

# Keeping vehicles connected with AT&T Global SIMs

**Business needs** - Global connectivity for smart vehicles and other technologies

**Networking solution** - AT&T Global SIMs enable speedy and reliable IoT connectivity

**Business value** - Reliability, security, and simplified management

**Industry focus** - Connected automotive technology

**Size** - 600 employees across three continents

## About Danlaw, Inc.

Danlaw is a global leader in connected mobility solutions and automotive electronics. It focuses on research and development to create intelligent applications for an increasingly connected world. The company is dedicated to revolutionizing mobility by driving innovation.

## The situation

Danlaw's first-class vehicle solutions make the company one of the world's largest suppliers of connected devices. The organization needed an international Internet of Things (IoT) connectivity provider with the reach, reliability, and performance to support its pioneering technology.

## Solution

AT&T Global SIMs deliver highly reliable and secure IoT connectivity to support Danlaw's solutions. The AT&T Control Center makes it a simple matter to connect, manage, and scale Danlaw's technology.

## Smart solutions for customer success

Danlaw develops dynamic connected vehicle solutions for insurers, fleets, automobile manufacturers, and consumers. The global technology company designs and develops technology for smarter vehicles, safer roads, and more efficient cities. Its facilities in the United States, India, China, UK, and Spain specialize in systems development and testing for embedded control units, vehicle network communications, infotainment, and telematics.

Raju Dandu and Lloyd Lawrence founded Danlaw 40 years ago. Dandu wrote the code for the nation's first automotive electronic control units. Lawrence has retired, but Dandu remains active with Danlaw and seven other companies he founded.

Mike Carroll, Danlaw, Inc. Sales Vice President, said the organization's culture is important to Dandu. "He's always been very big on creating a family-focused business. When we're ready to hire someone, his only question is whether they're the right fit. People can have lots of skills and gifts, but he's looking for someone with the ability to work well with everyone else."

The formula has worked well for Danlaw, which has been successful in developing forward-looking technologies that help its customers succeed in an increasingly connected world.



**"Our customers just want reliability, and I think that's where AT&T has a serious advantage over others."**

**Tim Morris**  
Chief Operating Officer, Danlaw, Inc.

## Customers count on Danlaw technology

Danlaw is a tier one manufacturer of automotive electronic control modules, embedded original equipment manufacturer (OEM) telematics, and aftermarket mobility electronics. About 10 percent of Danlaw's customers are OEMs that build Danlaw's groundbreaking technology into their cars, trucks, and motorcycles.

Of the 7 million OBD-II aftermarket devices, one-third of customers are insurance companies that use OBD-II DataLogger devices to reward safe drivers. One-third are fleet customers who use Danlaw devices to track deliveries, monitor vehicle maintenance, and support driver safety. And another third are consumers who count on Danlaw technology to help enhance driver safety, locate loved ones, troubleshoot car problems, or summon roadside assistance.

Carroll says sales to individuals are growing. “Consumers use it for safety. They want to know what it means when a dash light turns on. If there’s an accident, they want to be able to get help right away. It’s peace of mind.”

The company has documented numerous car theft recoveries and made it easy for drivers to get assistance after vehicle accidents. Its technology summoned help rapidly when a Danlaw executive’s child had an accident recently. “The device alerted him immediately, and first responders were able to get there quickly and help out.”

## Superior capabilities to support customers

AT&T helps Danlaw connect its devices with its cost-effective and highly reliable IoT network. Carroll says working with AT&T Business was simple and straightforward, especially in comparison with other providers that they have used.

“We provide devices all over the world, and so the company’s partners in different parts of the world sometimes bring us their own SIM technology. We’ve had to work with every telephonic team,” he said. “The devil is in the details. Each one has caveats and roaming agreements and issues.”

Working with AT&T Business is a refreshing change. “What we found by working with our biggest customers is that we could just count on the AT&T network,” Carroll said.

Tim Morris, Danlaw, Inc. Chief Operating Officer concurred. “The AT&T network and the analytic tools AT&T offers in its Control Center provide us with superior capabilities to support our customers.”

The AT&T Control Center is a cloud-based platform that makes it easy for Danlaw to launch its devices worldwide. Danlaw uses the AT&T platform to manage the infrastructures of its major customers. “Our customers just want reliability, and when there’s an issue, they want to know what happened and how to quickly get back online, Morris said. “We have over a decade of experience working with the AT&T platform.”

## The best, most consistent results

Morris said Danlaw counts on the reliability of the AT&T network to deliver the information its customers require. “For instance, managers want real-time positions of their fleet. They may want to know if a driver showed up at the jobsite, and if the information from the device is not being passed to the back end because of the network issue, oftentimes it’s difficult to tell. We use the AT&T Control Center tools to look at the packets to make sure that device is connected, that the active connection is functioning, and then we can provide feedback to the customer.”

Carroll agreed that AT&T Business makes it easier to deliver the data customers expect. “Things need to happen in precise timing intervals. AT&T delivers the determinism to back up our Service Level Agreements.”

When an issue arises, it’s important to eliminate as many variables as possible, he said. “Sometimes it’s the customer’s platform. Sometimes the device isn’t plugged in. And sometimes there’s a network failure. We have found that AT&T gives us the best and most consistent results with the least number of problems,” Carroll said.

Morris noted that Danlaw uses AT&T reliability as a selling point. “When we’re positioning with our customer, ‘why Danlaw,’ we put together the best

pieces to guarantee the customer's success. And we always recommend AT&T as the carrier of choice because we know how it works," he said.

AT&T Business expertise is also vital to Danlaw. Company engineers work directly with AT&T Business to introduce new devices. "Interfacing directly with the AT&T team is essential for us to be able to build the services that our customers depend on," Morris said.



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"One of the key benefits that we've always been able to identify and point to is that our devices are operating within the AT&T secure network. That takes out one of the critical vulnerabilities."

"The device could be exploited, the network could be exploited, the backend system could be exploited. And when you put all of those together, the vulnerability list becomes quite large," Morris added. "So for us to be able to operate within the secure framework of the AT&T network security solution, that's been really critical."

Danlaw's relationship with AT&T Business makes it easier to serve global customers. "Many of our customers are huge multinational companies that have deployed a million connections. It's a different game when you're playing with somebody like that," Carroll said. Organizations like it when they can rely on partners with a similar scale.

Danlaw and its customers benefit from the IoT experience that AT&T Business offers. "This is not AT&T's first rodeo," Carroll said. "We've worked with AT&T for 13 or 14 years now, so we know we can count on AT&T."

## Eliminating vulnerabilities

Security is also critical, he said, because most corporate customers, and especially insurance companies, are extremely risk averse. "Danlaw has to do independent third-party validation and penetration testing of the device for security and cybersecurity purposes," Morris said.