

# Smart-Enabling and Monetizing the Back-Office Helps Fleet Operators Boost Revenues and Scale to Growth!

GPS Heroes provides geo-positioning technologies to fleet operators who require mobile asset tracking and monitoring solutions that empower customers with real-time situational awareness and predictive actionable-intelligence.



## THE CHALLENGE

The fleet and shipping industries were some of the first to adopt IoT tracking technologies. These platforms have evolved to include: algorithms that simplify logistics, predictive-maintenance routines that reduce OPEX, real-time monitoring that safeguards property and geo-positioning to ensure timely arrival of multi-point shipments. But, there's a new trend underway. In order to increase efficiencies and boost revenues, operators are beginning to apply these same IoT methodologies in their back-office operations.

The challenge at GPS Heroes was to revitalize its back-office by implementing a service delivery and monetization platform in order to:

- Dynamically scale its business with customer growth
- Simplify device administration & account management
- Reduce operational costs, OPEX & CAPEX
- Expand its customer-base & coverage-area
- Grow revenues & new monetization opportunities
- Sustain its competitive advantage in its market-space

Recently GPS Heroes has experienced year-over-year growth, which has resulted in some unintended consequences. The company now supports a much larger customer-base of accounts,

services and devices, underscoring the need to consolidate, simplify and automate its back-office. Given its dependence on stand-alone office-automation and accounting applications, back-office workflows became increasingly fragmented. This created an environment of poor record-keeping, redundant customer data and accounting miscalculations that resulted in repeated under-billing. Over-billing posed an even bigger problem. Moreover, the number of steps required to create new accounts, or make changes to existing ones, quickly became impractical given the range of service options and the volume of devices involved. Manually processing multiple accounts with hundreds or thousands of lines required as many as 20 individual processes, including: lengthy carrier activation requests, creating separate Position Logic accounts, and updating the accounting system with recurring billing and credit card information.

GPS Heroes understood the long-term risks that unplanned growth might have on its business operations. It was clear that, in order to effectively scale its business operations with its growth forecasts, a proven service delivery platform and custom back-office integration would be required. A solution of this kind would successfully position GPS Heroes for long-term viability, profitability and competitive advantage.

## SOLUTION OVERVIEW

The RevX Platform represents a new breed of service delivery and monetization services that function above KORE's Position Logic connectivity layer. RevX offers an integrated view of the organization's device ecosystem, service workflows and business processes within a single-sourced application interface. Using industry language specific to their clients, the RevX platform builds upon existing IoT investments to help companies transform their traditional business practices. Workflows are unified as a collection of highly scalable business functions, back-office transactions are quickly streamlined and the process of uncovering new monetization opportunities becomes straightforward.

GPS Heroes had the "easy-button" they were looking for. RevX Professional Services -- working closely with Verizon and GPS Heroes technical staff -- quickly built a unified back-office experience that dovetailed perfectly with Verizon systems. Simple yet powerful, RevX consolidated GPS Heroes' existing billing and device management workflows, re-classifying scattered back-office functions into a cohesive set of streamlined services. A fragmented collection of data-stores was replaced by a single management platform that reconciled accounting, clerical and device management functions with the features and services, customers urgently wanted. The RevX Service Delivery platform effortlessly processed thousands of transactions through its aggregation and rules-engine routines, freeing GPS Heroes to generate new revenue streams and focus on its core business. The platform was now fully integrated, actively working behind the scenes to simplify business transactions and improve GPS Heroes' customer experience.



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## KEY RESULTS

GPS Heroes' customers were thrilled with the features and benefits of the RevX self-service portal. The new RevX online experience put customers in the driver's seat by providing 24/7 access to their accounts, device ecosystems and services. It also empowered subscribers with a wide range of self-service options. Upgrading service plans, configuring mobile assets or updating account information was now quick and easy, and included:

- A subscription oriented eCommerce portal that makes changing service plans simple & updates billing details behind the scenes
- An online account interface that provides detailed information, including currently active lines, rate plans & contract terms
- A device portal that enables line activation & provisioning without the need to call the GPS Heroes fulfillment team
- A new customer sign-up process that simplifies account creation and automates configuration of back-office services
- A new account portal that ties directly into Verizon systems, provisions devices, notifies customers & ships the product

RevX has enabled GPS Heroes to effortlessly service any number of accounts. The platform has transformed scattered, stand-alone business processes into a simplified elegant back-office. Internal workflows have been consolidated, revenue leakage is now a thing of the past, billing is accurate and account operations now take minutes, instead of hours. RevX has also enabled GPS Heroes to increase their service footprint with "a-la-carte" plans tailored to the evolving needs of its customers. With a RevX solution in place GPS Heroes now has the means to dynamically scale to growth, streamline its operations and simplify its value-chain.

### ABOUT RevX

RevX Systems provides real time integrated billing and subscriber management services for the M2M and Internet of Things marketplace. Empowering companies to quickly launch, scale and manage their cellular connected products and services.

For more information, please visit our web site at [www.revxsystems.com](http://www.revxsystems.com).

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