



# CASE STUDY: GAUGE

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*When Connectivity is Your Business*

Data is powerful, but it's just numbers. With Gauge's Smart Hub, you can visualize the data and see real-world connections. By building a bigger and better picture, Smart Hub gives you the power to see how much time, energy and money you saved on things like asset and location tracking, fuel card transactions, driver behavior, and maintenance schedules.

Gauge offers a robust IOT application that provides complete solutions to owners of mixed fleets and other equipment. Gauge's Smart Hub helps these businesses manage their assets and increase profitability using a cloud-based system. Gauge develops their own software applications as well as embedded electronics.

"SEVERAL REASONS FOR LIGHTBOUND'S SUCCESS OVER THE YEARS IS THAT INTEGRITY, TRUST, AND RELIABILITY ARE KEY PIECES OF THEIR BUSINESS FORMULA. MANY CLIENTS WORK WITH LIGHTBOUND BECAUSE OF THAT, AND THAT INCLUDES GAUGE"

Mike Paredes - CEO, GAUGE



As with any IOT solution, Gauge's IP foundation is based on non-stop communication. They have direct connections to major wireless carriers, and 100% connectivity is critical for their clients' operations.

"IT'S IMPERATIVE THAT WE HAVE THE INFRASTRUCTURE TO SUPPORT OUR CLIENTS LONG-TERM. BECAUSE WE MAINTAIN HISTORICAL DATA FOR OUR CLIENTS, OUR DATA STORAGE NEEDS CONTINUE TO GROW OVER TIME. CONNECTIVITY IS TRULY VITAL TO OUR BUSINESS."

Mike Paredes - CEO, GAUGE



## TIME FOR CHANGE

Gauge originally worked with a national vendor that had many large clients, but connectivity was a challenge from the beginning. The vendor was unable to fully transition Gauge's data to its cloud-based application, and the issue consumed a great deal of the Gauge leadership team's time and resources. It was evident that they needed to be free to focus on their core business without worrying about the back-end technology supporting it.

"CLOUD-BASED SERVICES ARE A KEY PIECE OF OUR IP STACK, AND IT ALL COMES DOWN TO CONNECTIVITY. WHILE CLOUD SERVERS AND STORAGE ARE IMPORTANT, IF WE DON'T HAVE CONNECTIVITY, NOTHING ELSE MATTERS."

Mike Paredes - CEO, GAUGE



## A CLEAR CHOICE

In addition to flexible, pay-as-needed computing resources, LightBound offered Gauge an enterprise-class cloud infrastructure, housed and protected locally. This solution provides more control and flexibility. Virtual data center resources, self-service portal, intelligent storage and back-up, and top-notch firewall/security provide Gauge the peace of mind that their data is exactly where it needs to be and accessible at all times.

"WITH OUR GROWING COMPANY, WE DECIDED THAT WE NEEDED CLOSER ACCESS TO OUR TECHNICAL RESOURCES. KNOWING THAT WE COULD PUT FACES TO NAMES AND HAVE MEETINGS IN PERSON HAS BEEN A REAL ADVANTAGE. LIGHTBOUND'S OVERALL INFRASTRUCTURE SUPPORTS THE CONNECTIVITY WE NEED TO PROVIDE THE SERVICES OUR CLIENTS REQUIRE."

Mike Paredes - CEO, GAUGE

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LOCAL CLOUD

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