



GPS of TX

GPS tracking, dash cams, and a subscription program became GPS of TX's competitive advantage while protecting margins

**Organization**

GPS of TX

Industry

Field Services (Partner)

Location

Texas

Website

<https://gpsoftx.com/>

Operation

Channel Partner

Solution

- GPS Trackit fleet tracking platform
- Dashcam and Video telematics
- ZTrak
- Bus Suite

Benefits

- 30% higher partner margins
- Stronger customer retention
- Dedicated support access 24/7
- Single pane of glass

Ryan Stephens grew up in the GPS tracking business. He spent two decades at his father's company installing devices and building customer relationships that outlast any single product. Last year, he made it official. He launched GPS of TX, built off the reputation of his family's business, and took full ownership of both the business and its future.

Ryan runs a lean operation. Most days it is just him. From selling to servicing existing GPS tracking systems for fleets across Texas. He works with plumbers, electricians, construction crews, school districts, and municipal maintenance departments. He knows what his customers want. They are not prioritizing a technology provider. They want someone dependable. Someone, they trust to show up, get the job done, and pick up the phone when something goes wrong.

Ryan picks his partners with the same standards.

What was the issue with previous platforms?

Before Zonar, Ryan sold a competing product. The platform worked, but the economics did not. The margin structure cut roughly 30% from each sale, leaving him less room to negotiate with price-sensitive customers and less cushion when business slowed.

The product itself was another issue. Selling GPS tracking devices means putting a platform in front of a skeptical fleet manager and making the value obvious in minutes. The previous product could get the job done, but the value wasn't always clear right away.

Ryan needed more. The product had to be easier to sell. The economics had to work. And when something went wrong in the field, Ryan needed someone in his corner.

"I started doing a different product but soon reached out and found y'all and have made a lot more money. And my customers like the platform a lot better. It's easier to sell."

► Ryan Stephens, GPS of TX

What does the right platform offer?

Switching to Zonar changed the business. Financially was the most direct improvement. The margin structure gives Ryan more flexibility when a customer pushes back on price. He can absorb a discount without it hurting his bottom line the way it did before.

The product itself was an improvement as well. Zonar demos well. The platform looks clean, explains itself quickly, and hands off smoothly once installed. The subscription model program, or bundle program, wins over customers who balk at upfront costs. The lifetime warranty kills a common objection before it surfaces. In this program, fleets can eliminate the need for a large upfront hardware costs by paying on subscription model.

Ryan's customers are also seeing real results. Dash cam footage is settling liability disputes. In one case, another driver hit a customer's truck and tried to blame it on the fleet and sue for damage. The video shut that down fast. The customer was able to avoid high-cost litigation and protect their driver.

What is the important of support?

For a one-person operation, being able to count on partner is critical when there is new technology or larger prospects. Ryan has no team to escalate issues to. When a customer calls with a problem on a Saturday, Ryan is the escalation.

His Zonar channel manager, Mike Apperson, works as a genuine extension of his business. When Ryan needed help running a demo for a large prospect, Mike joined the call. When Ryan needed a device replaced on a weekend, Mike picked up. When he needs support, Ryan can reach a person. There are no ticket queues, email only options, or generic support chain.

That kind of access compounds. Ryan can make promises to his customers and keep them because he knows someone has his back.

"I'd describe Zonar as reliable and always there when I need them for anything— even on weekends. When I need support to answer the phone for an RMA or just a camera not working or anything, they'll answer. And I really like that."

► Ryan Stephens, GPS of TX

Why does the bundle program close deals?

For a lot of small and mid-size fleet operators, the barrier to expanding fleet technology is the upfront cost. A fleet manager who runs 10 trucks for a plumbing company is not budgeting for a capital equipment purchase. He is looking at his monthly overhead and asking whether this fits.

Zonar's bundle program removes that friction. Customers get full access to the platform and hardware without a large upfront investment, and every subscription comes with a lifetime warranty on the device.

For Ryan, this changes the sales dynamic entirely. The objection of large upfront costs that used to stall deals stops being a dead end. He can meet the customer where they are, put a working system on their vehicles, and let the platform prove its value.

Converting a 20-year-old book of business

Ryan's biggest near-term opportunity is also his sharpest competitive edge: two decades of existing customer relationships. Many of those customers still run older platforms that Ryan installed himself. He knows the accounts. He knows the contacts. In several cases, he has sat across from the same fleet manager for a decade.

Converting those customers to Zonar is not a cold sale. Ryan walks into a warm room, talks to someone who already trusts him, and shows them a better product. He estimates this pipeline will keep him busy for the foreseeable future and expects it to drive a meaningful volume of new Zonar activations.

Word of mouth does the rest. Fleet managers talk to each other. They know how critical it is to have reliable people, like Ryan, to work with. And they like him. When Ryan's customers spot the difference in the platform and reporting, they are sold. And they already trust the person who sold it to them.

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FAQ

Question:

Can switching platforms actually change your bottom line?

Answer:

Yes, and often faster than you expect. Ryan was leaving roughly 30% on the table with his previous vendor before switching to Zonar. Better margin structure meant he could compete more aggressively on price without it hurting his business. If you have not run the numbers on what your current vendor takes off the top, that is

Question:

What does it actually mean to have a channel manager and support in your corner?

Answer:

For Ryan, it means having one person he can call directly. When a demo needed backup, Mike, his channel manager, showed up. When hardware needed replacing on a weekend, Zonar picked up. A good channel manager and support team functions as an extension of your business, not a helpdesk you access through a portal.

Question:

How do you know if a platform is easy to sell?

Answer:

You know when a skeptical fleet manager stops asking questions and starts asking about next steps. Zonar demos cleanly. Ryan describes it as straightforward to put in front of a customer and let it speak for itself.