

Utah's Largest Backcountry Skiing Operation Adopts Somewear to Increase Safety Margins



Monument Ranch is a 20,000-acre backcountry resort in the Bear River Mountains of Utah. The ranch offers guided excursions to its members, including snowcat skiing in the winter and mountain biking in the summer. Justin, Director of Operations & Lead Guide, has over 15 years of guiding and snow safety

experience and is responsible for the organization's operating and emergency response plans. As an experienced guide and snow science expert, Justin relies on technology to maximize safety as his team navigates thousands of acres in the backcountry.

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We have guides and snowcat operators across valleys and peaks and the only way we can communicate with all of them reliably and effectively is Somewear. Our operations were heavily dependent on our operators' ability to get into radio range, but now we are able to expand further without sacrificing operational efficiency and with the peace of mind that our personnel can call for help in an emergency. And the Somewear web app allows us to track and communicate with our snowcats and guided groups in real-time from anywhere in the world. This offers a level of operational flexibility that we've never had.”

Justin Lozier

Director of Operations & Lead Guide | Monument Ranch

Founder of the first professional heli-ski operation in Patagonia

The Challenge

Operating a backcountry skiing operation that spans 20,000 acres introduces many logistical and safety challenges. As guides and guests traverse valleys and peaks in search of untouched powder, the variable terrain presents limitations for radio communications. Without reliable communications, the guides cannot relay their position and the operations center lacks critical information to maintain operational efficiency.

The reliance on radio communications also meant that the management team always had to be on-site and within radio range to manage the operation. Anyone beyond the operational boundaries had no access to the personnel operating the snowcats or the guides leading the groups.

Monument required a low-latency solution that empowered the operations team to oversee each assets' (guides and snowcats) position, communicate beyond-line-of-sight, and customize an internal SOS that aligned with the organization's emergency response plans.



The Solution

The adoption of Somewear has enabled the operations management team to assign hotspots to resources (i.e. guides, snowcats, guests) and track them simultaneously in real-time. The tracking data paired with reliable, beyond-line-of-sight communications allows Monument to effectively coordinate the movement of guests across the expansive terrain.

Justin, Director of Operations, suggests that “with Somewear, the reliability of [their] communications has significantly increased operational efficiency. We don’t need to wait for our guides to be within radio range to deliver a message. And we can deliver critical operational details to all the guides in the field with one quick text.” Beyond, operational efficiency, the Somewear web app empowers leadership to remotely oversee the operation and maintain safety measures.

Monument has increased their safety margins and adopted Somewear’s internal SOS capability to handle all emergencies. During an emergency, the guides can trigger an internal SOS, which alerts anyone participating in the operation. Routing the SOS to the team allows them to address and respond to the emergency immediately and effectively.

The Results

- Low-latency, resilient comms across 20,000 acres
- Significantly increased operational efficiency
- Strengthened emergency response plans

Contact us to learn how Somewear can support your commercial operations and elevate your customer experience. To learn more about Somewear Labs and our advanced software platform, visit our website at www.somewearlabs.com.