



Tractive

Using an Orange IoT solution, Tractive offers high-quality pet tracking and activity monitoring worldwide

“ For the services we provide to loving pet owners, seamless and interruption-resistant connectivity on a global scale is absolutely key. The Orange Business Services solution caters to our customers’ needs and requirements. ”

Michael Hurnaus
CEO
Tractive

Highlights

- Tractive is an Austria-based developer of apps and devices that keep pets safe and give their owners peace of mind
- Operating in 150 countries worldwide, Tractive needed secure, global connectivity to guarantee its products delivered full monitoring and GPS-based identification of the location and health of each owner’s pets
- The Orange IoT solution uses embedded SIMs for IoT connectivity built into Tractive’s all-in-one GPS and activity monitoring devices, which track pets’ movements in real-time
- Tractive can now offer its innovative service to pet owners anywhere around the world; this capability is helping to accelerate sales



Headquarters in
**Pasching,
Austria**



Operations in
150 countries



Founded in
2012



Business
Services



Issues and challenges

Tractive's market-leading all-in-one GPS and activity monitoring devices help pet owners locate their pets and keep track of their fitness and health. The products can be used to locate and monitor pets in real-time via mobile devices, indoors or outdoors.

The service now covers 150 countries, and Tractive needed a new level of service provider to be able to deliver a secure and reliable service to every customer worldwide.

The objective

Enable global expansion and guaranteed reliable delivery of the Tractive service.

The Orange Business Services solution

- Orange IoT solution – embedded SIMs in the Tractive pet-tracking devices
- Simple pricing structure
- Service consultancy
- Project management

The benefits

The Orange Business Services solution removed a potential barrier to sales growth giving Tractive the capability to deliver a truly global service.

- Reliable, secure, seamless global connectivity with strong SLAs
- Real-time tracking of pets' movements
- No additional hardware or software modifications
- Simple pricing structure
- Platform for new services

The results

- Positive customer feedback
- No roaming charges
- Accurate budget planning
- Future-proof, scalable solution

“ We are especially impressed with the global approach from Orange and the close teamwork with our own experts. They are not just a provider, but a trusted partner for us with our future expansion. ”

For more information about Orange Business Services, visit www.orange-business.com

For more information about Tractive, visit www.tractive.com



**Business
Services**

Copyright © Orange Business Services 2020. All rights reserved. Orange Business Services is a trading name of the Orange Group and is a trademark of Orange Brand Services Limited. Product information, including specifications, is subject to change without prior notice.

0420/CCS-TRA-073(2)