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Canvas[®] SmartTrail[™]

Canvas® SmartTrail™

Canvas® SmartTrail™, Enterprise Resource Tracking Service is an innovative service for enterprises and small businesses to locate, monitor and manage their employees, resources, and vehicles. It creates new revenue streams for the operators without compromising user privacy or network security.

Canvas® SmartTrail™ is a member of the Canvas® Value Added Services™ portfolio. It is a powerful resource tracking application based on network-supplied location information. It allows small business owners and enterprises to locate and track their employees, resources and vehicles.

With its enhanced mapping functionalities, Canvas® SmartTrail™ offers managers the ability to locate the current and past locations of all resources, as well as, the ability to animate their past locations.

It features advanced map-views from multiple vendors including other powerful features such as route definition, distance calculation, PoI and geo-fencing, proximity monitoring, advanced alerts via SMS.



Benefits

Every Asset of a Company Tracked from a Single Screen

Canvas® SmartTrail™ shows every asset of a company on a single map while providing advanced grouping and filtering support. It supports locating of regular phones with its ability to connect to GMLCs and HLRs on operator networks.

Advanced Mapping Functionalities

Canvas® SmartTrail™ supports creation of geo-fences, POIs and routes for employees/vehicles to follow. It also features distance calculations and proximity monitoring operations.

Advanced Alerts that Deliver Insight

Canvas® SmartTrail™ can be configured to deliver alerts for various triggers such as when an employee is to enter/exit designated areas (Geo-fencing), an employee is within distance to a location (Proximity Monitoring), an employee or a vehicle deviates from its route (Route Deviation), an employee cannot be tracked for some time.

Supports Complex Organizational Hierarchies

Canvas® SmartTrail™ provides multiple access levels and roles for administrators, managers and employees. It also allows groups to be created and alerts or tracking request to be set for those groups.



Product Overview

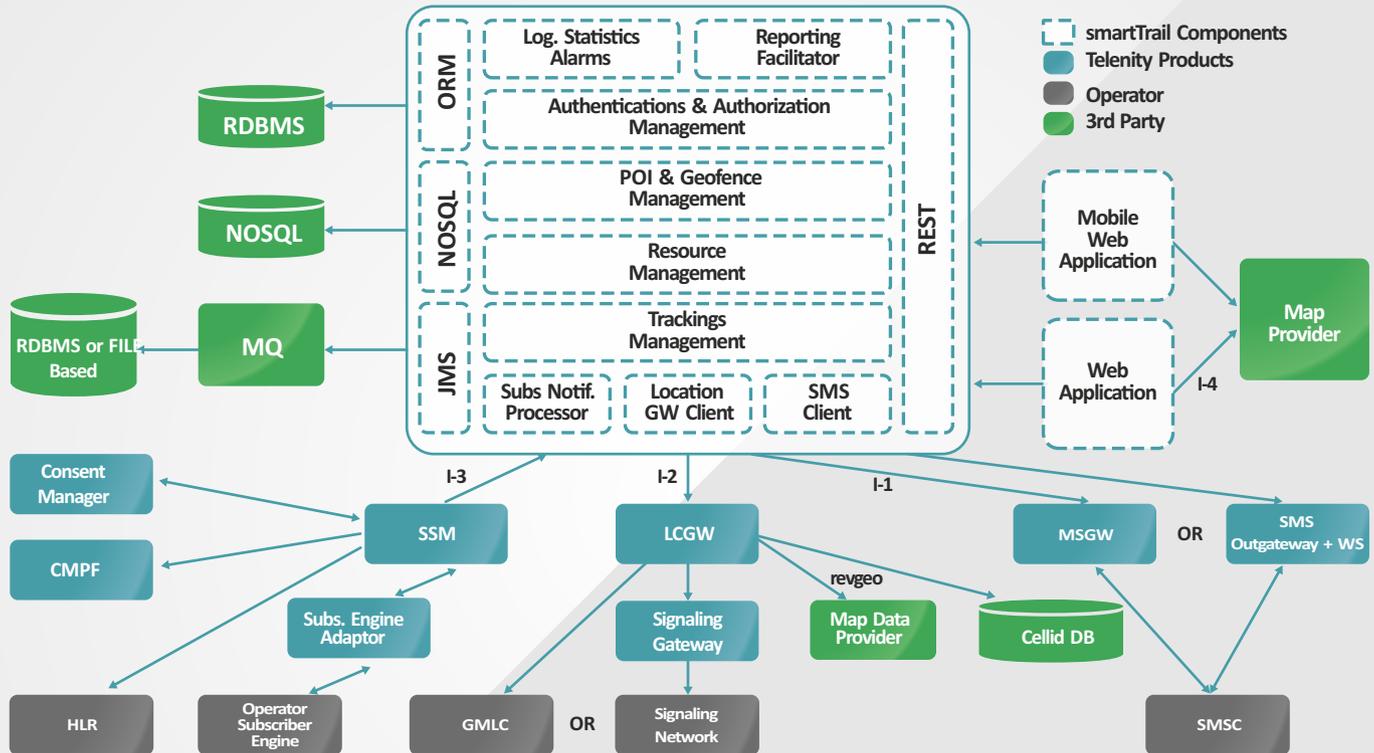
Canvas® SmartTrail™ resides on the carrier-grade Canvas® Location Gateway™. Canvas® Location Gateway™ interfaces with mobile network elements GMLC (Gateway Mobile Location Center - GSM networks) and MPC (Mobile Positioning Center - CDMA/TDMA networks) to obtain the employees' X and Y coordinates. The service can also obtain location information using cell-id details from operator's HLR, where GMLC/MPC is not available. Canvas® SmartTrail™ then processes this information to provide the requested information to the business owners or managers in real-time. It can overlap graphical map information, street names and points of interest for an easy-to-read user interface.

Canvas® SmartTrail™ can also integrate with the Canvas® Location Analytics Platform™. The combination of Canvas® LAP™ and Canvas® SmartTrail™ opens a new page for historical location data and introduces business intelligence capabilities for tracked resources.

Feature Summary

- Real-time location information on maps
- Location history
- Geo-fencing
- Point-of-Interest (PoI) support
- Route Management
- Support for multiple map vendors
- Distance calculations
- Role-based access control
- Privacy settings for employees
- Multi-Language Support
- Flexible Charging Models
- Centralized OA&M features, out-of-the-box reports
- Modular and scalable architecture with built-in redundancy/high-availability
- Fully virtualized and NFV enabled deployment options
- Support for different deployment models (on-premises, cloud-based, hybrid)

Architecture



Canvas® SmartTrail™ platform integrates with the operator network through the Location Middleware, which consists of the following modules: Canvas® Location Gateway™ (LCGW) and Signaling Gateway for connecting to GMLCs and HLRs for network-based location determination, Service Subscription Manager (SSM) for subscription management, and Application Gateway for messaging.

The Web and Mobile Portals use RESTful APIs to integrate with the platform and can integrate with different Online Map Data providers as needed.



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