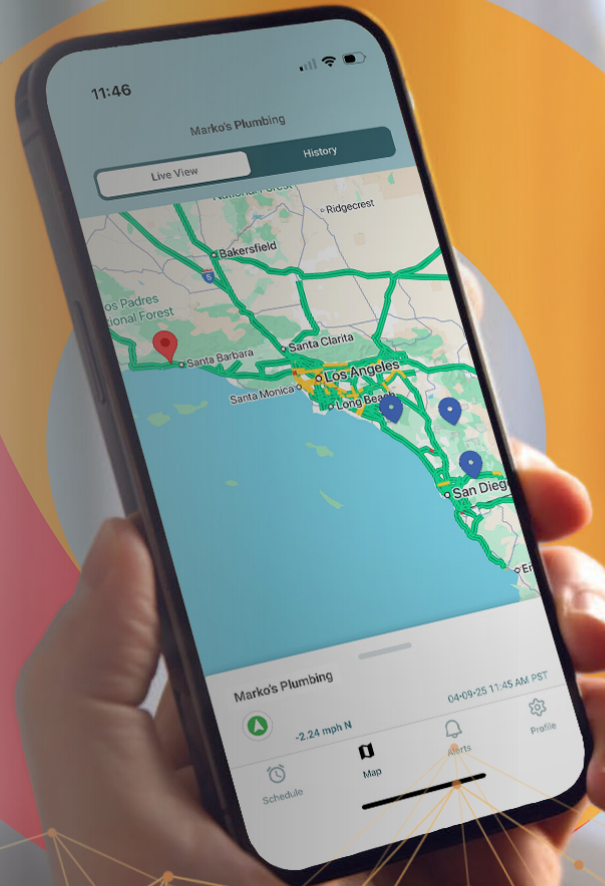




Driving Innovation: How Catrak and KORE Revolutionized Fleet Connectivity



Overview

Catrak Technologies, founded in 2021 in San Diego, develops fleet, asset, and remote service employee tracking and security solutions under the brand of Drivestream PLUS. The solution provides real-time driver, vehicle and specialized feature monitoring and reporting. Adding to its freemium mobile solution, Catrak is preparing to launch a new line of Drivestream solutions in 2026 and needed a flexible connectivity solution to support its advanced fleet management portfolio designed to work across a variety of business models.

The Problem

Fleet operators face costly and cumbersome GPS tracking solutions. Traditional telematics systems that pull data from the CAN Bus (ECU) can be costly, requiring time-consuming hardware installations and typically have a strong focus in one area - either vehicle health or driver behavior - rarely delivering a fully comprehensive fleet management solution from a single platform. Additionally, these systems do not offer visibility into important environmental reporting making it difficult for companies to manage the impact. Catrak set out to create a flexible and cost-effective solution that delivers comprehensive vehicle tracking, driver safety and specialized real-time operational monitoring - without the prohibitive costs or complexity of a traditional GPS device. These solutions rely on flexible connectivity that adapts to a wide variety of vehicle types.

The Solution

KORE provided Catrak Technologies with a custom eSIM solution: Super SIM™.

The key benefits included:

- **Global Connectivity:** The Super SIM roams across multiple networks, enabling worldwide deployment of Catrak's solutions.
- **Flexible Activation:** eSIM can be activated on demand from a dormant state and repeatedly over the life of the asset.
- **Custom Configuration:** KORE's flexibility allowed Catrak to meet the unique connectivity requirements of fleets and partners which traditional telecom carriers were unwilling to support. This partnership ensures Catrak can deliver a cost-effective GPS and telematics solutions that work regardless of the company's operational model or their mix of vehicles by providing connectivity flexibility.

"Prior to starting Catrak Technologies, I sold enterprise solutions for leading transportation technology companies. I was familiar with KORE and appreciated their pricing, creativity, and consistent support. Partnering with KORE was an easy choice for Catrak."

– Mark Richardi, Founder, Catrak Technologies, Inc.

The Results

- **Cost Savings:** Drivestream provides savings over traditional systems, allowing fleets to implement advanced management features without financial strain.
- **Market Impact:** Catrak successfully maintained their forecasted price point and margin goals while preparing to disrupt the telematics market with innovative features and competitive pricing.
- **Adoption & Accuracy:** : Beta testing in targeted regions demonstrated 78% adoption using Drivestream's mobile phone only without traditional GPS hardware.
- **Peace of Mind:** KORE's long-standing reputation and proactive support allowed Catrak to focus on innovation, confident in their connectivity solution.





About KORE

KORE is a pioneer, leader, and trusted advisor delivering mission critical IoT solutions and services. We empower organizations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.

For more information, [visit korewireless.com](https://www.korewireless.com)



About Catrak

Founded in 2021 by Mark Richardi and John W. Rollins, Catrak Technologies provides a suite of custom GPS products, security, anti-theft and fleet safety solutions. Its range of offerings includes a growing portfolio of specialized GPS and telematics solutions.

For more information, [visit catraktech.com](https://www.catraktech.com)