

Trakm8 drives up network coverage and data access with BT Wholesale

July 2017



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Trakm8 needed a comms and data platform to provide tools and network coverage, and ensure enhanced success of its telematics and behavioural solutions.



“Partnering with BT Wholesale has opened up new areas for us. Not only do they have an in-depth understanding of IoT and telematics, but they also have the technical and platform expertise to really help drive our data-centric business.”

- Over three billion miles worth of data collected annually by Trakm8
- BT Wholesale's 4G coverage reaches more than 80% of the UK population, 2G coverage reaches 99% of the population, while 3G reaches 98%.
- BT Wholesale's network covers 98% of all UK roads

Challenge

Trakm8 needed a platform that could optimise and manage the behavioural and vehicle data collected by the telematics and black boxes, while simultaneously providing the wide network coverage required by its customers.

Solution

BT Wholesale provided its BT M2M solution for the black boxes to ensure the widest road coverage possible. Data is transferred via the network back to the Trakm8 server where it can be analysed and optimised to help Trakm8 customers.

Summary

Trakm8 is a leading provider of black boxes and telematics for fleet management and insurance companies in the UK. The company, which is listed on AIM, has grown rapidly over the past five years – from 50 people in 2013 to 250 by 2017. Split into two divisions, the organisation serves fleet

management and Optimisation, and automotive and insurance sectors, providing telematics, vehicle data, and behavioural information from black boxes and 4G camera platforms within vehicles. This data is harnessed to provide analysis and insight, which can help consumers and organisations managing fleets to save money and optimise driving behaviour.

By using black boxes to track driving behaviour, insurance companies can offer savings to consumers, particularly young drivers, for whom insurance premiums are high. By installing a black box from Trakm8, fleet management organisations and departments can optimise everything from fuel efficiency to driving routes – helping save time and money.

The challenge

The level of data and analysis Trakm8 customers require has increased, as insurance companies and fleet management organisations understand more about how intelligent information can help them manage their assets, reduce risk, save money and pass on those benefits to customers. This thirst for more data and deeper analytics led Trakm8 to look for a partner capable of providing an M2M and connectivity management platform that delivers information in real-time. To transmit the data from anywhere in the UK, Trakm8 also required a partner with extensive network coverage and communications infrastructure, covering even the most rural roads to provide a comprehensive service to its customers.

The BT Wholesale solution

BT Wholesale won the highly competitive tender with its BT M2M solution – installing SIM cards in Trakm8's black boxes combined with the connectivity management platform for in field SIM management. The data, which can include everything from location to behavioural to vehicle health, is transmitted via the BT 2G network back to the management console. The information is then transferred to the Trakm8 server where it undergoes algorithmic analysis, the insight derived from this process is then presented to customers via user interfaces in near real time. BT Wholesale built full VPN network for Trakm8, which was highly flexible and exceeded the timescales in terms of delivery.

"Access to data in near real-time is important for our customers. BT Wholesale enabled us to do offer the best in terms of network coverage and infrastructure, but also technology expertise, management platforms and service," said Jon Law, Managing Director of Insurance & Automotive at Trakm8.

BT Wholesale offered a minimal amount of M2M data latency, which means Trakm8 customers can easily access data in real-time, vital for fleet management organisations looking to optimise routes amid traffic conditions, for example. The BT M2M platform also enables the data to be dissected in a variety of ways to help insurance companies and fleet management run dynamic optimisation and use algorithms to help them run their vehicles more efficiently or calculate premiums. BT's experience of how the insurance telematics industry works, and consequent understanding of what Trakm8's customers needed, was core to the company winning the deal.

BT Wholesale's commitment to the 4G network was also a catalyst for the partnership – with 98% of roads covered, it has the largest 4G network in the UK. Trakm8 has recently launched the world's first 4G dash cam, Road Hawk 600, which includes rear and forward facing cameras, in-depth telematics, ADAS capabilities, and live streaming. Together the 4G dash cam and network could change the way insurance and fleets are managed. "Live streaming from the vehicle could give an immediate risk profile to insurance companies," Law said. "This combination of technology could provide everyone with more data to help their driving, save money and change the automotive market. BT Wholesale is part of this strategy with us," he added.

The future of the partnership

Trakm8 has a strong footprint in the insurance and fleet sectors, and with the market-leading 4G dash cam combined with the powerful BT 4G network coverage, the organisation is considering a move into new areas. "We have room to grow our current route to market and with BT as our partner, we have confidence to help us maximise areas we are not currently in," Law said.

The two firms are already discussing joint customer opportunities and as technology continues to adapt, Law sees the relationship continuing to develop. "BT has knowledge and understanding of IoT [Internet of Things] and telematics and how it extends beyond M2M within the car. From a strategic point of view this will help us develop our technology and our market in the future," he added.

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Registered office: 81 Newgate Street, London EC1A 7AJ.
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Issued: July 2017
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