

Autotrac chooses Wyleless for their vehicle tracking / fleet management GPRS connectivity

Autotrac, Ireland's leading Vehicle Tracking and Fleet management specialists have been providing online automatic vehicle location systems throughout Ireland (North and South) for a number of years. With such a diverse customer base which includes Environmental Techniques, part of the Northern Group and Calvert Office Equipment, one of the most respected companies in Northern Ireland who have been trading since 1957. It was obvious that customer service and retention is top of the list of priorities for Autotrac.

So when customers and prospects alike were requesting a fixed price service irrespective if they were using their vehicles North or South of the border choosing the appropriate GPRS connectivity partner was vital.

The factors under consideration were not just the ability to roam between the UK and Irish networks, but the ability to offer a fixed price service with full visibility and management of the connectivity. Too many companies take connectivity for granted until something goes wrong. Wyleless (www.wyleless.com), the Uxbridge based machine to machine GPRS data specialists provide an online Management suite to all their customers enabling them to manage and develop their M2M solutions.

Autotrac had looked at a number of different GPRS connectivity providers including the main operators and a couple of different MVNOs (Mobile Virtual Network Operators), however all too frequently a SIM card was literally all they provided, with no added value or service.

Connectivity should not be an after thought but an essential part of the service offering. There are few differentiators when it comes to vehicle tracking, therefore being able to offer a higher class service through the GPRS connectivity, Roaming ability and Billing flexibility coupled with a reliable online vehicle tracking application makes for a strong case for those looking into vehicle telematics to look at Autotrac.

Autotrac have placed their value in their service offering, and although there may be a number of partners behind the scenes, as far as an end user is concerned they are buying an Autotrac vehicle tracking or fleet management solution from Autotrac. Therefore when a customers just wants a vehicle tracking solution that works, with no nasty surprises at the end of each month the importance of Partnership can not be underestimated.

John Williams the founder of Autotrac (www.autotrac.co.uk) commented:

'Supplying vehicle tracking throughout Ireland has caused us difficulties due to vehicles crossing from UK to Irish mobile networks causing expensive and unpredictable data costs. Using Wyleless SIMs has eliminated these problems and we can now offer our customers an economical, fixed cost tracking option across Europe.'

One of the reasons for Autotrac to choose Wyleless was their belief in keeping things simple. By being able to offer World Wide GPRS data connectivity, on the One SIM, One Network, One Contract principle.

When it comes to data connectivity it is important that companies have an appreciation for the value that comes from a managed M2M network. Secure or Data intensive applications like handheld GPRS Chip & Pin terminals or 3G mobile CCTV cameras may be ahead of other industries in wanting a dedicated fixed IP data network. However it is encouraging to see more and more different M2M applications including those from the world of vehicle telematics recognizing the value of speaking to Data specialists to provide them with GPRS or 3G data connectivity.

Wyless are naturally pleased to be adding Autotrac to their ever growing customer base, just as Autotrac are pleased to meet the demands of their customers, in a cost effective manner.