

# CallPass solutions get smarter with AT&T Global SIMs



## Business Needs

Connectivity for pioneering, advanced IoT and GPS solutions

## Networking solution

AT&T Global SIMs and the AT&T LTE-M network deliver exceptional connectivity for CallPass Internet of Things (IoT) and GPS solutions.

## Business value

Reliable, real-time connectivity and visibility that enable agile insights and protection for businesses, assets, drivers, and vehicles

## Industry focus

IoT, GPS, and integrated Software-as-a-Service (SaaS) solutions for a wide range of industries.

## Size

2 million connected IoT devices

## About CallPass

CallPass provides IoT innovations, advanced GPS solutions, and integrated SaaS platforms that help companies maximize profitability through efficiency. The company services many industries. With a commitment to precision, reliability, and user-friendly interfaces, it empowers organizations to streamline operations, boost productivity, and make informed decisions.

## The situation

To deliver real-time insights and valuable visibility to its customers, CallPass needed agile, dependable connectivity for its IoT innovations.

## Solution

AT&T Global SIMs deliver highly reliable worldwide network connectivity to support CallPass IoT and GPS solutions. CallPass uses the AT&T LTE-M network, designed and optimized for IoT connectivity. The AT&T Control Center also enables CallPass to onboard its sophisticated devices easily.

## Helping businesses and communities thrive

CallPass has been an industry leader in pioneering GPS solutions for nearly two decades. Its growing portfolio of IoT and advanced GPS products includes easy-to-use cloud-based SaaS platforms and hardware that deliver real-time visibility, analytics, and automation.

Florida-based CallPass caters to everything from startups to Fortune 500 companies. It serves more than 15,000 customers. Most are in North America.

Melissa Wilkinson, CallPass Vice President of Sales Operations, said the company's innovative solutions are tailored and purpose-built to help companies and people thrive. "We assist subprime lenders and banks, as well as government entities and companies in numerous fields: transportation and logistics, construction, scrap and waste management, utility services, rental/leasing services, emergency services, towing, and agriculture."

The overarching goal of every CallPass solution is to empower its customers to operate more efficiently, safer, and smarter.

"We believe it's vital that our devices are associated with one of the best networks, and AT&T's connectivity provides just that."

Melissa Wilkinson  
Vice President, Sales Operations, CallPass, LLC.

## Decades of expertise

CallPass established its first product, the iGotcha GPS solution, in 2006. It developed it for the buy here, pay here (BHPH) used car industry. iGotcha GPS is now a powerful leading brand, protecting auto dealers and finance companies from total loss by providing reliable, accurate GPS solutions that help locate collateral in near-real time.

Building on the success of iGotcha GPS, CallPass in 2008 designed and launched its IoT solution LANA Asset. This advanced asset tracking and management solution combined the core essences of GPS and telematics with IoT to provide visibility into non-powered and intermittently powered high-value assets. LANA Asset

delivers asset visibility, utilization, scalability, analytics, and wireless sensing. "It protects companies from theft and loss but also misuse, helping maximize the utilization of these assets. It has proven to be priceless for many of our customers as they see a true return on investment from their assets," Wilkinson said.

At the end of 2021, with over a decade of success and leadership experience in providing IoT and GPS solutions, CallPass launched LANA Fleet. This IoT platform uses real-time HD video, advanced artificial intelligence (AI) surveillance, and GPS fleet tracking to help customers monitor and track their fleets, mitigate risks, and protect their drivers.

CallPass solutions help businesses move forward, and their reliability helps companies protect their livelihoods.

## Protecting millions of assets

For CallPass, having the right infrastructure and technology to support its end-to-end IoT solutions is crucial, and connectivity is the most vital part of the value proposition. To help customers enhance productivity and profitability, the company needed a stable, reliable, and secure network to deliver its mission-critical technology to customers.

CallPass uses AT&T Global SIMs and the AT&T LTE-M network, providing coverage for IoT devices underground and deep inside buildings. "AT&T Global SIMs provide the end-to-end connectivity that enables CallPass to continually provide its customers with innovative IoT and GPS solutions that are agile and can quickly scale to meet our customers' needs, no matter the size or scope," Wilkinson said.

The company's growing portfolio includes over 2 million connected devices that are being used globally. Tens of thousands of those devices are helping to protect some of the nation's most extensive delivery services.

The company's easy-to-use cloud-based solutions help its customers maximize their business operations and profitability through increased productivity, efficiency, safety, and sustainability. The company can quickly deploy and manage its devices with the AT&T Control Center, an easy-to-use connectivity management platform with integrated SIM provisioning, billing, and reporting tools. "We found that the AT&T Control Center provided us with the best tools to operate our business," Wilkinson said. "We believe it's vital that our devices are associated with one of the best networks, and AT&T's connectivity provides just that."

The CallPass relationship with AT&T has a direct impact on the customer's experience with its products and platforms.

“When it came to selecting AT&T as a provider, it wasn’t just about the security and network expertise. It was the AT&T business practice, knowledge of the IoT industry, and willingness to work with us to do groundbreaking things.”

Erin Covington  
Senior Director, Marketing Operations, CallPass, LLC.

## Over a decade of collaboration

Wilkinson said they have worked with several different connectivity and cellular providers over the years. However, their longstanding relationship with AT&T is a unique one. CallPass and AT&T worked together before IoT became a well-known acronym.

“When it came to selecting AT&T as a provider, it wasn’t just about security and network expertise. It was the AT&T business practice, knowledge of the IoT industry, and willingness to work with us to do groundbreaking things,” Wilkinson said.

Wilkinson said staff like collaborating with AT&T as CallPass introduces new products. “In 2018, CallPass and AT&T were the first collaboration to take the AT&T LTE-M network to market for the buy-here, pay-here industry across North America. We worked very closely with AT&T teams on the initiative, testing, and ensuring that everything worked correctly,” he said.

The company’s expertise in all areas of software development, devices, engineering, and cellular-enabled them to carefully review the AT&T network integrity and complete extensive testing before it introduced the application. “We were the only one approved and verified by AT&T,” she said.

After groundbreaking success with the LTE-M network, CallPass partnered with AT&T Business and IoT solutions to provide AT&T enterprise customers with a robust, innovative asset tracking platform as a service called AT&T Asset Management. It focuses on intelligent trailer and container solutions.

“The AT&T Network and our platform solutions are raising some eyebrows,” she said. “Companies are recognizing how important IoT solutions are to remain agile with a healthy bottom line, especially after the negative impacts from the pandemic.”

## Security, expertise, knowledge

CallPass relies heavily on the AT&T network’s uptime and security. “Security and privacy are at the core of all the services we provide to our customers, so having a provider that takes this as seriously as we do is key,” Wilkinson said.

She said AT&T’s global reach and IoT expertise is exceptional and is aligned with the CallPass commitment to continuous improvement of its platform and solutions. “Whether it be a new mobile app to help our customers with their efficiency and sustainability or a new asset tracker or sensor, AT&T will be at the heart of that, providing connectivity,” she said.

Wilkinson said CallPass looks forward to working with AT&T and supporting its customers with the AT&T Asset Tracking Platform for Containers and Trailers powered by CallPass. “We are continuing to tailor platform functionality for enterprise-level customers using the platform. We intend and expect the relationship between CallPass and AT&T to continue to grow and flourish as we provide services to solve a multitude of use cases.”