



Asset Tracking

Learn how Wireless Innovation help companies keep track of valuable assets around the globe

The challenge of Asset Tracking

At any time of day or night, millions of pounds worth of goods are in transit across the globe. A vast capital investment currently sits in container ships, freight trains and road haulage depots, part of a global supply chain. Businesses trust this complex network of freight forwarders, shipping agents and logistic companies to move their assets from one part of the world to another, relying on their punctuality and ability to deliver their goods safely.

High value, mission-critical assets and fragile or perishable goods demand close management and visibility in transit. They require detailed global tracking and monitoring, sophisticated systems that deliver temperature checks, condition reports and regular time-stamped call outs to confirm their location. With such huge investments at stake and punctuality so critical, freight companies have come to rely on M2M cellular services to mitigate the risk of theft and damage and to meet the compliance demands of their customers and insurers.

The problem with most cellular tracking solutions

Tracking goods through the global freight network can be very complex. In travelling from Istanbul to London a single shipping container could pass through multiple carriers. It could be held at several different depots, cross several international boundaries and be passed from road to rail to sea and back again.

For most cellular tracking solutions this causes significant problems. Moving from one territory to another requires moving from one cellular carrier to another and most cellular tracking services simply don't have the coverage required to deliver uninterrupted contact or offer a choice of roaming partners. Customers are tied to a single partner in each territory, regardless of the cost or quality of the service. More importantly, this means that if the main signal is lost there is no fallback partner and coverage fails.

Moreover, there are significant billing and administrative shortcomings with traditional cellular solutions. Most carriers have different models for billing (fixed price, minimum quantity, per kilobyte of data etc) and this tends to be reflected in the complicated billing structure of most cellular services. Customers rarely know exactly what they are being billed for or what to expect and this makes it impossible to set (and keep to) precise budgets

Global coverage for complete visibility of assets in transit

Cellubi is an M2M data service that simplifies cellular asset tracking.

Unlike other Cellular tracking solutions, Cellubi provides genuinely global coverage and a single, easy to understand pricing structure. Where other cellular tracking services have “holes” in coverage, Cellubi calls upon a global network of partners in more than 160 countries to deliver a complete tracking service, keeping you in contact with your assets wherever they might be.

Where other services provide a complex web of pricing structures, Cellubi works from a single, global flat-rate price, a predictable and transparent charging structure that allows customers to plan and budget to the last penny.

Cellubi is a data only service that was designed specifically to meet the needs of M2M communications. Unlike other services it was designed with all the features required to support sophisticated mobile asset management:

- Time stamp call out signals
- Conditional/ triggered alarm calls
- Positional reporting
- Trip reports
- GPRS and SMS delivery

Cellubi

Manufacturer: • Wireless Innovation

Network: • VF/EE/AT&T/ Verizon

Device Type: • Cellular Service

Markets:

- SCADA/ Telemetry
- Mil
- OEM
- Tracking
- Utility

Cellubi removes the complexity of asset tracking with a comprehensive online administration interface that allows customers to manage all their accounts and tracked assets from a single online portal. This level of access and control allows Cellubi customers to manage their costs closely, set caps on data usage and prevent fraud.

Where other global M2M services charge variable data rates depending on carrier and country, Cellubi works on a single flat global rate. This means that Cellubi customers always know exactly what a KB of data costs. It doesn't matter whether their goods are in Ukraine or Uzbekistan, Algeria or Armenia, they always pay the same price.

Cellubi - cost, coverage and control

Cost:

- Cellubi always bills per Kb and always bill the same amount per Kb, regardless of where your asset might be. This simple, flat rate pricing structure means that projects can be budgeted with precision and allows costs to be carefully managed.

Coverage:

- With partners in over 160 countries, Cellubi provides the most comprehensive coverage for your asset tracking. Cellubi isn't restricted to a single roaming partner in each territory so customers have maximum freedom to create the package that suits their requirements.

Control:

- Cellubi provides maximum control with an online administration portal that allows customers to manage individual accounts. This simple interface enables close control of each SIM card and provides a simple usage capping option to prevent fraud and unexpected costs.