



CASE STUDY: STOLEN VEHICLE RECOVERY

# IoT Solutions Enable Operational Transformation



### Company

TRACKER is the United Kingdom's number one supplier of Stolen Vehicle Recovery (SVR) and telematics services to retail and business customers. With over a million, market-leading security and award-winning telematics systems fitted to vehicles including passenger cars, motorcycles, Heavy Goods Vehicles (HGV), Light Commercial Vehicles (LCV) as well as plant and construction equipment, TRACKER is a leading provider in the space. As the only SVR company that has a direct relationship with the UK police force, TRACKER has recovered over £500 million worth of stolen vehicles to-date and continues to recover an average £1 million worth of stolen vehicles each month.

### Challenges

Having been in business for more than 25 years, TRACKER recently began an operational transformation to improve process efficiencies, reduce unnecessary expenditures, and ultimately set the stage for strategic growth plans.

As part of this transformation, the company needed to address several critical areas of their IoT-enabled solution offering to maximize their return on IoT investments. Key goals included:

- Reduction of costs primarily attributed to vast amounts of excess, unused aggregated data each month
- Consolidation of multiple, cumbersome cellular carrier relationships to a single partner that could satisfy network and coverage requirements
- Simplification of fragmented technical integrations and processes to enable scale and accelerated value delivery

To solve for these goals, TRACKER set out to find an IoT partner that could enable them to overcome their business challenges. The company considered five potential IoT providers in the UK and invited each to discuss how their solutions would meet TRACKER's needs. TRACKER MD Greig Hilton noted that only two of these potential partners, including KORE, bothered to ask about TRACKER's business before pitching their own offerings.



### Solution

TRACKER was impressed by the local, UK-based KORE team and their ability to tap into the US-based headquarters operation to extract support and commitment, as well as introduce the KORE CEO into the process who came to meet with TRACKER's senior team. Citing deep market knowledge and IoT experience, TRACKER ultimately decided to partner with KORE to complete their transformation.

The solution that KORE delivered to TRACKER went far beyond delivery of network connectivity, encompassing a broad range of customized services to address TRACKER's key goals. KORE successfully developed and executed a strategy to migrate 100,000 existing connections from major UK cellular carriers

to the KORE network, enabling supply chain consolidation. All migrated connections were re-profiled with new APN and VPN credentials to simplify back-end, technical processes and were provisioned to IoT-optimized, tailored tariffs to reduce data costs.

KORE was able to complete the entire migration within 90 days, and Hilton noted that, "Subsequent, straightforward invoicing quickly proved we had made the right decision".

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"Sometimes when you meet the right people, you know that you can work together and implement successful solutions. The people made the difference."

- Greig Hilton, MD, TRACKER



### Results

By partnering with KORE, TRACKER was empowered to rationalize their connection estate, organize connections into the appropriate use-case populations, and align costs. This not only resulted in the immediate realization of significant cost savings for the business, but also the simplification of previously complex IoT operations. According to TRACKER, the KORE solution has generated one of the highest ROIs of all projects undertaken within the company over the last five years.

TRACKER also expects to reap more long-term, forward looking benefits from the KORE partnership. Leveraging its vast partnership network, KORE was able to introduce TRACKER to a number of other organizations operating across various areas of the IoT ecosystem, engaging them to explore new, disruptive business models and collaboratively solve for challenges facing the IoT community in Europe.

"I am always pleased to recommend the KORE UK team, along with the US leadership team as I genuinely feel they have done a superb job for our company."

- Greig Hilton, MD, TRACKER

### About KORE

KORE Wireless Group ("KORE") is a pioneer, leader, and trusted advisor delivering transformative business performance. We empower organizations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.



### About TRACKER

TRACKER, part of the Tantalum Corporation, has been leading the way in the field of vehicle tracking and telematics since 1993. With over a million market leading security systems fitted to vehicles including passenger cars, motorcycles, HGVs, LCVs and plant and construction equipment, TRACKER is still leading the way.

[Learn more](#) about how KORE can simplify IoT complexity so you can concentrate on growing your business.