

# IMETRIK

SIMPLIFY THINGS



## At a Glance

- IMETRIK Global Inc. is a global provider of GPS based wireless solutions specializing in the automotive finance, insurance and fleet management market.
- Based in Montreal, Canada
- Founded in 2007
- **Challenges**
  - Complex implementation value chain
  - EOL STP & HLR
  - Growing number of IoT/M2M endpoints
- **TITAN Services**
  - STP
  - HSS
  - HLR
  - DSC
- **Results with TITAN**
  - Support for unique scaling, security and subscriber profile requirements of IoT/M2M
  - Ability to address new 4G market opportunities
  - Significant cost savings

*“The NetNumber TITAN platform virtualizes and integrates a number of network applications critical to our value chain, including wireless communications and analytics.”*

—Guy Chevrette, President/CEO, IMETRIK Global Inc.

## The Customer’s Story


IMETRIK Global Inc. is a leading Telematics Services Provider helping customers in the automotive industry reach optimal asset management efficiency with turnkey GPS-based wireless solutions that allow vehicles to communicate seamlessly with computer systems, thanks to cutting edge technology.

IMETRIK is also an innovative IoT (Internet of Things) Solutions Provider. Offering complete flexibility, IMETRIK’s IoT FOOTING platform will enable developers of IoT solutions from a wide range of industries to build business-specific services and develop customized remote asset management tools.

IMETRIK offers end-to-end solutions by controlling each link in the IoT value chain: from hardware design, mobile network and secured cloud-based data platform to Web services and developer applications.

## The Solution

NetNumber TITAN is the industry’s most robust centralized signaling and routing control (CSRC) platform, and provides a common, virtualized infrastructure for *all* signaling control, routing policy enforcement and subscriber database services in the network. TITAN is well-suited to the unique characteristics of M2M and Internet of Things (IoT) traffic. The virtualized environment enables the ability to scale up and down based on transaction volumes and required applications. TITAN customers can invest in an architecture that grows as their business grows, maximizing CAPEX investment.



IMETRIK selected the NetNumber TITAN platform with multiple applications, including the Home Subscriber Server (HSS) and Home Location Register (HLR) as well as the Signal Transfer Point (STP) and Diameter Signaling Control (DSC). The company was facing End of Life (EOL) STP and HLR products from other vendors and wanted applications that could be easily deployed in a virtual multi-protocol environment, realizing efficiencies in scaling, management and cost.

In addition, NetNumber was able to provide a unique (but required) roaming feature. The NetNumber HSS application supports multi-4G-IMSI, thus enabling the IMETRIK adaptor to store multiple carrier profiles and search for the most cost-effective network as a tracked asset moved from state-to-state and country-to-country.

## The Results

Working with NetNumber, IMETRIK can now more easily transition from legacy, hardware-based technologies to the latest virtualized solutions that will not only support and enable new 4G marketing opportunities but also contribute to significant cost savings related to data transmission in the context of the IoT market. TITAN provides a future-proof infrastructure for solutions farther out on the company's roadmap, including IMS Core, Signaling Firewall and more. With the flexibility of the TITAN platform, IMETRIK can now add more network applications to create new or enhanced solutions via a simple software download while at the same time achieve greater operational efficiency.

As TITAN can serve a vast number of geographically-dispersed endpoints, NetNumber will help enable IMETRIK to further expand their customer base globally.

## For More Information

For more information about NetNumber TITAN, visit [www.netnumber.com](http://www.netnumber.com) or contact your local account representative via [sales@netnumber.com](mailto:sales@netnumber.com).