LHP Telematics is an industry-leading custom telematics solutions provider.

The Challenge

Founded in 2008, LHP Telematics builds custom-branded telematics solutions for the heavy equipment OEM marketplace and aftermarket construction fleets worldwide. As they scaled to serve additional OEM customers, LHP Telematics realized that adding a customization option would provide a competitive advantage and enable customers to incorporate their branding at a cost-effective rate. To make this possible, LHP Telematics turned to the Google Maps Platform.

Benefits

- Accurate, up-to-date asset tracking

- Advanced customization of map features

- Enhanced user confidence due to familiar mapping interface

The Solution

When LHP Telematics was evaluating mapping solutions, Google Maps Platform was the obvious choice thanks to its extensive feature set and easily customizable interface.

LHP Telematics enables clients to track assets quickly and easily using telematic data in a single dashboard. Geocoding API derives the precise coordinates of assets and displays their most up-to-date locations on a map, including its critical telematic data. Clients use the LHP Telematics solution in varied ways, from tracking driver productivity to equipment efficiency. "No two customers use the data in the exact same way," explained CEO Travis Jones.

Assets are displayed on the familiar Google dynamic map, which can be customized easily to reflect a client's branding and preferred display settings, down to pin appearance or the color of water on the map. Customization is simple and quick due to the use of a JSON file on the back end, a feature that sets LHP Telematics apart from its higher-priced competitors that often require six months or more to complete. With the ability to customize the map interface and dashboard, clients can efficiently and effectively visualize and extract crucial data to make informed decisions.

Working with Woolpert

LHP Telematics has leveraged Woolpert as its Google partner since 2018. When asked about his experience working with Woolpert, CEO Travis Jones stated, "From a benefits perspective, having someone you can call and ask, 'What is new with Google, what are the features and what applies to us?' that helps us not have to dig through a plethora of Google pages ourselves." Since the beginning of the partnership, Woolpert has helped LHP Telematics optimize its Google Maps Platform implementation and cut overall costs.

"It was pretty cut and dry from the standpoint of why we would choose Google Maps over all the other mapping options that are currently available in the market. To be frank, other map solutions just don't stand up to Google."

-Travis Jones, CEO, LHP Telematics

Contact Us

Want more information?
Contact Woolpert at
cloudsuccess@woolpert.com.