



# AT&T Global SIM helps protect customers' assets

- **Business needs** - Connectivity for innovative IoT tracking solutions
- **Networking solution** - AT&T SIM cards provide streamlined global deployment of PassTime's IoT devices
- **Business value** - Highly reliable and secure connectivity; increased reach
- **Industry focus** - GPS solutions provider
- **Size** - 1.5 million active devices in use

## About PassTime, Inc.

PassTime has been a leading provider of telematics solutions for more than 30 years. PassTime's GPS telematics products help connect vehicles and protect assets for multiple sectors of the automotive and powersports industries. This includes auto dealers, auto finance companies, fleet transportation providers, and consumers. The company prides itself on high-quality, reliable products and unmatched customer support.

## The situation

PassTime was founded before cellular connectivity was widely available. It initially powered its tracking devices with beeper technology, but as cell signals became widely available, it worked with a few different carriers. When unforeseen events occurred, the company began looking for a new wireless provider.

## Solution

A positive experience with AT&T Business at a previous job led PassTime's chief technology officer to select AT&T Global SIM cards to connect the company's IoT devices. AT&T delivers end-to-end worldwide connectivity through a single platform, simplifying deployment and management of PassTime's advanced devices.

## Cost-effective solutions to help reduce risk

PassTime helps customers protect a wide range of assets with award-winning GPS solutions. It holds dozens of technology patents and has amassed a worldwide customer base of more than 10,000 businesses. The company, based in Littleton, Colorado, currently protects more than \$10 billion in automotive assets.

Chris Macheca, PassTime President and Chief Operating Officer, says the company specializes in IoT and automotive electronics for everything from basic asset tracking to specialized solutions for automotive subprime auto lenders. "PassTime helps track anything that moves and mitigates risk that may be associated with owning those assets," Macheca said.

PassTime has built a reputation as the preferred provider in the IoT space and automotive marketplace. "We are known for the quality and service that we provide," Macheca said. "We are high touch, and we have a return rate of less than one-third of 1% on the hardware itself, which is excellent. We have a quality product. We're committed to supporting our customers to make sure that they understand the technology so that the solution functions well."

The company's products are extremely cost effective, he noted. Lenders can deploy a device on a vehicle that will last up to three years at a cost of less than \$200 to mitigate risk on an asset that is worth \$10,000 or \$20,000. "It's a very small price to pay to have that risk taken care of," Macheca said.

## Data-driven GPS solutions

There are 1.5 million PassTime devices in use today, protecting the assets of more than 10,000 businesses and 50,000 consumers. PassTime's customized automotive GPS tracking systems help "buy here, pay here" automotive dealers and lenders keep an eye on their assets, reduce collection costs, lower their risk of financing, and increase cash flow. PassTime's advanced, data-driven GPS solutions for auto finance companies and credit unions are designed to improve portfolio performance, increase ROI, and help clients make informed business decisions.

The company offers lenders an alternative to repossessing vehicles when customers are late in paying. Its devices can simply prevent the vehicle from operating. "This is a much better situation for the consumer and the lender," Macheca said. "If a vehicle is repossessed, it places a significant burden on consumers with fees and degradation of their credit. Preventing the vehicle from operating until payment is made is far better for everyone."

Todd Goodnight, PassTime Executive Vice President and Chief Technology Officer, said the company assists other industries as well. It helps healthcare providers improve efficiency with advanced asset and GPS tracking systems that help monitor equipment movement, evaluate usage trends, and reduce costs from lost or stolen inventory. PassTime's battery-

powered asset tracking system lets shippers know whether their cargo is on the move or in a warehouse. And construction companies can improve efficiency and security with asset monitoring and management systems that promote safe driving, improve visibility across job sites, and monitor utilization for better payroll and billing.

The company's solutions allow customers to locate their vehicles, set virtual boundaries, and monitor vehicle battery, voltage, and speed. "We've also helped people to track remarkable things other than vehicles," Goodnight said. "Everything from dinosaur bones and museum artifacts to beehives and rental equipment."

## Managed costs, simplified operations

PassTime originally used pager technology in its devices, but switched to cellular when it became available. The company has worked with several different cellular providers over the years. "We had a simple go-to-market strategy and didn't believe we needed to look at other options," Goodnight said. "But certain events made it very clear that that was a fallible practice."

A positive experience with AT&T Business in a previous position led Goodnight to launch an entirely new product type with AT&T. "I was formerly with a company that supplied products to PassTime, and we worked very closely with AT&T Business to develop a technology platform that would make it easier for IoT companies to enter the space," he said. "That technology became the core of PassTime's first battery-powered product with AT&T Business after I transitioned over. It is now our best-selling product by far, landing AT&T Business a majority of PassTime's business."

The battery-powered Encore device revolutionized the asset tracking industry. Encore uses the AT&T 4G LTE Cat-M1 network with global roaming, giving PassTime worldwide, end-to-end connectivity through a single platform to help manage costs and simplify operations.

## International expansion

Encore eliminated the need for professional installation of tracking devices. "It did not require cutting wires or integration into the electrical system," Goodnight said. "It could be placed rather discreetly and quickly into a vehicle."

Macheca said Encore meets the needs of PassTime's diverse customer base. "It has opened doors into other markets that we had never experienced before," he said. "With the help of AT&T Business, this product has helped change our customer base quite dramatically."

Goodnight believes the relationship has helped PassTime expand. "AT&T Business has provided us the ability to go beyond the borders of the United States and to extend even to other continents. We are extremely happy with the way AT&T Business has been able to support our growth and interests abroad."

Goodnight continued: "We have quite a bit of cross-border business, and we don't have to worry about deploying different devices on different carriers. It makes a huge difference from an efficiency standpoint for both us and for our customers."

As an IoT innovator, PassTime appreciates the benefits AT&T Business brings to the table. "AT&T Business has great reach and progressiveness in being able to support our changing needs and meet those needs very quickly," Goodnight said.

“We get calls weekly about new things that people want to track,” Goodnight noted. “You would probably be amused at some of the very large things that people lose or misplace. But their business rules require them to write off equipment simply because they could not locate it within a preset amount of time. Our Encore device, powered by AT&T Business, has really expanded our horizons and differentiated us in the marketplace.”

## Highly reliable, flexible networking

PassTime staff appreciated the ability to work with AT&T Business engineers as they developed Encore. “From the early days in which we were architecting the product, I met many times and worked closely with several of the AT&T technical staff,” Goodnight said. “I was extremely impressed by how flexible AT&T Business was to accommodate and make changes to support our unique needs.”

He also counts on the reliability of the AT&T network. “It’s fantastic,” Goodnight said. Macheca concurred: “If I need to get involved with an issue it’s typically not a good thing,” he said. “In the years we’ve been working with AT&T Business, I don’t recall an instance where I had to get involved due to a problem or an issue with AT&T Business reliability.”

Goodnight added that AT&T Business makes it easier for him and his team to manage product development, supply chain issues, and communications. “AT&T Business is responsive to our needs for everything from relationship management, technology, to billing. I can’t think of any area that AT&T Business falls short on,” he said.



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**Chris Macheca**

President and Chief Operating Officer, PassTime, Inc.

## Delivering on security requirements

Macheca likes the AT&T Business commitment to security. “Obviously privacy is a huge concern,” he said. “We spend a significant amount of time and effort ensuring that consumer privacy is protected, and our carrier is a big part of that. I know AT&T Business is doing the right things to help us make sure that the communication and traffic back and forth is secure.”

PassTime devices must comply with strict government standards, Macheca said. “Ensuring security is one of the most important things. There’s no question about our ability to deliver on security requirements with AT&T Business as a provider.”



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**Todd Goodnight**

Executive Vice President and Chief Technology Officer, PassTime, Inc.

Macheca and Goodnight both cited the helpfulness and phenomenal service of their AT&T Business account team. “The AT&T Business team has greatly supported the action items coming out of our meetings,” Goodnight said. Macheca added: “They’ve been terrific to work with.”

## Moving technology to new levels

Goodnight and his team are working to make PassTime solutions easier to use and more flexible to service new markets. “AT&T Business is helping us

to be an innovator so we can drive the technology to places it’s never been before,” Goodnight said. “That means smaller, faster, and hopefully less expensive.”

PassTime is always working to develop its next project. “You have to innovate and move forward or you’re not moving at all,” Macheca said. “We’re constantly learning from our experiences with existing products, but also in the relationships that are being created.”

He values the connections AT&T Business has facilitated for PassTime. “AT&T Business is introducing us to folks that have an interest in using our product, who have unique requirements that we can build into newer products to meet their needs,” he said.

Macheca is proud that PassTime continues to evolve and work to move technology to the next level. “Todd has helped to bring us to the level we’re at today, working to develop products with vendors like AT&T Business and delivering them to the marketplace so consumers and business can be more effective,” Macheca said. “AT&T Business has been a big part of that in the last couple years and they will be a big part of our future.”

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