CASE STUDY

TATA COMMUNICATIONS MOVE™ AND IZO™ PRIVATE CLOUD BRINGS IOT FLEET AND ASSET TRACKING INNOVATION TO SOUTHEAST ASIA.
ESCAPING INFLEXIBLE, HIGH COST SUPPLIERS, W-LOCATE CHOSE TATA COMMUNICATIONS FOR IOT CONNECTIVITY WITH CLOUD STORAGE FOR BIG DATA.

BUSINESS CHALLENGE
As an IoT start-up, W-Locate found problems getting the attention of local MNOs in countries where it wished to operate. Even when it did, their inflexibility and high prices impaired its business model. Furthermore, with rocketing growth a public cloud service was becoming an overly-expensive data storage option.

SOLUTION
Providing seamless access to over six-hundred Tier 1 mobile network operators, the Tata Communications MOVE™ IoT Connect service offered affordable easy reach into southeast Asian target territories, along with assured mobile network availability. When twinned with IZO Private Cloud for big data storage, the Tata Communications solution was irresistible.

BENEFITS
W-Locate IoT solutions are operational across five countries and its customers get great confidence from the strength of the Tata Communications brand. Now, W-Locate offers the best signals everywhere at the most competitive rate with MOVE™. And savings from the adoption of IZO™ Private Cloud are releasing cash for new product development.

ABOUT W-LOCATE
Headquartered in Singapore, with subsidiary offices in Hong Kong, Jakarta and Malaysia, W-Locate empowers organisations and individuals with real-time, location-based data. Its innovative IoT technologies combine market-leading location intelligence with M2M telematics, big data and cloud computing.

For more information go to: http://www.w-locate.com/about-us/

“We always inform our end customers that Tata Communications is our connectivity and cloud partner. The strength of the brand is very reassuring to them.”

STEVIE OOI
FOUNDER AND CEO, W-LOCATE

30% customer price advantage with MOVE™ solution
30% cost saving by moving to IZO™ Private Cloud
5TB data volume monthly – and rising
40% business growth projected over two years
LOCAL CONNECTIVITY CHALLENGES

Customers of W-Locate in telecoms, financial services, logistics, construction and the public sector can use advanced location-based Internet of Things (IoT) services to make more informed decisions, boost productivity and seize new revenue streams.

The company has two mainstream products: XimLoc and FIND (fleet intelligent dynamics), which use a unique platform that taps into multiple location-based data sources. With XimLoc, any SIM card-based device can be located, while FIND caters for industries always on the move like ready-mixed concrete and logistics.

Working across several countries, W-Locate was facing challenges. Stevie Ooi, Founder and CEO of W-Locate, says: “In new territories, MNOs didn’t give us the attention we deserved. It took a lot of time and effort to get things going. Even then their costs were high, and they lacked commercial flexibility.”

MOVE™ IOT CONNECT HELPS START-UP STAY AHEAD

So, W-Locate chose the Tata Communications MOVE™ IoT Connect service to help its business soar. Increasing global reach and coverage through partnerships with more than six-hundred MNOs, it was the ideal choice to help W-Locate operate across continents. There’s no network lock-in and switching between service providers is seamless and transparent. Also, it doesn’t incur roaming costs, so customers get the best and most cost-effective connectivity everywhere.

Stevie continues: “We’re a start-up and, to stay ahead of our rivals it makes sense dealing with a single entity across the entire region. We can seamlessly control connectivity while managing our cost structure more efficiently. We estimate the overall price advantage to our customers at 30 per cent.”

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**RELEASING CASH WITH IZO™ PRIVATE CLOUD**

W-Locate at first used a public cloud service to store and manage the large volumes of data it collects and processes to feed customers’ ERP systems and populate real-time customer analytics dashboards. But charges for uploading and downloading data were going through the roof as the number of customers grew.

With monthly data volumes hitting 5TB and rising, W-Locate decided to shift its cloud-based storage to a Tata Communications IZO™ Private Cloud platform. Finance Manager at W-Locate, Alvin Goh, explains the reason why: “Moving to IZO™ Private Cloud showed savings of 30 per cent over our previous public cloud arrangement. We’re channelling that newfound cash into product and service development.”

Migration from the public cloud to the IZO™ Private Cloud platform was achieved by a Tata Communications professional services team with zero business downtime.

With its compute running on in-house application and database servers, connectivity between that W-Locate platform and the IZO™ Private Cloud domain uses IPSec peer-to-peer linkage. “There’s been no compromise on speed. For example, our customers in China don’t experience any latency,” says Alvin. “We’re already tracking 5,000 assets and we now have the scalability to cope with future growth.”

**FLAT PRICING MODEL AND POOLED DATA**

XimLoc is the world’s first location-based service that can accurately track mobile devices using an innovative mix of GPS, cellular and other technologies. Stevie explains: “Originally targeted at workforce management, XimLoc has morphed into tracking physical assets, kids and seniors, and making cities smarter and safer.” Adopted in Singapore, Malaysia, Thailand, Indonesia and Vietnam, XimLoc works on Java-based SIM cards with OTA functionality.

FIND gives businesses full mobile asset visibility through a comprehensive suite of management and analytical tools. They can efficiently track and measure key parameters in real time over the cloud to manage their fleets’ productivity.

Using the Tata Communications IZO Private Cloud service, the company has developed modules to complete the circle for logistic industries. A single platform covers all aspect of data input with vital analysis transferred to customer’s ERP systems. Hundreds of southeast Asian ready-mixed concrete companies are already using the FIND product, for example.

Tata Communications has arrangements with Tier 1 MNOs in each country to assure network availability and the strongest signal. “Tata Communications offers us a flat one-price model and pooled data across all regions,” Stevie adds. “That gives prospective customers

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REASSURANCE OF CONNECTIVITY AND CLOUD

Since its inception in 2010, W-Locate has been growing at 25 per cent year-on-year, with 40 per cent forecast for the next two-year period. Its IoT solutions are already operational across five countries. “We’re sure our partnership with Tata Communications will further accelerate that growth,” says Stevie.

A fundamental factor is that most customers can’t be bothered with connectivity issues. Nevertheless, there’s comfort in knowing who’s doing the knitting. “We always inform our end customers that Tata Communications is our connectivity and cloud partner,” continues Stevie. “The strength of the brand is very reassuring to them.”

Furthermore, the Tata Communications platform supports W-Locate as it deals with the varied requirements of customers in different countries. Stevie adds: “It allows us to manage things like service starts and stops and data plan changes, all from a single point of control.”

TECHNICAL ARCHITECTURE FOR FUTURE GROWTH

Real-time fleet management tracking is coming to the fore with the move towards paperless organisations, and W-Locate has positioned itself to take advantage of that trend. With IoT and cloud technology connecting devices on a single platform, the company is adopting that as a technical architecture for future growth.

Alvin Goh sums up: “Tata Communications is a true business partner in helping us grow, with an unparalleled network and cloud portfolio and expertise in emerging markets. It’s flexible and provides better options for our journey to be an IoT company.”

ABOUT MOVE™ IOT CONNECT

Tata Communications MOVE™ IoT Connect™ is a fully managed mobile network solution underpinned by its own global infrastructure and partnerships with over 600 mobile network operators. Harnessing the power of IoT apps with seamless M2M connectivity across borders, businesses gain significant cost and operational advantages.

Find out more at: https://www.tatacommunications.com/services/mobility/iot/move

ABOUT IZO™ PRIVATE CLOUD

Delivering a high-performance IT-ready infrastructure, IZO™ Private Cloud is a fully integrated and managed enterprise cloud solution designed to transform IT environments. With IZO™ Private Cloud, Tata Communications can help digitally transform business infrastructures, so customers can grow and innovate, enabling them to seamlessly scale-up and scale-down resources.

Find out more at: https://www.tatacommunications.com/services/cloud/cloud-platforms/izo-private-cloud

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