



## Stonelin Communications

# Stonelin ensures successful global launch and customer use of innovative new tracker devices

“ With our planned IoT portfolio, performance is paramount. As a start-up, the Orange experience in GPS tracking, IoT connectivity and connected device data has been invaluable in the development of our tracking products and will ensure they realize their full potential. ”

Steven Stone  
Managing Director  
Stonelin Communications

### Highlights

- Stonelin, a leading developer of IoT tracking devices using GPS, GPRS and Bluetooth technology, is launching three new products into three different markets in Europe and Asia
- Orange is supporting this launch with IoT Connect Express, SIM technology and a connectivity management platform
- With the Orange solution, Stonelin now has the global capability to ensure that each tracking product delivers a high-quality customer experience
- As a result, the company is on plan to be a major player in the IoT tracking device market



Start-up  
tech firm



Headquarters  
located in  
the UK



Business  
Services



## Issues and challenges

Stonelin Communications is a start-up that's leading the way in the development of IoT devices using GPS, GPRS and Bluetooth technology. From its head office in the UK, the company planned to launch new tracking devices tailor-made to the individual needs of the aftermarket vehicle, dementia and caregivers' markets.

The Stonelin vision is to deliver real value to each customer: help fleet managers monitor vehicle location and driver performance; enable caregivers to find dementia and Alzheimer's patients (using a wearable device) who have become lost; and assist caregivers in the welfare and health sector to identify the time spent traveling and in each patient's home. Unlike other vehicle trackers, the Stonelin solution does not require special fittings, which means there is no time lost while the car is off the road.

Sales success is dependent on delivering the promised benefits of each tracker device, which requires a global IoT connectivity capability. For this, Stonelin needed the right partner.

### The objective

Ensure successful launch and global delivery of the three new tracker services.

## The benefits

Orange Business Services has enabled Stonelin to successfully launch three new products, which are delivering value to their respective target customers.

- High-quality customer experience
- End-to-end solution
- Secure, reliable network service
- Simplified management via a single global provider

## The Orange Business Services solution

- Orange IoT Connect Express across Europe and Asia
- Orange SIM technology and connectivity management platform
- Flexible commercial model
- Program management

## The results

- Accelerated product launches
- Best-in-class IoT performance
- Predictable pricing and budget planning

“ Going forward, Orange is our strategic partner and is playing a major role in the growth and success of the company. ”

For more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)

For more information about Stonelin Communications, visit [www.stonelincom.com](http://www.stonelincom.com)



**Business  
Services**

Copyright © Orange Business Services 2017. 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.

0617/CCS-STO-007(1)