



GrandPad helps seniors stay connected, healthy, and safe

Business Needs

Strong, reliable connectivity and a simple way to manage data across hundreds of thousands of SIM-equipped tablets in the field

Networking solution

AT&T Internet of Things (IoT) connectivity helps ensure that GrandPad users can connect with family, friends, and caregivers. AT&T Control Center provides a single platform to deploy, manage, and monitor GrandPad's connected devices and IoT solutions across the globe, offering instant visibility into device status, usage, and performance

Business value

Reliability, security, and peace of mind for GrandPad users and those who care about them; streamlined device activation, provisioning, and management for the company

Industry focus

Digital health

Size

1.7 million users

About GrandPad®

GrandPad is a digital technology company dedicated to helping seniors stay connected with loved ones through an all-in-one tablet and phone designed for those 75 and older. With large icons, simple navigation, and a private, spam-free network, GrandPad offers an intuitive, safe, and stress-free way for seniors to connect with family, friends, and caregivers. Purpose-built to remove barriers like complicated technology and scams, it also supports telehealth and remote caregiving. GrandPad has reached more than a million people in 130 countries, earning thousands of five-star reviews for delivering joy, connection, and peace of mind.

The situation

Reliable connectivity is central to GrandPad's business model and promise to its users. The company needed a dependable, secure way to keep its tablets connected.

Solution

GrandPad chose AT&T Business to connect its all-in-one tablet and phone device because of the robust AT&T network and its ability to offer global SIM connectivity. GrandPad employees also appreciate the AT&T Control Center, which makes it easy to manage the SIM cards in GrandPad's smart devices.

Searching for user-friendly technology

Technology isn't always designed with seniors in mind. It can create frustration instead of connection. GrandPad set out to change that by building a product that's safe, simple, and easy to use. It created a tablet that eliminates small screens, confusing menus, and security risks.

This mission was personal for GrandPad CEO and co-founder Scott Lien, who began exploring ways to make technology accessible after his mother's hearing loss made phone calls difficult. "When I grew up, three generations of my family lived within 10 miles of each other, but nowadays families are very distributed," he said. "I quickly realized that older people were digitally disconnected and frustrated with technology that's not designed for them. That was the inspiration."

With decades of experience in information technology, Lien employed the Stanford Design Thinking Process to develop a solution that would enable seniors to use technology to engage easily with their families and friends. "As we started, we quickly realized that we young people—I was 50 then—don't know what it's like to be 80 or 90 or 100."

The GrandPad team learned there were no good communications products designed for seniors because technology is designed by and for young people. "We quickly recruited a group of advisors. First was my mom and my mother-in-law, who were both in their 80s, and then it was my neighbor Hal, who was 93," he said. "We formalized that and still maintain a group of at least 10 GrandPad advisors who are in their 80s, 90s, and 100s. Our oldest advisor is 103."

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Helen Eddy

Director of Strategic Partnerships, GrandPad



Lien says the advisory board members are GrandPad's design mentors. "We're just the hands that build what they want and need. And when you step back and do that and are humble about that, it's a game changer." He and his team designed the GrandPad tablet from scratch with the end users firmly in mind, and no detail was too small. "If I'm 90 and have eyesight issues and tremors, I can't plug in one of those little USB cables. It's never going to happen. So, we created wireless docking stations; you just set the tablet on the station to charge."

A circle of trust

GrandPad provides a wide range of entertainment and engagement features designed for seniors, including streaming music, games, and live radio. The device also doubles as a digital photo frame and includes news, weather, email, and a simple calendar. Built with safety in mind, GrandPad features a programmed Circle of Trust, allowing only approved family members, friends, and caregivers to communicate with the user. This ensures a secure experience free from spam calls and messages while making it easy for families and care teams to coordinate plans, manage schedules, and stay in touch.

"The only phone calls that can ring through to the GrandPad are from people from your trusted network," Lien said. "It's keeping them safe and keeping the bad guys out but then actually increasing communication within that family circle."

Seniors needing assistance can easily reach GrandPad's expert customer care team. "We designed the whole solution, hardware, software, and service, which includes a big red help button and a 24/7 customer care 800 number," he said. "The number appears on every page of our website, and a human being answers every call."

Delighting users every day

GrandPad creates a trusted network for seniors. They can use the tablet with ease, while loved ones stay in touch through the free companion app. Healthcare providers can communicate via the GrandPad portal. Whether connecting with family, catching up with friends, or coordinating care, seniors remain at the heart of every interaction.

"That's how it was when I was growing up," Lien said. "My grandma, who was 99, was the family matriarch. GrandPad connects seniors with their kids, grandkids, and great-grandkids, usually with our companion app on their cellphones. Sometimes, we have families like the Hesters; she was 116, her daughter was 85, and her granddaughter was 65. There were several generations of GrandPads in that family."

Lien says the company's top priority is to delight every customer every day. "People share stories with our customer care team. We frequently have people tell us that this has changed their mom's life—'she was diminishing after dad died, but GrandPad reconnected her and re-energized her,'" he said. "It's sad, but the number one reason why a GrandPad subscription is canceled is because they passed away. We are frequently mentioned in obituaries: 'Grandma loved doing video calls with her grandkids on her GrandPad.'"

GrandPad is delighting seniors in more ways than ever. Through GrandPad Connections, senior volunteers regularly check in with aging adults who are isolated and without close family or friends, offering companionship and conversation. Research shows that lacking social connection is as harmful as smoking 15 cigarettes a day, making these interactions invaluable. "Our volunteers, who are all in their 80s, call the people that we've identified a couple of times a week to check in and chit-chat," Lien said. "One man told us that it has absolutely transformed his life."

The impact is clear—58% of participants felt less lonely in 90 days, rising to 83% after nine months, proving that simple conversations can bring joy and a renewed sense of belonging.

Another addition to GrandPad is Grandie Games, a platform built to connect families and support seniors' cognitive health with fun, pop-up free classic games that seniors and their families can enjoy together. Grandie Games do not involve gambling and don't attract spammers. "It's got a wonderful social value and it's non-predatory. It just brings families together," Lien said.



Connectivity to improve lives

Connectivity is a critical aspect of the GrandPad experience, Lien said, but the company's initial provider was not meeting their needs. "We really struggled with their tools and their portal. We have tens of thousands of SIM cards out there, and we needed a better way to manage them," Lien said. "You can't be doing it manually."

Mo Kantari, GrandPad Director of Technology Operations, said the difficulties disappeared after the company moved to AT&T Business. "Their team was very responsive and worked with us every step of the way. The portal was straightforward to set up, including features like the automation rules," he said. "In terms of the value of AT&T connectivity, it adds to our LTE connectivity coverage, giving us the ability to offer our users reliable connectivity where they are located."

Lien concurred. "The network and tools are great, but the big differentiator is that every person we've spoken to at AT&T has a heart and cares about what we're doing.

"It's more than how fast the network is; it's about what interesting things we can do with this technology to help improve people's lives. Fifty million seniors in the U.S. need our product, and if we take care of our seniors and use tools like GrandPad, it can move the needle in a big way to improve their quality of life."

Summoning help in an emergency requires the reliability that AT&T offers. "Of course, our GrandPads support E911 calls, and we have a big red help button that they can use to summon help," Lien said. "It's shocking how many people have used the GrandPad for E911 calls."

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CEO and co-founder, GrandPad

Trust and respect

Lien is pleased with the critical benefits his company has realized by switching to AT&T. "We appreciate the reliability, ease of operations with AT&T portals, and the tools my team uses for all the provisioning and billing," he said.

"When I started this company, I said we're only going to work with people I trust and respect and enjoy being around," he added. "We're working on a number of different threads with AT&T people, and everyone I've met is interested in what we're doing. They care, and there are high values and high ethics there."

Helen Eddy, GrandPad Director of Strategic Partnerships, agreed, noting high levels of collaboration and follow-up. "If you email somebody, you don't have to wait two or three days or a week for a response. The timeliness of the communication has been excellent. You have to know how to treat people and respect people," she said. "The level of professionalism, respect, and value of our time goes a long way, and AT&T does all those things. It's been a great relationship at all levels."

Win-win solutions

In addition to being a potential lifeline for GrandPad users, AT&T IoT connectivity is critical to the company's business model. "If our users are having outages, they're going to cancel the subscription, and we're out of business," Lien said.

Security is equally important. "Data privacy and protecting the seniors' safety is at the heart of all we do. That's one of the key parts of our value proposition," Lien noted. People over 75 who are on social media can be attractive targets for scammers who might be after financial data or other critical information.

AT&T Global SIM end-to-end connectivity and everything GrandPad engineers have built at the application layer offer seniors protection. "The only phone calls that can ring through to the GrandPad are from people in their trusted network. We screen everything at the cloud level. With GrandPad, we have all those safety tools built in," Lien said.

Lien said he is pleased with the service AT&T delivers and with the relationship he and his team have built with AT&T. "AT&T works with us to find win-win solutions. It's an approach I haven't always found with other providers."