truteq

It's what we do!

trutalq

News from the Geeks

Issue 2, December 2016

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We are 15 years young

*T*he adage goes that time flies when you are having fun. It was with large measures of surprise that we discovered just how much of it has flown the coop.

This year was our busiest ever and our 15ᵗʰ birthday quietly stalked us before pouncing in October.

15 Years! We still pinch ourselves.

We are truly grateful to our customers for supporting us through the years. In many cases, we have even become friends and this trust enabled us to build one success on top of another.

The future beckons and we are looking forward to helping you build your successes.

With the freeze period ahead of us in December, we wish our customers a safe a peaceful time over this time.

Tjaart van der Walt, CEO

Finally, the Internet of Things

After more than 15 years of predictions of exploding M2M growth by research firms, critical mass has been reached and the scramble is on. The three big sensor challenges of cost, battery life and coverage have perhaps not been completely solved, but there is enough momentum for users to justify investment in IoT technology.

Choosing the carrier technology is a priority for network operators and, as in the past, core vendors have been hyping their products. The cost of hosting a device also has to be under $1 per month to be profitable.

Put a bunch of engineers in a room and they will overdesign anything. Many, if not most IoT devices do not need the data speeds of even NB-IOT.

End users simply do not care how they get their service and they do not care about the technology – they just want it cheap.

For better or worse, network operators will have to adopt a multi-bearer strategy or be left behind.

Non-cellular LP-WAN technologies such as LoRa and Sigfox open the market to virtually anybody and networks will find themselves in competition with potentially hundreds of low cost players.

The solution is to be first with a multi-bearer strategy based on an open technology (non-cellular) network to win the first adopters and become the market leader.

Complementing an existing LTE strategy for IoT, we developed special terminals that form a low cost LoRa network overlay.

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Yes – it is finally live! We are pretty pleased with it, but what do you think? Please visit our new web site and let us know.

The network overlay may use LTE or fibre or even a combination of the two for data backhaul. This may be deployed as part of a FTTx strategy.

We offer full integration into the EPC environment with application based routing, provisioning on our APN infrastructure, diameter-based billing and reporting. Our IoT OCS is a low-cost, high speed alternative to expensive traditional core elements.

Find Out More

On the roadmap for 2017 is an application creation environment for IoT. This allows the network operator to claim more of the value chain.

This will integrate with our new mind map-based service creation platform for USSD, WAP and mobi app (more on page 2).

IoT Devices

Even though we believe the IoT must be open with many devices able to register on a network, we do offer a number of LP-WAN sensors as options.

These include low cost devices for water, electricity and gas utilities, disaster detection, industrial and smart grid applications to name a few.
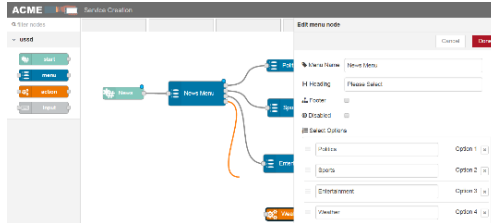
We support 2G, 3G, LTE, LoRa, Wireless Mbus and Wifi. We have years of experience in M2M with a wide IP base to be able to customize solutions in surprisingly short times.

Find Out More

Service Creation Environment

We are extremely pleased to announce the release of our new drag and drop graphical interface for building menus in our Service Creation Environment.
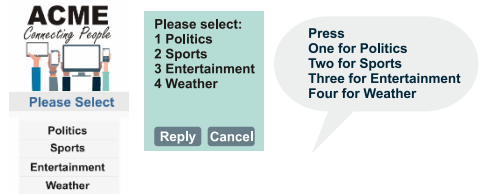
Because it follows the design principle of mind maps, it is extremely intuitive. Drag elements from the toolbox onto the canvas and define their functions.

We also introduced new, improved navigation aids, automatic session resumption and even a mode where any node can be put into a "maintenance mode" with an appropriate message to the subscriber.

Other changes include improvements to the rendering engine.

Why offer services on only one channel if subscribers should be able to choose their favourite channel?

Render an application to USSD, mobi-web, XML (for mobi-apps) and now even IVR.

Find Out More

Recruiting

We are recruiting and are looking for talent to fill some positions. If you know of someone who will fit into the team, please ask them to check out our careers section on the web.

Notable Quotable

> *We are excited about the enhanced customer experience that will be achieved through these solutions provided by TruTeq Wireless.*

\- Director

> *TruTeq Wireless are primarily responsible for this project meeting its product delivery timelines, despite the day to day hurdles that must be overcome in a project of this nature.*

\- Head of Department

In the next issue...

Next issue we will look at few ways that revenue on existing bearers may be boosted with our revenue stimulation programs. We can also run conversion campaigns for you.

I can't wait for the next issue – talk to me now

Feedback   Unsubscribe me