

IoT Connectivity

Company Description

Located in Toronto, Ontario, Ultrack Systems Inc. (www.ultrack.ca) is a publicly traded company listed on the OTCMARKETS under the MJLB trading symbol. The company develops, implements, and distributes GPS and satellite tracking and monitoring technology for companies with small to large fleet operations serving various markets, including food service, transportation and logistics, construction, and waste and disposal services.

Challenge

After a decade of using their previous telematics provider, Ultrack quickly started to see a dip in customer service and technical support due to the organization closing its main Canadian headquarters. With their entire operation now in the United States, Ultrack struggled with on-going billing errors and random rate increases. They were also not willing to support the integration requirements for new customers under their most recent acquisition.

Ultrack required multiple pricing plans as they have many different customers that span many markets, all requiring cost-effective pricing for their monitoring needs. Ultrack also purchased a company after its owner passed away. They needed an IoT provider that knew how to merge complex operating systems and could tackle smoothly transitioning customer databases, accounting systems, dispatch services, human resources, and maintenance processes seamlessly.

The TELUS Experience

After months of searching and comparing proposals, Ultrack Systems landed on TELUS as their new IoT connectivity partner. TELUS demonstrated strong technical expertise in the fleet market and upheld its reputation as a customer-centric organization serving small and large technology companies. The TELUS Connectivity team worked diligently through the early stages of the Coronavirus pandemic to make efficient use of the downtime during the pandemic. They prepared a phased approach to onboard new customers while converting their existing customers seamlessly over to the TELUS network. TELUS worked closely with Ultrack, focusing on developing systems and processes that took their multiple pricing plans and billing requirements, product roadmap, and hardware and software integrations into consideration.

Why TELUS?

Partnering with TELUS just four months before the Coronavirus hit, Ultrack saw a slight dip in the early months of deployment, which allowed both TELUS and Ultrack to work on a tiered package plan that accommodated the needs of all Ultrack customers. This was a pain point for Ultrack as they not only had customers that used different connectivity solutions and data requirements, but they recently acquired a new company that had specific contracts and pricing agreements. Also, Ultrack is launching a new CANBUS monitoring device that will adhere to the Canadian ELD mandate in early 2021, and TELUS was primed to help with those deployment efforts.

CLIENT:

Ultrack Systems, Inc.

INDUSTRY:

Trucking & Logistics

PRINCIPALS/ STAKEHOLDERS:

Michael S. Marsbergen
CEO

Johnny Ramoutar

Senior Internet of Things Sales Specialist



The Gain

Since the TELUS partnership began, Ultrack has implemented a non-disruptive, phased deployment approach throughout the pandemic to its entire customer base, including all of North America and Mexico. This strategy has been beneficial within the last half of the 2020 calendar year as most of their clients are in the transportation and logistics business and are deemed essential workers.

Ultrack saw a massive uptick in new trailer purchases by its customers, primarily due to the explosion of e-commerce as a result of the nation's lockdowns and state-mandated safety guidelines. In addition to food transport, loads requiring cold chain transport include pharmaceuticals, personal care products, chemicals, and engineered materials. With Ultrack's temperature monitoring solutions, many of its customers required data plans that account for the higher frequency of monitoring trailers, now available as package plans because of the earlier work defined by the TELUS and Ultrack partnership.

Future Expansion

With the pricing plans in place and a standardized process for new customer implementations, Ultrack has been able to focus on releasing their new hard-wired ELD device designed according to the Ministry of Transportation requirements and certified by their 3rd party certification organization. The device is the first of its kind and is available in the first quarter of 2021.

The device will operate via the TELUS cellular network. It will conform to all Canadian regulations, including removing any risk of driver tampering by hard wiring the unit directly behind the vehicle's dashboard. Files can be downloaded at any time and sent directly to the Ministry of Transportation, significantly streamlining compliance, data security, and reducing administrative processes by Ultrack's back office team.

"There are so many providers out there that promise you exceptional customer support but then fall short after you become a customer. If you don't have a hundred thousand units online with them, you become lower and lower a priority in terms of support and service. I feel like our partnership has always been a two-way street with TELUS, especially after seeing how they worked with us during the COVID pandemic. I'm a delighted customer now and am not going anywhere thanks to the hard-working team at TELUS."

– Steve Marsbergen, Owner at Ultrack Systems, Inc.



Ultrack Systems Solutions

FTL (Full Truckload)
and LTL
(Less Than Truckload) Services

ELD Mandate Solutions
(HOS/DVIR/IFTA)

GPS and Satellite-Based
Monitoring Solutions

Temperature Monitoring
Solutions for Reefer Trailers

Battery & Solar-Powered
Remote Asset Tracking Devices

Driver Identification &
Behavior Monitoring

Hard-wired, Padlock, or Plug &
Play Monitoring Devices

Dash Cams and Solar-Powered
Yard Cameras