



Case Study

Organization:

Leading
Telecommunications
Company

Location:

New Delhi, India

Industry:

Telecom

Field Force Tracking Solution Based on Cell Tower Triangulation— Powered by MapmyIndia

The Organization is an Indian multinational telecommunications Services Company headquartered in New Delhi, India. They have a field force Enterprise solution, which gives numerous ways to understand and manage the location and history of your mobile workforce and assets, beginning with who, what, why, where, and when – in multiple views, applying multiple filters and functions.

How Did MapmyIndia Help The Organization?

Using the Gateway Mobile Location Center (GMLC) platform, MapmyIndia built a unique middleware software platform and integrated the same with its All India detailed maps database. This technology coupled with the organization's cell tower triangulation network, formed the cornerstone of their location platform. There are many uses for this application such as Field Force Optimization, asset tracking, trip reporting, field expense computation etc. All these applications are accessed by a single sign on which runs on the cloud.

The unique feature of this location platform is that it works for all phones from a basic RTOS handset all the way to the high end smart phone. Various alerts, reports, trip movement etc can be generated via this location platform.

Why Do I Need This?

This solution has been implemented by some major Enterprises in India for their field force tracking. This solution helps you know your team location in real-time to maximizes in productivity and assists in job assignment and validating reports for their field force. It also helps to improve customer response time with actual information about field staff thus improving satisfaction. This is a one of kind technology in India and greatly reduces costs for enterprises.

For more information, [click here](#)

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