TRANSFORMATIVE IoT
BEYOND CONNECTIVITY

Tracking assets to deliver cost savings and customer experience improvements

BUSINESS CHALLENGE – COST-EFFECTIVE ASSET TRACKING

Each year, industrial companies misplace assets, including large expensive items, such as refrigerated trailers, vehicles and freight pallets. The use of manual tracking and stocktake processes can also result in operational inefficiencies. By using the Internet of Things (IoT) to reduce asset losses and improve efficiency, Australian companies could save AU$4.3 billion per year, according to the Telyste Telstra Track And Monitor Study 2019.

TELSTRA'S TRACK AND MONITOR® IOT SOLUTION

Traditional tracking solutions that use RFID tags only show if an asset has been checked in or out, and not its actual location. Now, low power connectivity is making it feasible to continuously track low value assets. Telstra's Track and Monitor® asset tracking solution combines IoT connectivity with analytics software in the cloud. It employs a variety of innovative IoT asset trackers to locate a wide range of business assets from large containers or trailers to small plant or freight.

Telstra's IoT network covers almost four million square kilometres - one of the world's largest. Telstra uses LTE-M for the tracking of critical assets, while lower value assets are monitored via the Bluetooth Finding Community, made up of Telstra customers, which connect to the Bluetooth network when in range. These Bluetooth asset trackers interact with the Bluetooth network to provide continuous tracking on a 'best efforts' basis. This approach drives down cost: Telstra charges a minimal service fee, which can be as low as AUS$1.50 per month per device.

REAL-WORLD DEPLOYMENT – SCT LOGISTICS ACROSS AUSTRALIA

SCT Logistics is using Telstra's solution to track non-powered assets across Australia and has added LTE-M solar-powered trackers to rail wagons and trailers. Whereas "we used to track our assets purely on paper and Excel spreadsheets, now we can track them and understand exactly where they are, every minute of every day," says SCT Logistics' CIO Sean Atchinson.

Before deploying the new tracking solution, SCT Logistics was losing about 3% of its wagons and trailers each year. With each asset costing an average of AU$100,000, the solution should help SCT Logistics save AU$3.8 million a year, based on tracking 1,500 wagons/trailers.

SCT Logistics is also using Telstra's solution to improve its operational efficiency. An application programming interface enables SCT Logistics to integrate the new location data into its existing IT systems. As a result, it has a single centralised view of data, reducing costs and enabling faster, better-informed decision-making.

When a rail wagon or trailer enters its destination "geo zone", SCT Logistics can dispatch trucks for unloading, creating efficiencies and optimising resources. The company is also performing replacement/predictive maintenance for its trailers, wagons and containers based on the time they spend on the move, how far they have travelled and the nearest maintenance facility.

"The cost savings for us is about knowing where our assets are, so we can provision them in time, we can do a lot of preloading," explains Sean Atchinson. "We won't lose our assets any more. We won't have to spend time looking for them, so the combined physical and human savings generate a lot of benefits for the business."

SCT Logistics is working with Telstra Labs to use artificial intelligence to analyse the many terabytes of location data it is now generating to further improve the efficiency of freight movement and yard optimisation. "What started off with the connected IoT solution has now developed into a broader partnership," says Sean Atchinson.
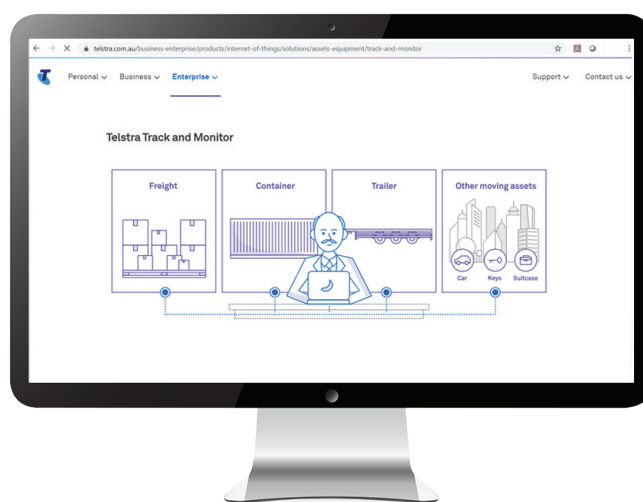
About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators and nearly 400 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

For more information, please visit the GSMA corporate website at www.gsma.com.

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About the GSMA Beyond Connectivity campaign

Delivering seamless IoT connectivity has been a crucial element in helping operators to launch new services such as low power wide area (LPWA) networks, using NB-IoT and LTE-M technologies and create added value and sustainable growth. Now leading IoT operators are building on this and their reputation as trusted industry partners by delivering value added services beyond connectivity.

These end-to-end solutions include services across big data, machine learning, analytics, edge computing and distributed ledger technologies. They are delivering substantial benefits to customers such as increased productivity, reduced costs and automated business processes as well as driving innovative new products and services, new lines of business and new business models.

Services beyond connectivity are transforming businesses and industries.

www.gsma.com/BeyondConnectivity

About Telstra

Telstra is Australia's leading telecommunications and technology company, offering a full range of communications services and competing in all telecommunications markets.

In Australia we provide 18.0 million retail mobile services, 3.7 million retail fixed bundles and standalone data services and 1.7 million retail fixed standalone voice services.

We believe the more connected people are, the more opportunities they have. That's why we help create a brilliant connected future for everyone, every day.

That's why we build technology and content solutions that are simple and easy to use, including Australia's largest and fastest national mobile network. That's why we strive to serve and know our customers better than anyone else – offering a choice of not just digital connection, but digital content as well.

And that's why we have an international presence spanning over 20 countries.

In the 21st Century, opportunity belongs to connected businesses, governments, communities and individuals.

As Australia's leading telecommunications and information services company, Telstra is proud to be helping our customers improve the ways in which they live and work through connection.

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