

# GLOBALGIG ENABLES IOT-TRACKING HARDWARE MANUFACTURER TO SELL AND CONNECT DEVICES WORLD-WIDE

Simplifying global connectivity from Asia-Pacific to Europe and North America

## Business Challenges

- One of the company's major growth strategies is to expand and distribute its complete portfolio of devices with wireless connectivity outside of China, distributing via online and partner channels. This business model not only makes the solution "stickier", but also generates a predictable monthly revenue stream. The complete solution bundle would include a device with a pre-installed SIM card, data plan and an easy-to-navigate portal for end-users to manage usage and transactions and also to add data plans.
- In order to streamline operations, the company wants a simplified process to source SIMs for its devices. Rather than using local carrier SIMs, the company is looking for a multi-country SIM with broad global coverage and competitive rates. The multi-country SIM would eliminate the complexity of working with multiple carriers and the hassles of having numerous contracts, invoices, system integrations with its platform as well as customer support.
- Due to the high volume of devices distributed, the company wants to thoroughly test the solution before committing to an IoT connectivity partner



## Industry

**GPS - Tracking and monitoring**

## Company

A leading designer and manufacturer of GPS tracker, navigation, and wireless communication products, this China-based company brings reliable and customized solutions for clients across the world. Products offered include vehicle trackers, real-time environmental monitoring, intelligent portable terminal devices, Bluetooth beacon terminals and even trackers for pets. Devices are designed to leverage a wide range of wireless connectivity options including GPRS+GPS, GPRS+W-CDMA+GPS, GPRS+LTE CAT M1+GPS, GPRS+BEIDOU, GPRS+WCDMA+BEIDOU. In addition to manufacturing devices, the company also provides a wireless service to connect its devices and a GPS tracking platform. Its proprietary GPS tracking platform and application works with desktop and mobile devices including Android and Apple products. The company is known for tailored designs manufactured to customers' specifications. After a period of rapid growth in its local market, the company's products are now distributed into major overseas markets including Southeast Asia and North America. Operating over 150 countries, the company is a proven leader in GPS tracking, especially in fleet management, providing an unparalleled tracking experience for its clients.

+1 844 483 5474

[sales@globalgig.com](mailto:sales@globalgig.com)

[www.globalgig.com](http://www.globalgig.com)



## Globalgig Solution

Globalgig proposed a global SIM for the company with coverage in 50 countries and worked closely with the customer with its Proof of Concept (POC) testing. The first phase of the test involved 15,000 SIM cards for 10 different devices. The latest POC involved 4 different devices and 10,000 SIM cards. Above and beyond providing the SIM cards, Globalgig worked with the device manufacturer to design the packaging that would best fit each device and use case, simplifying the instructions for end-users to connect the devices.

### For testing, Globalgig provided:

- Global SIM with coverage in 50 countries
- Triple cut SIM, offering flexible SIM sizes for different devices
- SIMs that support the migration from 2G to 4G technology
- Data plans that provided 5-10 megabytes of data per SIM
- Wholesale portal for the customer to manage overall usage across all the SIMs
- Pre-paid option via the wholesale portal to make billing more efficient
- Updated SIM packaging with improved instructions for on-boarding end users
- Tier-2 Support

## Globalgig Implementation

The testing was successfully completed over a 12-month period. The customer is moving forward to implement its plan, selling globally online through distribution channels such as Amazon in countries such as Singapore, New Zealand, Australia, Europe, Canada, United States and Mexico.

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