

# Asset tracking

## by GPS-Trace

**Turn your hardware into a powerful gateway**

Asset Tracking software to provide real-time data on location, movement, condition, and sensor metrics. Helps businesses protect assets, reduce losses, and streamline operations.

# We are **GPS-Trace**

GPS-Trace is a GPS tracking platform from [Gurtam](#) – the experts in the satellite tracking market.

We combined simplicity, reliability, and performance so that every person could feel more confident and secure.

For the Telematics market, we offer two main solutions:

## Vehicle monitoring

Intuitive applications for small and mid-sized fleets.

Available for TSPs, tracker dealers, local integrators etc.



## Asset Tracking & Management

Monitoring of equipment and its condition in agriculture, construction, manufacturing, and healthcare industries.



# Asset tracking market

The market has moved from simple vehicle tracking to needing to monitor individual assets. Tracking **non-powered assets**, monitoring **items indoors**, and managing **large quantities of sensors** efficiently.

## 01. Monitoring of equipment

Industries like agriculture, construction, logistics, manufacturing, and healthcare.

**01****Equipment**

## 02. Cargoes

Tracking containers, parcels and other goods.

**0****2****Cargoes**

# Asset tracking market

**0****3****Stock**

## 03. Warehouse movables

Managing pallets, boxes, and crates.

**0****4****Personnel**

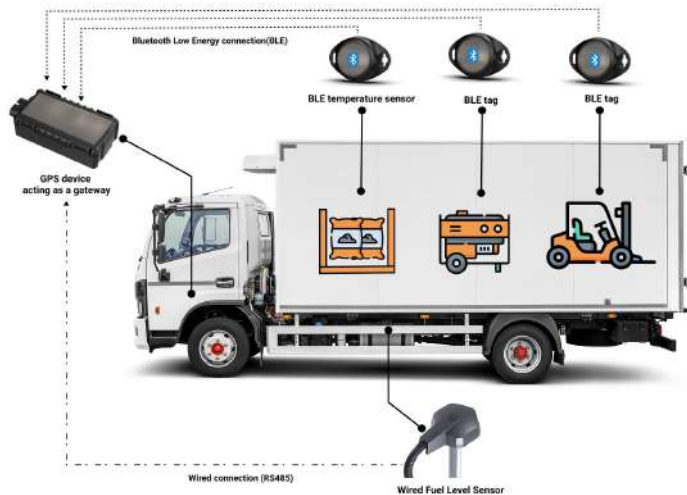
## 04. Personnel Tracking

Monitoring people, both for business and recreational purposes.

# Tags: Asset tracking solution

App to **track&manage** your assets based on **BLE** connection. It pairs perfectly with **GPS trackers**, and many other IoT devices already have Bluetooth modules. BLE is **energy-efficient** and **cost-effective**, transmitting small data packets without draining much power.

The key elements in the system are **gateways** and **assets**.



## ● Gateways

Your **GPS device** acts as the central **Gateway**, a data collection hub that receives information from all connected **Assets**. It can be mobile when installed on a vehicle or stationary when placed in a warehouse or on-site, providing flexible deployment options.

## ● Assets

An **Asset** is the **individual item you are tracking**, whose data is collected by the Gateway. An Asset can be:

- a **wireless BLE beacon/tag**;
- a **wired sensor** (fuel level sensor, pressure gauges, etc.);
- any **parameter from the gateway** itself.

# Tags: Features

## 01. BLE around

Instantly create an asset if your gateway “sees” a BLE tag near it.

## 02. Labeling System

Assets can be tagged with Labels for better organization and control.

## 03. Layers: Asset & Gateway Mapping

The Layers feature introduces an abstraction level for managing the relative positioning of assets and gateways.

## 04. Event-Based Reporting

The Tags module offers a robust event-driven reporting system that enhances operational transparency and decision-making.

# BLE Around

Your GPS tracker (**Gateway**) constantly scans its surroundings to detect any nearby BLE tags (**Assets**).

The essence of **BLE Around** is the creation of a **local control zone** around the tracker for automatic **accounting and monitoring** of nearby assets, without the need for additional equipment.

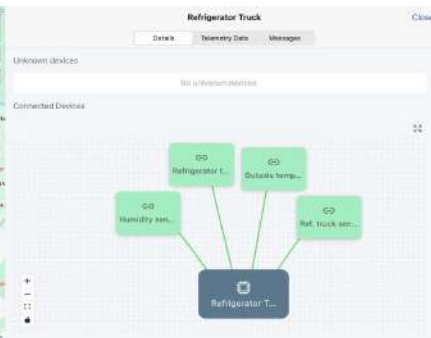
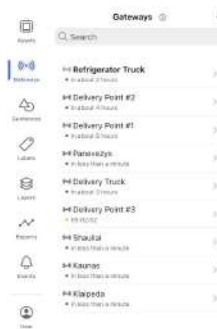


## Mobile Gateway

ensures that all valuable assets with BLE tags are kept nearby during transit, ensuring their security.

## Stationary Gateway

automatically logs all assets that enter its zone. You always know which cargo has arrived at or left the facility.

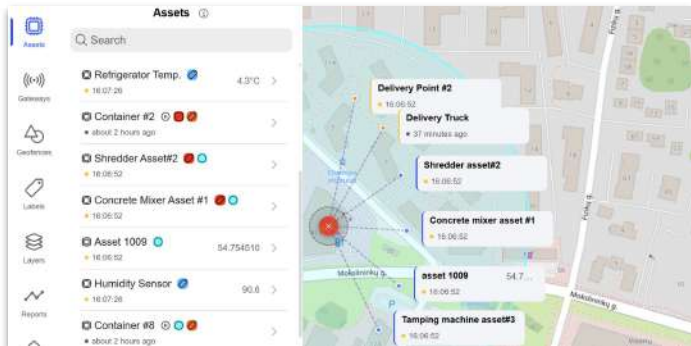
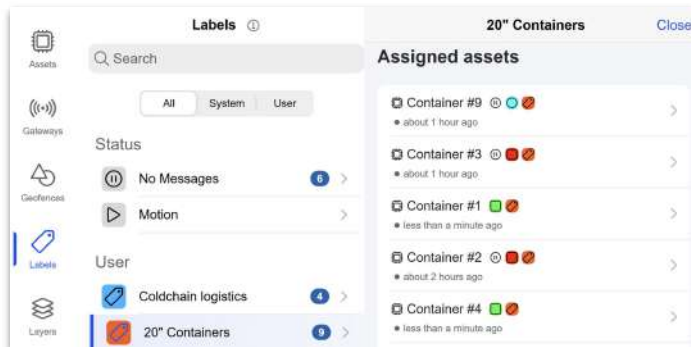


# Labeling System

**Labels** are like **groups** used to organize your assets.

Some are added automatically by the **system** (like a status), while you **can create your own** to group assets for your business needs.

This makes it easy to find and filter exactly what you need.



## System Labels



**Status** – e.g., “no\_message” for offline, “motion” for moving

**Geofence** – assigned when assets enter/leave zones

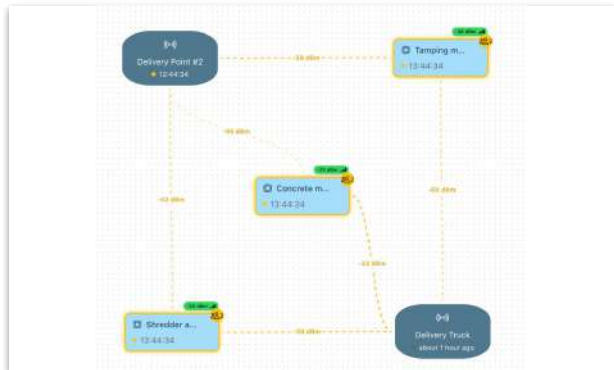
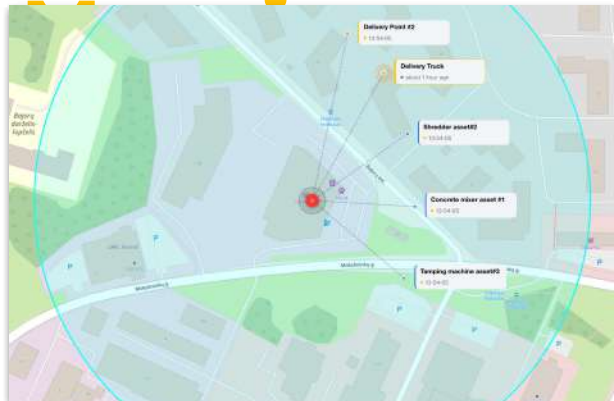
## User Labels



- Create **custom labels** with unique names and colors
- **Group assets** by team, project, priority, etc.
- **Search** and **filter** assets by label



# Layers: Asset & Gateway



**A virtual map for managing assets and gateways in structured environments.**

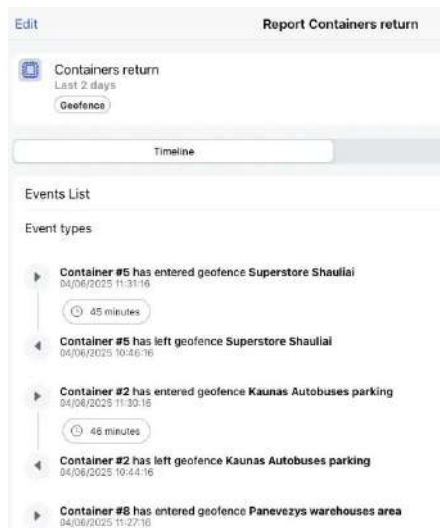
Enables placement of assets and gateways in structured indoor environments (floors, warehouses, zones) where traditional geolocation is insufficient or unavailable, allowing users to visualize physical spaces beyond conventional GPS coordinates.

## Advantages

- **Indoor & GPS positioning** - tracking in floors, rooms, etc.
- **Control in complex environments** - multi-level asset management
- **Scalable** - efficient organization of segmented areas
- **Precise visualization** - accurate mapping of indoor infrastructure

# Event-Based Reporting

## Asset-Based Reports

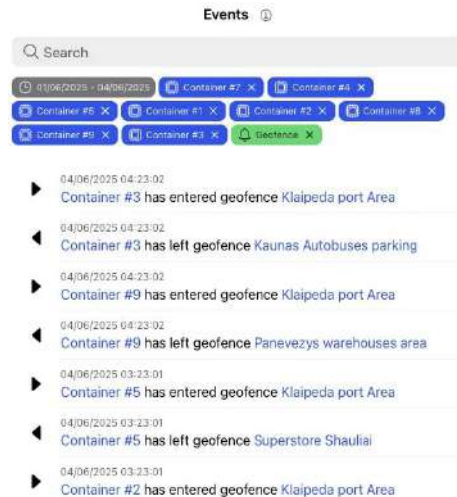


These reports deliver detailed, chronological **event histories** for individual assets, capturing:

- **Movement** events (start/stop)
- **Geofence** transitions (entry/exit)
- **Communication** status changes (loss/restoration)
- **Label** updates (assignments/removals)

Monitor **all asset activity** across defined **geographic zones**. Gain visibility into:

- Which assets entered or exited a specific geofence
- Exact time stamps of geofence events



## Geofence-Based Reports

# Tags: DEMO cases

Here are three practical scenarios showcasing Tags in action:

## 1. Cold Chain Monitoring

A mobile gateway with temperature sensors moves through 3–4 geofences twice daily.

**Example:** A refrigerated truck (**Refrigerator Truck** unit) with BLE tags on cargo.

## 2. BLE & Geofencing Equipment Tracking

**Stationary gateways** at job sites (delivery points) and a **mobile gateway** on a **Delivery truck**. BLE tags on assets like shredders or tamping machines.

**Example:** Equipment is delivered to 3 sites.

## 3. Container & Cargo Monitoring

Fixed gateways **at the port** and **warehouses**. **9 containers** with BLE tags follow a predefined route.

The system provides:

- Delivery time of containers from the port to **gateway locations at warehouses** in different cities of Lithuania.
- Enter and Exit timestamps



# Manufacturers with **BLE** Supports

These manufacturers offer software trackers with built-in **BLE gateway functionality** for asset tracking applications. Some also produce **BLE beacons and sensors** for extended tracking capabilities.



## BLE

Beacons  
and  
Sensors

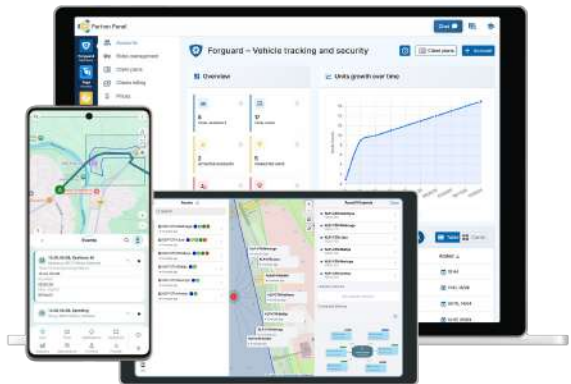
## GPS

Trackers 



# More about GPS-Trace

*Tailored solutions for individuals, small and mid-size businesses and service providers*



**100+**  
**Countries**  
covered

**18**  
**years**  
experience in GPS

**2K+**  
**Devices**  
integrated

**31**  
**Dealers**  
on the map

**255K**  
**Vehicles**  
tracked globally

# Gurtam Family



A set of simple and intuitive GPS tracking apps for individuals and small and mid-size businesses.

**For:** TSPs · Tracker dealers · Local integrators · End users



An API-first telematics and IoT backend. Aggregates data, manages devices remotely, and enables real-time analytics.

**For:** Developers · IoT service providers  
· Hardware manufacturers



A fleet digitalization solution offering real-time insights, advanced reports, and industry-tailored tools to boost fleet efficiency.

**For:** Fleet management companies · IoT service providers

# GPS-Trace solutions

All solutions available for TSPs, tracker dealers, local integrators etc. via the admin console.



## For small and mid-sized fleets

Good for securing with real-time location updates and instant alerts.

### Forguard

Vehicle monitoring



## BLE-based asset tracking solution

Tracking a wide range of assets (equipment, cargo and even workers).

### Tags

Asset Tracking

## Admin Console

**Partner Panel** enables service providers to manage accounts, tariffs, customize branding, and support customers.

# Key Platform Advantages



## Easy to start

Comes with onboarding, documentation, and multilingual interfaces — no technical expertise required.

**30-day free trial.**



## Pay for activated accounts

Configure customer accounts in advance without immediate charges. You only pay for the accounts and units your clients actually need.



## Customizable Customer Plans

Adjust features, set data storage periods, and create personalized tariff plans for your customers.



## API

Automate account management processes, access comprehensive statistics, create units, and much more.



## Stripe / PayPal Integration

Create links for your clients to pay for the service through Stripe/PayPal with automatic payment updates.



## AI assistance

Tracy, your AI assistant, helps you right on the website or in the Admin Console — answering in your language, 24/7.



# How to start

## 01. Register

Create a dealer account at [partner.gps-trace.com](https://partner.gps-trace.com)



## 02. Activate Trial

Start your **30-day free trial** — no credit card or payment details required.

## 03. Select Your Solution

Asset tracking with **Tags**

Vehicle monitoring with **Forguard**

## 04. Create a Client Plan

Define limits and **features for your clients**

## 05. Add Clients & Devices

Add **units, gateways** or **assets** in a few clicks

## 06. Share the Account

Share the **app link** or **QR** code with your client

**Have a question? Want to arrange a demo?**

✉ [business@gps-trace.com](mailto:business@gps-trace.com) — business inquiries

✉ [support@gps-trace.com](mailto:support@gps-trace.com) — technical support



**How to Start Guide**

# **Thank You**