



# Delivers GPS Tracking for Vehicles to Monitor, Manage or Locate

## OVERVIEW/PROBLEM

A trucking company's high-end tractor trailer was stolen out of a shipping yard in New Jersey. The thieves drove the truck 30 miles to a non-descript warehouse where they housed stolen merchandise. With great precision, they unloaded the merchandise, drove back to the shipping yard and stole a second load. When employees of the shipping yard arrived for work the next morning, they noted the missing merchandise and an all-points bulletin was issued.

Experts say two-and-a-half loads of cargo theft occur every day in the U.S., the highest ever on record. According to FreightWatch International's annual report on cargo theft in the U.S., 951 incidents occurred throughout the country in 2013. The report confirmed that the last two years have seen the highest levels of cargo theft incidents on record in the U.S.

This rise in cargo theft is costly to merchandise owners and insurers alike. SouthWest Transportation Security Council, a nonprofit industry group that represents more than 200 freight-shipping companies, estimates that the average loss in each cargo theft is \$350,000, not including the cost of the truck.

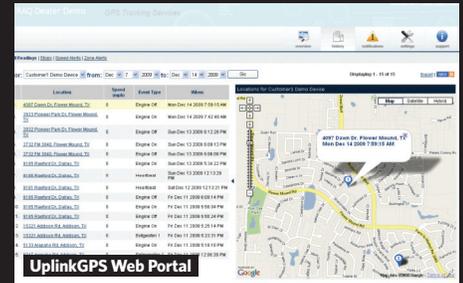
## SOLUTION

Fortunately for the trucking company, they had contracted GPS My Truck to install the **UplinkGPS** tracking solution in its fleet. **UplinkGPS** is a miniature GPS tracking device that uses the nation's GPS satellite system to determine a vehicle's location, and a cellular transmitter in the device sends that location to a mapping website, making the exact spot of the vehicle visible online. In addition, the **UplinkGPS** design uses a unique compression antennae strategy so that no wires are seen inside the vehicle.

GPS My Truck has been servicing the vehicle tracking needs of small to large enterprises and government agencies since 2001. With more than 35 years of collective hands-on experience, the company offers standard and customized integrated products for fleet and logistics industries, as well as armored car services.

Customizations of the system included industry-specific needs for alarm timing, geo-fencing, asset movement, dwell times, patterns and cycle loop times, and more. Knowing the need to deploy the solution on a very large scale, Numerex built the platform for scale and reliability enabling high growth of deployed devices across the industry. The customized database allows for front end application and parallel processing as resource needs are increased. Companies now have the benefit of real-time monitoring and state-of-the art analytics with alerts and notifications on anomalies or when parameters have been compromised.

**UplinkGPS** offers alarm companies the opportunity to sell additional security products to their commercial or residential customers. The company offers a small plug-n-play device that simply attaches to a vehicle's OBD port or a hard-wired alternative for commercial trucks. The **UplinkGPS** application is designed with dealer branding in mind, allowing for the quick and easy upload of unique logos, selection of colors and entry of contact information during account set-up. The easy-to-use mapping feature can be configured so users can track the vehicle's location, report on trips, starts/stops and receive email notifications when a vehicle has left a pre-determined perimeter or ignition is started in a specified period. Robust customer management tools are also provided.



## RESULTS

With this powerful **UplinkGPS** system, the location of the stolen merchandise was recorded along the thieves' path every five minutes, leading the owner directly to the missing merchandise. In addition, when the crew stopped at a local convenience store they were captured on the store's camera, identifying them for law enforcement.

Within hours of the company reporting the merchandise missing, it was retrieved and the thieves were apprehended. The stolen copper tubing was worth over \$375,000 to the company, not including the price of the tractor trailer. In addition, the retrieval of this truck led authorities to recover 27 other stolen goods in the same location.

**"We contracted with GPS My Truck to help us more efficiently manage company vehicles and employees. But the value of that relationship has proven itself 10 times over with the easy recovery of this merchandise. The fact that we were able to track and measure every motion of our stolen merchandise, including speed and stops, allowed us to apprehend our materials and the bad guys, saving us hundreds of thousands of dollars."**

-Carl Hightower Vice President,  
J Cioffi Leasing & Trucking



## PROBLEM

EXPERTS SAY TWO-AND-A-HALF LOADS OF CARGO THEFT OCCUR EVERY DAY IN THE U.S.



AVERAGE LOSS IN EACH CARGO THEFT IS **\$350,000** NOT INCLUDING THE LOSS OF THE TRUCK



CHUBB CORP, A MAJOR INSURER ESTIMATES THEFTS OF **\$435 MILLION** IN 2009



CARGO THEFTS WERE **UP 4%** IN 2010

## SOLUTION

UPLINKGPS, A GPS VEHICLE TRACKING POWERED BY NUMEREX



USES THE NATION'S **GPS SATELLITE SYSTEM**

CELLULAR TRANSMITTER SENDS THE LOCATION TO A MAPPING WEBSITE, MAKING THE EXACT SPOT OF THE VEHICLE VISIBLE ONLINE



**COMPRESSION ANTENNAE**  
NO WIRES VISIBLE INSIDE VEHICLE



**CUSTOMIZABLE SYSTEM**

FOR INDUSTRY-SPECIFIC NEEDS (ALARM TIMING, GEO-FENCING, ASSET MOVEMENT, DWELL TIMES, PATTERNS & CYCLE LOOP TIMES + MORE)

## RESULTS

RECOVERY OF STOLEN MERCHANDISE, SAVING MONEY FOR BOTH THE TRUCKING AND INSURANCE COMPANIES



**QUICKLY LOCATE** STOLEN VEHICLES AND GOODS



ABILITY TO EASILY **MANAGE** VEHICLES & EMPLOYEES **MORE EFFICIENTLY**



**PIN-POINT VEHICLE LOCATOR** WITH 60 DAYS OF HISTORY



**ALERT SETTING** WHEN VEHICLES LEAVE DESIGNATED ZONES