

CASE STUDY - POC

SUMMARY

Goosetown Communications expanded offering of its unique Push-To-Talk Over Cellular solution required sourcing cost-effective IoT wireless data service

Direct dealings with the carriers for pricing and device certification were consuming too much time and effort

Partnering with Choice IoT resulted in faster device certification and realized service cost **savings of over 10%**



Choice IoT is easy to do business with, they are so responsive to any problems, and are always willing to help us. Compared to other IOT providers we work with, Choice is by far the most progressive and active supplier in the market place.

I wish all of our vendors were as proactive and willing to work with us!

*David Gottlieb
Executive Vice President
Goosetown Communications*

O V E R V I E W

Goosetown Communications assists businesses, communities and government organizations to communicate more effectively through wireless technology. TeamConnect, their Push-To-Talk over LTE solution, began to experience significant expansion. To meet their customer demand, they selected a new device for TeamConnect deployments, but with it came special requirements for **custom pricing** as well as the need for carrier **device certification**.

C H A L L E N G E S

Goosetown quickly realized that the technical and logistical challenges of certifying their preferred TeamConnect device with the carrier were daunting. The Carrier's pricing model was a one-size-fits-all proposition that would **financially undercut** their operating margin. And in a crowded mobile communications marketplace, Goosetown recognized the need of a true partner that could assist as a force multiplier for their sales team, one that would enhance their go-to-market strategy.

S O L U T I O N

Working with Choice IoT provided Goosetown with a partner with a longstanding carrier relationship that could effectively cut through the bureaucracy while leveraging their **technical expertise** for swift device approval. Reviewing the TeamConnect use case helped Choice design **efficient pricing plans** that would not only meet their operational needs but were 10% less than other IOT service providers. And with innovative co-marketing and social media campaigns, Choice stepped up to effectively help promote the TeamConnect solution.

With a single pane of glass platform to easily manage their devices. Choice's connectivity and management platform **CAMP™** allowed them to **quickly deploy** new users and effectively **maintain control** of their data costs. CAMP is accessible from any mobile browser and allows partners, the ability to activate SIMs quickly, while **providing visibility** into data usage with detail reports and alerting capabilities, helping streamline operations and improving cost controls.



Learn more about
how Choice IoT is
simplifying
IoT Connectivity

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