The simple, dependable solution for your realtime asset tracking needs.

Focus on building more products users will love, not on infrastructure.

in partnership with mapbox
Ably Asset Tracking, built in partnership with Mapbox, is a unified solution that combines best-in-class location detection and realtime tracking, providing the quickest and most dependable way to build apps and services that rely on realtime location data to track any asset.

Capturing reliable location data and transmitting that in realtime is a time-consuming and expensive problem. To solve edge cases like reconnection handling over bad networks and cleaning GPS data from complex road networks, you need to build and maintain a complex cloud infrastructure.

As a fully managed cloud-based solution, Ably Asset Tracking simplifies architecture, engineering, and code complexity, enabling you to focus on developing, releasing, and improving your core capabilities and features.

Ably Asset Tracking is optimized for delivering smooth user experiences across last mile logistics, food delivery applications, and urban mobility services.
How it works

THE COMPLICATED WAY
A typically complex realtime asset tracking cloud architecture (using AWS services)

THE ABLY WAY
Versus a simplified realtime asset tracking cloud architecture with Ably Asset Tracking
Why Ably Asset Tracking?

Faster time to market with increased developer velocity

Synchronizing and managing device state adds engineering complexity: state needs to be persisted in realtime to the cloud and any changes synchronized to subscribed devices. You also need to handle state during reconnects and manage state conflict across clients and regions, increasing DevOps overhead.

With Ably Asset Tracking, there’s no infrastructure to provision or manage. With our powerful SDKs, your team can quickly add realtime asset tracking to your app with just a few lines of code, allowing them to build new features faster.

Reduced battery drain helps improve fleet utilisation

Realtime location data requires a persistent connection between device and cloud, which drains a driver’s smartphone battery, causing delays and keeping your fleet off the road. Unreliable mobile network conditions make this particularly difficult to engineer for.

With Ably Asset Tracking, device location data is persisted in realtime to the cloud. All changes are synchronized to end-user devices via the Ably realtime communication platform, saving your drivers precious battery life and keeping them on the move.

Consistent and precise map positioning for a smooth user experience

Raw device location data is noisy and quality can be low. To fix this and create a smooth map matching experience, you need to build and maintain additional app logic.

Ably Asset Tracking precisely tracks asset location, while cleaning up noisy GPS data right on the mobile device, providing consistent positioning and movement on a map.

Your customers and support agents have accurate visibility into the location of any asset, improving quality of support with faster response times, and an overall delightful end-user experience.
Don’t just take our word for it...

“Ably takes care of all our realtime communication needs. It gives our customers the immediacy and user experience they need to manage entire fleets from a single dashboard, but is practically invisible – it just works in the background.”

Justin Bériot
CTO, Urbantz

“Choosing Ably has been quite easy for us because of its feature set, its scalability, high availability and its fair pricing that can let us grow with confidence.”

Damien Harper
CTO, Sanilea

“You miss so much by not using a platform like Ably. When you need to implement a new feature, the capabilities are there, ready to go. Or when you need to scale, the capacity is seamlessly available. There’s no need to even think about these things.”

Pato Echagüe
Chief Technical Officer, Split

“Ably helps us deliver realtime updates for 300,000 daily train passengers quickly, dependably, and cost effectively.”

Cherie Kizer
CIO, Metra
Ready to get started?

To learn more about Ably Asset Tracking, visit ably.com/blog/ably-asset-tracking-beta or get in touch with our technical sales team:

Get in touch