

# Track team

*Anne Wainscott-Sargent presents EMS Technologies' new Global Tracking Division*

EMS Global Tracking is a leading player in global telematics, force-tracking and microtelemetry solutions, and a pioneer in search and rescue technology. The division's solutions are used to safeguard and monitor cargo, personnel and fleet assets in some of the harshest environments of the world.

The division has sold in excess of 175,000 satellite terminals, which offer a variety of options for communications. Within the cargo tracking market, the TAM-210 terminal provides global asset tracking. The unit's long life battery allows it to be deployed in locations where a terminal needs to work independent of a power source.

Headquartered in the UK town of Tewkesbury, the EMS Global Tracking has additional offices in Ottawa, Canada, and Marion, Illinois. The Tewkesbury facility houses the network hub for the IsatM2M system, along with associated, sales, support and engineering services to this product line. Functions relating to EMS Emergency Management and Land Mobile Products are maintained in Ottawa, Canada.

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Seven months after finalising its acquisition of global telematics provider **Satamatics**, Atlanta-based **EMS Technologies Inc.** formed a new **EMS Global Tracking Division**, consolidating the company's telematics, force-tracking and search and rescue solutions.

The division is now positioned as one of the largest global players in the low data rate (LDR) tracking space.

'With a more expansive portfolio of products and new capabilities, EMS Global Tracking can take a lead role as a first-tier supplier in the industry,' says Dino Koutrouki, the new division's general manager. 'We are leveraging our market-leading products and solutions to provide our channel partners and direct customers with the capability to address their needs through the provision of products and services which typically include hardware, airtime, applications, and support services.'

EMS is one of the largest players in an industry known for its fragmentation, with many smaller technology providers currently serving the market.

## Capital assets

EMS Global Tracking supplies equipment, network-monitoring services and technical support to customers seeking to address key business issues such as improving the utilisation of capital assets and reducing operational costs, as well as minimising security-related risks associated with assets, cargo and personnel. The division's low-data rate global satellite tracking and monitoring products and solutions provide capabilities to a broad range of customers involved in the logistics supply chain, such as trucking firms and non-governmental organisations (NGOs). The products operate over a number of satellite constellations, including *Inmarsat*, *Iridium*, *MSV* and *Cospas-Sarsat*.

Within the cargo security market, EMS Global Tracking offers a *Land Track* solution – a versatile, single-box solution for tracking and monitoring

mobile assets. It allows organisations to locate their field-deployed assets and gather key business performance indicators to enable greater operational effectiveness and cost control. Details about vehicles – including ignition status, course, speed, and global position system (GPS) position – are all tracked in real time via a secure web-based application with both integrated mapping supporting customer specific Points Of Interest and Keyhole Markup Language (KML) interfaces to *Google Earth*.

## Built-in battery power

The division's *Tracking and Monitoring (TAM)* terminal system also has been successfully deployed in the cargo market. It features built-in battery power, eliminating the need for an external power supply. One customer, **GCNet**, a public/private partnership in Ghana, relies on EMS Global Tracking's TAM solution for its *i-Transit* system, the modernisation of the country's **Customs, Excise and Preventive Service (CEPS)**. Now, all transit vehicles operating in Ghana are equipped with TAM units. The EMS Global Tracking solution helps promote safe passage through remote, rugged areas of the country, and assists in automating excise collections, ensuring that the correct taxes are levied on the companies bringing in supplies, notes John McQueen, global commercial sales director for EMS Global Tracking. On average, 2,500 vehicles are tracked per month. It's a solution that is helping Ghana make its transit corridor the 'Gateway to West Africa'.

## Significant growth

The formation of EMS Global Tracking comes at a time when the satellite Mobile Satellite Services (MSS) industry has seen significant growth. A recent market survey and forecast report from **TMF Associates** predicted that the market for low data rate land and maritime satellite hardware and service revenues will grow from 1.2 million in-service units

in 2008 to more than 6.2 million units and \$1.5 billion in revenue by the end of 2018. Data was the one area that was least affected by the economic downturn.

**Key IP investments**

EMS is actively investing in next-generation technology, developing a whole new suite of products that will be launched in the next 12 months, notes Steven Edgett, vice president of Business Development and Strategy at EMS Global Tracking. 'We will emerge from this economic downturn in a much stronger product position compared with competitors who have not invested in R&D during this period of economic uncertainty,' he adds.

**Pursuing new markets**

According to Edgett, EMS's newest division is looking to leverage the IP capabilities throughout the business to pursue new markets. EMS is finding ways to integrate its low-data rate products into other areas of the business. With other parts of EMS under one unified tracking group, the division now can strategically align itself to serve its satellite provider clients in a new, more unified manner.

Exciting developments are on the horizon for EMS Global Tracking. With an experienced leadership team and a business focused on fast growth, EMS's newest business is set to make a lasting mark on the global asset tracking industry.

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