the connectivity to meet their needs."

## The resources to succeed

"We did a ton of legwork and looked across a multitude of vendors," Weeks said. "Price was obviously a factor. So was the fit and the robustness of the network that was going to be able to provide our customers with the best service possible."

GPX Intelligence chose AT&T Global SIM from AT&T Business to provide connectivity for the functionality of its solutions, enabling the company to collect and report vital location and environmental information. AT&T Global SIM cards offer the nationwide connectivity and international coverage its customers need to effectively manage their business assets. "We need a reliable cellular provider," Weeks said. "AT&T has done an outstanding job of that."

Weeks further reflected on the support he's received from AT&T Business. "It was a big transition for us, but we felt supported throughout the entire process," Weeks said. "We definitely had the resources that we needed to be successful." He added that he's confident that GPX has found a trusted and responsive vendor.

Dazey is pleased with the AT&T global footprint. "Our ability to do our job depends on the AT&T coverage area, which is quite large," she said.

## Connectivity and security

Security is a vital consideration for GPX. “The security of the assets that we’re protecting is highly important,” Weeks said. “We have valuable assets sometimes worth hundreds of thousands of dollars out in the field. The owners of those assets want to know that they’re safe and secure. We leverage the work we’re doing here as well as the connectivity AT&T provides to deliver that security to our customers.”

Weeks was pleased with the advice AT&T Business was able to offer. “They were able to really bring to us the best possible solutions to meet our needs,” he said. He also credits his AT&T Business advisors’ experience with helping other companies who have introduced game-changing technology. “We were able to develop relationships with our AT&T reps, who are super knowledgeable and supportive of our business. Not only does AT&T Business offer a great product, but from a customer experience perspective it’s been top notch.”

Dazey concurred. “It feels like they’re looking out for us. Our reps are there when we need them.”

The future looks bright for GPX Intelligence. The company has further augmented its offerings by adding temperature and humidity tracking. Weeks expects this augmentation will be a boon for the agricultural, food and beverages, and heavy equipment manufacturing industries.



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