Case Study

Case Study: Fleet Telematics & Transportation

Western Railcar Repair performs repairs and replacements on various elements of railcars. Their office is located in an older section of Green Bay, Wis., near the Leo Frigo Memorial Bridge, less than a half-mile from the Fox River and Bay of Green Bay. This is a high-commerce area, where data connectivity is mission critical. Unfortunately due to their location, they didn’t have any options available for high-speed data connectivity from a fiber or cable internet providers. The only option for internet connectivity was POTS (plain old telephone service) lines using a dial-up connection.

Like many growing businesses, Western Railcar had a need for more bandwidth. More data was needed in order for the business to operate smoothly and for the employees to efficiently perform their job functions.

Cellcom was able to come up with a solution in order to provide Western Railcar the increased bandwidth they needed to operate and grow their business. By using a device by Cradlepoint and connecting it to all equipment that required internet, they are now able to have high-speed data connectivity using Cellcom’s 4G LTE data network.

Installing this device was easy and they were able to have internet service up and running in less than an hour. They are now able to receive 10 times more bandwidth compared to the POTS line of service they were using before. Their employees are also able to work more efficiently using the internet and cloud-based applications.

Due to the faster internet speeds they have also been able to increase employee productivity by about 2-3 hours per employee, per week and now are able to respond to their customers much faster than before. The return on investment for the hardware took about 3 months, as they were able to now cancel their POTS line of service and use the data with their cellular data plan.

Western Railcar: http://www.westernrailcar.com/

Equipment and Service Used:
- Cradlepoint IBR600
- AC Power Supply
- Paddle Cellular Antennas
- Wi-Fi Antennas
- Shared Data Plan

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