



## MACHINE-TO-MACHINE



### KEY HIGHLIGHTS

#### KORE is Powered by Locaid®

KORE Telematics is the world's largest provider of wireless M2M (machine-to-machine) services to the telematics and telemetry industries, providing programs such as vehicle location, utility metering, payment processing, landfill monitoring, asset management, offender tracking, home security and environmental monitoring.

Locaid enables the KORE platform to become "location aware." KORE has fully integrated the Locaid APIs into their customer-facing platform PRISMPro™ to enable streamlined location requests on a self-serve basis. KORE launched the Locaid-powered service, called LOCATE, at CTIA in 2010.



FIRST PLACE 2011

*"KORE LOCATE empowers our ASP partners with a value-added location-based service to drive revenue generation and product differentiation. With no start-up costs related to infrastructure, hardware or software, and the industry's only on-demand pricing model, KORE is once again setting the standard for M2M network functionality."*

*Alex Brisbane, President and COO, KORE Telematics*

#### Challenge

Many of KORE's over 500,000 specialized tracking devices cannot be located via GPS or WiFi technologies. Increasingly, KORE customers want to instantly locate their assets, but their older tracking units don't have embedded GPS chips, and some newer, cost-efficient tracking models are not GPS-enabled. If KORE customers could locate all of their trackers, collectively they would save tens of millions of dollars each year in operating and service costs.

#### Solution

KORE selected Locaid as its exclusive launch partner and location gateway for the M2M (machine-to-machine) industry's first multi-network, location-based tracking service. Locaid allows KORE customers to query and instantly find the location of any of their wireless devices. Via Locaid's interface, KORE customers query device locations and receive results with latitude-longitude and address information. KORE branded this innovative product, KORE LOCATE.

#### Results

With Locaid, KORE is able to offer its customers a low-cost, instant location for any KORE device. For example, one customer needed to track expensive floor cleaning equipment. With KORE's Locaid enabled service, the exact locations of their machines were easily tracked. The bank recognized the additional verification quality and knocked 25 basis points off the customer's multi-million dollar equipment loan. Real operating savings. All thanks to Locaid.

#### Got Location?™

To learn how Locaid, the world's only Location-as-a-Service (LaaS) provider, provides mobile location and more, visit [www.Locaid.com](http://www.Locaid.com), and get your LOCATION API at <http://developer.loc-aid.com/getit>.

#### About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including **América Móvil, AT&T, Rogers, Sprint, T-Mobile** and **Verizon Wireless**. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>