



Bennett Adelson – Verizon Blank Slate Solution Case Study



Bennett Adelson & Verizon Blank Slate Delivers Compelling Business Value and Customer Experience

Overview

Country or Region: United States

Industry: Transportation and logistics

Customer/ Partner Profile

MacroPoint provides a high feature low cost solution to help companies efficiently manage and track freight and their workforce.

Bennett Adelson is a custom solution provider and platform integrator helping companies leverage technology to solve complex business needs.

Business Situation

MacroPoint had the domain knowledge and experience in transportation but need a partner with the technical capabilities to build, implement and enhance their mobile platform of services.

Solution

MacroPoint has a mobile platform used by 1000's of 3PL's, Carriers, and Over the Road Truck Drivers to manage all aspects of freight delivery.

Benefits

- Time to Market
- Multi-Platform (including Blank Slate)
- Large Feature Set
- Low Total Cost of Ownership
- Remote Device Diagnostics and Over the Air Updates have Dramatically Reduced Support

“Perhaps the biggest benefit of working with Bennett Adelson is that they made it possible for us to deliver on time and have a platform that supports the velocity of enhancements that our customers expect.”

Ben Derin, Sales Manager, MacroPoint

MacroPoint has grown to be a major player in the transportation and logistics arena. Seeing a need in the market for a reliable, cost effective MobileComm solution leveraging consumer and rugged phones and tablets, the MacroPoint team turned to the Mobile Solutions Practice at Bennett Adelson to assist them.

From product envisioning through to deployment, application enhancements and maintenance Bennett Adelson was the go to partner for MacroPoint. “Working with Bennett Adelson we felt very comfortable right from the beginning with their approach to solution development.” said Derin. Collaborating with the MacroPoint team, Bennett Adelson was able to deliver a powerful solution for MacroPoint to make a big splash in the market.

Now, Bennett Adelson has deployed MacroPoint on Verizon's Blank Slate Platform. The new offering features durable, enterprise tablets that have no preloaded applications – in other words, a “blank slate.” With the larger, more rugged form factor, even more scenarios are now supported by MacroPoint. With the ever growing enhancement requests and additional device support, the Mobile Solutions Practice at Bennett Adelson has truly become a trusted partner for strategic and executional support. For a complete list of capabilities, please visit the MacroPoint web site.

For more information on Bennett Adelson or MacroPoint please visit:

www.BennettAdelson.com / www.MacroPoint.com