

BrickHouse Security builds better fleet management with emnify



Leading vendor of GPS tracking and dash cameras turns to emnify to ensure reliable, cost-effective connectivity for its IoT fleet management systems

120,000+

fleet management devices equipped with emnify SIM cards

Zero

Level 1 customer service issues

One-call

troubleshooting

As an Inc. 5000 company, BrickHouse Security knows that **the key to its success is its expertise and customer service.**

The U.S.-based online vendor focuses on providing pre-tested and pre-integrated IoT fleet management and security systems, selling them as a packaged service that includes devices, network connectivity, cloud software, backend hardware, and integrations. The company also takes responsibility for system maintenance.

Critically, BrickHouse Security ensures that the systems it sells are easy-to-use and reliable, regardless of how technology evolves.

"Our job is to make using our fleet management and security systems as simple and dependable as possible for our customers," says Todd Morris, CEO of BrickHouse Security.

Early in his career, Morris worked at Apple. That famous company's approach to building computing products greatly influences BrickHouse Security's strategy.

// Our preferred network provider is emnify because they offer the best APIs and the best real-time data services with flexible data plans."

Todd Morris
CEO, BrickHouse Security

Industry: Tech (Hardware)

Headquarters: New York, U.S.

of employees: 60

Challenge: Find a reliable IoT connectivity provider with high performance APIs and real-time network visibility and control.

How emnify helped: Installed the emnify SIM cards into a wide variety of telematics devices (more than 120,000 devices since partnering with emnify).

Integrated management applications with emnify's automated REST APIs and real-time data feeds to set controls for data usage, geographic range, and other parameters.

Ensured customer service quality with real-time visibility and control of fleet management IoT devices.



Like Apple, Morris says his company's reputation depends on removing technology complexities and providing a seamless customer experience, free of painful technical troubleshooting.

Being able to proactively monitor network activities and recognize issues before a customer calls is a major part of ensuring BrickHouse Security's industry-best reputation. This makes it crucial that the company works with the industry's leading technology partners.

Technology challenge

Two years ago, BrickHouse needed to find a new service provider for its IoT network — the essential bridge between fleet vehicle IoT devices and centralized management systems.

The company's existing IoT network service provider had been acquired, and after that point the reliability of its network started degrading while its customer support became increasingly slow and undependable, Morris says.

"It would take days to get a response to a troubleshooting issue, which prevented us from maintaining our goal of 'one-call resolution' for our customers," Morris says.

Its connectivity problems had become so bad that the company was receiving negative customer feedback related to those issues.

"Because of our network challenges with our existing partner, our customers were having bad experiences with our products," Morris explains. "That was a threat to our business success, which is built on our customer service and reliability."

To address this, Morris and his team conducted an assessment of the market to find a new IoT network provider.



His team looked at dozens of vendors, but most were eliminated because they couldn't meet its requirements.

BrickHouse wanted a highly reliable network with great coverage across regions that also offered real-time network visibility, responsive APIs, and a flexible data plan.

emnify was one of only three vendors that provided all the capabilities BrickHouse required. The company then tested each of these vendors to see how they would perform in real-life conditions.

Most importantly, they wanted to learn what the vendors would be like as long-term partners.

"We were looking to see how they deal with problems, which are inevitable," Morris says. "What we don't want is a partner who is going to be finger-pointing. We need a partner with the ability and commitment to diagnose a problem quickly and fix it right away."

Based on its extensive testing process, BrickHouse selected emnify as its new partner for IoT connectivity.

How emnify helped

emnify now serves as the preferred SIM vendor for BrickHouse Security.

Every fleet management and IoT device BrickHouse Security sells has an emnify SIM installed, accounting for more than 120,000 GPS trackers (fleet, asset, and personal) and dash cams.

Morris says emnify provides his organization the essential ability to see network activity in real time. His team can easily see the status of any device connected to its IoT systems. They can also monitor data consumption rates and other usage metrics, along with setting alerts and triggers if usage rules are violated (data limits, geofencing, etc.).

Morris is particularly impressed with the quality and responsiveness of emnify's APIs. BrickHouse Security uses those APIs to consolidate management of its IoT systems into backend applications running in NetSuite.

Benefits and results

emnify is now providing BrickHouse Security a host of benefits. Most importantly, it is helping the company ensure the quality of its customer service.

"When you are deploying a large volume of SIMs embedded in your IoT solutions, you want to make sure you are in a relationship with a connectivity provider that is going to back you up. And that was a big reason we selected emnify," Morris says.



Benefits and results contd...

He says having responsive, quality APIs for routing data from IoT devices to its management applications also helps his team easily see and address any network or device issue.

Such real-time visibility and control of IoT devices is also critical to ensuring the reliability of its systems.

“Over half the companies we evaluated couldn’t offer immediate network access,” Morris says “It would take them 24-48 hours to provide network usage updates. But with emnify, if we have a problem, we can check it out and get it fixed right away.”

As with all aspects of its business, BrickHouse Security wants to remove any technology complexities for the customer. And now emnify is ensuring that network connectivity is one less thing that BrickHouse customers have to worry about.

“I never want the customer thinking about the SIM card. That’s invisible magic to them. If they have to think about it, it’s not working,” Morris says.

But perhaps emnify’s greatest benefit for BrickHouse Security is peace of mind, knowing that its IoT connectivity is now in good hands.

“With emnify, we are sleeping a lot better at night,” Morris says. “We don’t have to worry about our network connectivity anymore.”



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