

- **Business needs** Reliable connectivity to power thousands of construction cameras, including many in difficult-to-reach locations.
- Networking solution AT&T Global SIM delivers connectivity where TrueLook's customers require visibility, and the cloud-based AT&T Control Center makes deployment and management a snap.
- **Business value** Internet of Things connectivity helps TrueLook customers manage projects by increasing visibility, supporting adherence to safety and security procedures, catching mistakes early, and enhancing collaboration.
- Industry focus Construction
- Size 100 million lifetime users

About TrueLook

TrueLook is the only construction camera company to include live jobsite viewing, project time-lapsing, and Intelligent Security with every camera. The company has pioneered new construction camera technologies for more than 20 years, beginning with the world's first pan-tilt-zoom camera in 1995. TrueLook cameras capture over half a million construction time-lapse photos every day across the U.S. and Canada.

The situation

TrueLook has experienced explosive growth as companies discover the benefits of its innovations. Last year the company expanded its Intelligent Security features and introduced mobile camera trailers. Most recently, it launched a new line of infrared cameras capable of continuous jobsite monitoring, even in complete darkness. To power the sophisticated cameras that its customers rely on to protect their businesses, TrueLook required abundant, dependable connectivity, along with a better way to manage the cameras it has deployed worldwide.



Solution

AT&T Global SIMs supply end-to-end connectivity for TrueLook's cellular cameras. The AT&T Control Center dynamically adapts to changing needs, making it easy for TrueLook to introduce and manage its connected devices across the world in near-real time. The AT&T cloud-based platform delivers the visibility and agility TrueLook requires to support its pioneering Internet of Things (IoT) technology.

Jobsite visibility and near-real-time insights

In its earliest days, TrueLook livestreamed major events like the NBA Finals, the U.S. Presidential Inauguration, and Cannes Film Festival. It changed its focus, however, as the construction industry embraced the value its technology. Its IP camera innovations, including the first pan-tilt-zoom webcam, changed the way construction professionals view, manage, and document their work.

"We offer our customers total jobsite visibility and realtime insight into their construction projects," said Roger Yarrow, TrueLook General Manager and Chief Operating Officer. "Our high-def time-lapse cameras let customers document their projects from start to finish."

TrueLook's cameras are designed to be easy to use with electricity or solar power. "Customers don't have to log onto a computer to configure anything," Yarrow said. "The system will just come online, magically, over cellular. That's part of what makes us so portable and turnkey. We make it easy for our customers everywhere."

The service package is a point of pride for the company. "We're happy to provide our customers with live viewing, unlimited custom time-lapses, and Intelligent Security," Yarrow said. "They can get it on all cameras and all for the same competitive service fee. Unlimited users, unlimited data, and free-forever cloud storage are all part of the package. Nobody has to pay extra to receive that."

Additionally, TrueLook doesn't ask customers to sign service contracts. "They can use our services for as long or short a time as they need," Yarrow said. "We want our customers' experience to be as easy and seamless as possible."

Safety and productivity

The visibility and control customers gain from TrueLook's platform help follow safety and security procedures. "If a picture is worth a thousand words, video is priceless," Yarrow said. This has been especially true during the pandemic. TrueLook has helped managers stay involved in projects without being onsite.

"Our whole business is telepresence," Yarrow said. "The ability to be somewhere that you're not." In addition to helping keep employees safe, customers were able to use TrueLook cameras to stay productive, reduce travel, and save money.

Customers are sold on the value of TrueLook's solutions. "Our customers use TrueLook in many ways," Yarrow said. "We're always amazed by what they come up with. We've had situations where an equipment manager in Europe uses a TrueLook camera in America to troubleshoot and guide a process."



The company's cameras also help customers catch mistakes before they can become costly. One customer watching a construction crew saw an issue. A quick call to the jobsite straightened out the situation, saving the company \$50,000.

One university is using TrueLook cameras to document the construction of its new football stadium. "It's become one of our most popular cameras," Yarrow said. "It's a point of pride for the university, and the entire community loves to watch it. When they unveil the stadium, they're going to have a cool time-lapse movie to show before kickoffs."

Billions of images to meet customer needs

The company has grown rapidly as customers discover the value of TrueLook innovations. "As the construction industry has been undergoing a digital transformation, we have seen many more customers treating construction cameras as a requirement on their jobsites, rather than a 'nice to have,'" said Yarrow. "As a result, we have experienced an increase in demand. We're excited to rise to the occasion to meet the needs of our customers and the construction industry."

The company's growing impact can be measured in pixels. "It took us nearly 10 years to capture our one-billionth image," Yarrow said. "Almost exactly a year later we had captured our two-billionth image. Just five months later, we captured our three-billionth image. We're on track to likely hit our four billionth within the next two months."

Scaling to meet customer demand

Growth this dramatic does not come without challenges. While TrueLook is a small business with fewer than 50 employees, it serves thousands of customers and more than 100 million users throughout North America. As it expanded internationally, the company's primary concern was challenges of scale and customer service.

In TrueLook's early days, cellular service was relatively new, which meant that TrueLook had to equip its cameras with whatever cellular service was available at each customer location. This required investigating available services, negotiating contracts, and setting up separate accounts for each customer. Some providers could not even provide TrueLook with the amount and cost of the data each customer was using.

In addition, because IoT was in its infancy at the time, TrueLook had no platform from which to easily manage the devices. "We were kind of at the mercy of the carriers," Yarrow said. TrueLook needed a networking leader that could provide helpful guidance and advice on how to solve their technology challenges cost efficiently—and help officials better assist customers and increase profitability.

A quantum leap in management

AT&T Global SIM provides highly reliable worldwide connectivity, supporting multiple types of network technologies. The solution is fit to TrueLook's business, giving it a streamlined way to deploy its IoT cameras globally.



AT&T Business also simplifies global SIM management with a platform that delivers integrated SIM provisioning, billing, and reporting tools.

Yarrow and his team can now quickly determine if there are problems with any device. "We started to get insight into the cost of our business," he said. "We used this data to better allocate resources and plan more advantageously for our customers."

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Roger Yarrow

General Manager and Chief Operating Officer, TrueLook

Yarrow continued: When we engaged AT&T Business, I thought it just was going to make my life easier. But instead, it was a quantum leap for us in terms of managing our day-to-day business." We increased our margins and improved our customer support. Standardizing with AT&T as our carrier also helped us develop our product line unencumbered. Plus it streamlined messaging throughout sales and marketing."

Roaming via AT&T has been vital in the company's international efforts, making it much easier to connect customers in South America, Africa, Europe, and Asia.

The cornerstone of success

Yarrow is equally impressed with the AT&T Control Center. "This IoT management platform solves a lot of our problems," Yarrow said. "We're able to gain a lot of insights that we didn't know we needed, and that helped us chart the future of our business."

Increased visibility into its devices enables TrueLook to recognize problems and deal with them quickly. "We engaged AT&T out of a need, and just got so much more in return," he said. "It was a good move for us and we're glad to be associated with AT&T."

"Our whole business is powered by the AT&T Control Center," Yarrow continued. "It's the cornerstone of our success because our whole business relies on the connectivity of these hardware devices." Accurate figures on each customer's data-use lets TrueLook fine-tune its pricing, which improves profitability and promotes growth.

AT&T Control Center and AT&T engineers have helped TrueLook troubleshoot problems at customer sites. "The technology helps us get the right answer and solve the problem quickly," Yarrow said. "It all goes back to customer support. They're invested in our success."

"With AT&T Control Center, we don't have to worry about a customer being on some weird network with specific rules," he added. "Everybody's on one, homogenous platform. We can treat our biggest and smallest customers the same, because we have the same information on all of them."





Yarrow said he doesn't hesitate to tell colleagues about his experience with AT&T Business. "How could I not recommend an organization that responds to a customer and offers support to the best of their ability? They're here for us. Our customer support is what helped us grow, so it's nice to have a vendor that treats me the way I treat my customers."

A wide-open future

The proliferation of cameras, sensors, and other smart devices in the construction industry will enable TrueLook to continue its growth trajectory, according to Yarrow. "The plan is to keep growing. We want to figure out how our technology can further help the industry, and continue offering innovations throughout the construction ecosystem."

TrueLook will continue to study the data and identify trends to help customers improve their bottom line or business operations. "We really look forward to figuring out a way to expand our presence throughout the job site and beyond," Yarrow said.

Thanks to the framework of AT&T Control Center and TrueLook's ability to manage all its devices and business operations, Yarrow feels the hard work of building an infrastructure is done. "Now we get to do the fun part, which is being creative and inventing. Now we get to revolutionize. We look forward to all the cool new technologies we can integrate, build, and give to our customers. The future is wide open for TrueLook."

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