

Carrier Network Location

Secure and Trusted Location-as-a-Service



Maximize reach to all connected devices

LocationSmart®'s Carrier Network Location provides secure geolocation intelligence to all connected device types without the use of an application or software download requirement. Our award-winning cloud-based engagement platform enables the use of Carrier Network Location and other location sources to execute critical business functions for a diverse array of industries including: retail, financial services, contact centers, logistics and supply chain, transportation, gaming and roadside assistance among others.

We deliver access to more than 400 million mobile devices across the U.S. and Canada and provide coverage for over 100 million landlines as a result of direct connections with all major carriers. Carrier Network Location allows enterprises to reach all devices with cellular data connections and this includes everything from smart phones and feature phones to tablets and M2M modules. It also features carrier-grade security and comprehensive privacy controls so enterprises are able to acquire trusted and secure location information that is not susceptible to third-party interception.

Customers rely on LocationSmart to deliver real-time actionable location insights that can help influence core business decisions. The data provided is based on cell tower location, cell tower trilateration and assisted GPS information gleaned from the mobile devices. With LocationSmart's Carrier Network Location, enterprises can pinpoint precise locations and are better equipped to track assets, connect with employees and engage with customers through one secure interface.

Network Location

- Direct connections to Tier 1 and Tier 2 wireless carriers throughout the U.S. and Canada.
- Ubiquitous coverage to the majority of wireless subscribers to maximize reach.
- Over 100 million fixed wireline locations with account type, mailable status and account name.
- Comprehensive privacy controls to manage user consent.
- Provides indoor and outdoor location intelligence for mobile devices.
- No app or software download requirement for quick integration via cloud-based APIs.

Real-Time Benefits

Carrier Network Location helps enterprises to streamline and automate core business processes in today's mobile world. Whether you are verifying transactions, monitoring the status of a driver's load, assigning drivers to assist stranded motorists or executing other critical business activities, LocationSmart's Carrier Network Location will deliver the insights needed to help make optimal decisions.

With LocationSmart's Carrier Network Location, your business is empowered to:

- Comply with state and local laws for mobile gaming, igaming, fantasy sports, mobile lottery and wagering
- Detect and prevent e-commerce fraud
- Streamline call center procedures with priority call queuing, call routing, proximity services and more
- Eliminate manual driver check-ins when tracking the current whereabouts of shipments and assets
- Determine disablement location for roadside services and send ETAs to stranded motorists
- Reduce bank fraud losses with point of sale authorization, post-transaction review and other safety protocols
- Improve workforce productivity and reduce asset theft

Accuracy Advantages

Carrier Network Location provides enterprises with broad reach and greater accuracy no matter their business need for location. We utilize the same technology used to enable emergency assistance and this includes cell tower and cell sector location, Assisted GPS and cell tower trilateration. With these location sources, we are able to locate most mobile devices in the U.S. and Canada.



LocationSmart Features

Simple integration to LocationSmart Carrier Network Location services is achieved through comprehensive, RESTful APIs.

- Enables cross-carrier access to mobile and landline data
- Provides access to 400 million wireless subscribers in the U.S. and Canada via carrier connections
- Delivers real-time device location (lat/long, street address and contextual details)
- Provides mapping, geocoding and reverse geocoding
- Comprehensive consent management for opt-in and opt-out to ensure transparency and privacy
- Periodic reminders for persistent consent users
- One API, one contract and one access point for location intelligence
- Integrates quickly via RESTful APIs
- Cloud-based, secure location technology
- High availability services and 24x7x365 support