

How Wheels Uses Spytec GPS for Operational Efficiency

WHEELS

Wheels is an international micro mobility company, founded in 2018. It has experienced rapid growth since its formation. **Wheels** is focused on providing customers with safe and accessible micro transportation options, which include both short-term and long-term service.



CHALLENGE

Wheels first engaged with Spytec GPS in an early stage of its growth. Wheels needed to integrate a GPS solution into its existing hardware & software products in order to provide their customers with the location of Wheels devices via their mobile app. Wheels also needed to provide a solution for their employees to locate devices parked across their various markets and relocate them back to their established hubs.

In order to move quicker to market, Wheels needed to find a technology partner that would provide an out-of-the-box GPS tracking solution while also providing an API and engineering support capable of capturing and sending custom data directly into Wheels' backend tech stack.

SOLUTION

Wheels integrated thousands of remote trackers on their mobility assets. The Spytec GPS and Wheels engineering staff worked together to develop a solution to enable transferring conventional location data and industry-specific data into Wheels' backend. The engineers built a customized API solution that transferred data to Wheels, via serverless technology, in milliseconds..

“We worked together to try to accomplish very specific milestones in order to achieve the end goal of optimizing and making the GPS devices as efficient as possible.” - Matthew Alfin

BENEFITS

Spytec GPS' solution successfully provided Wheels with a granular level of data on its assets, alleviating their primary GPS pain points. During peak performance, Spytec GPS received, processed, and sent Wheels up to 1.6 million messages per day. Wheels customers' user experience was improved by Wheels' GPS-enabled visibility and the Wheels employees responsible for asset relocation were able to easily locate and redistribute assets back to their hubs.

RESULT

After partnering with Spytec GPS, Wheels was able to gain visibility at scale by enabling GPS on the majority of devices that were live at the time. The GPS tracking implementation enabled Wheels to provide their customers with a better user experience, improved the efficiency of their operation, and have since continued to grow with their strategic expansion in domestic and international markets.

