flo. LIVE

BERMAD Leverages floLIVE's Unique SIM Technology
With a Single SKU for Worldwide IoT Coverage

CASE STUDY

BERMAD

Executive Summary

BERMAD is a world leader in water and flow management solutions. The company was established in 1965, so has almost 60 years of experience creating best-of-breed solutions that have been utilized worldwide. Looking for greater control over its own digital roadmap and the products within, BERMAD launched its own product line of irrigation controllers (Omega) and was looking for a 'one-stop-shop' solution for global IoT connectivity.

As a result of its global coverage, transparent and competitive pricing anywhere in the world, and a smart single SKU SIM solution, floLIVE checked all the boxes. BERMAD can now attain cellular connectivity anywhere, and has achieved true business growth into the IoT space.

The Business Impact of floLIVE

- A digital offering that's fully under its own control
- Coverage in 86 countries worldwide
- Single contract and bill for all global services
- Full visibility for expedited fault-resolution
- Attractive rates for customer data packages

The Challenge – A new IoT use case for a global customerbase

BERMAD launched a line of irrigation controllers with built-in data logging, based on NB-IoT cellular communications. A global company with more than 86 countries to serve worldwide and subsidiaries around the globe, BERMAD needed:

Transparent & Stable Costs

While the company could look to reduce the costs of communications to the cloud internally, the cost of data needed to be as low as possible, especially as the product would serve many countries and need to offer good ROI as a whole.

A Single Provider

BERMAD couldn't afford to look for a tailor-made solution for each and every location, with a presence needed in countries from USA and Spain, to Brazil, China, India, Australia, Mexico and more.
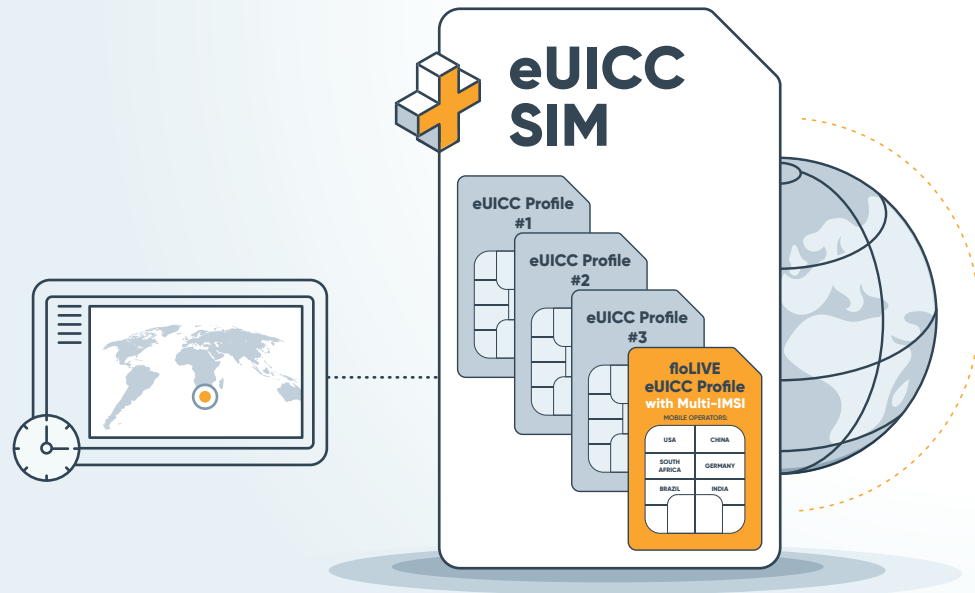
Compliant Connectivity

Each destination may have its own unique compliance regulations, roaming restrictions, or laws around data privacy. BERMAD needed a solution that worked everywhere, without needing to worry about these details.

The Solution – floLIVE SIM offered Worldwide Cellular Connectivity via a Single SIM

After testing floLIVE's solution against a competitor, BERMAD chose floLIVE's global connectivity solution as the right choice for its first IoT product. floLIVE offered a unique alternative to multiple local connectivity providers in each region – one SIM card with a single SKU.

Until the device is set up, it will remain location and operator-agnostic. Once the device is active, it then connects to the right local network from floLIVE's IMSI library, the largest of its kind. Using floLIVE's unique SIM technology, the SIMs could be provisioned remotely OTA (over-the-air) giving BERMAD ultimate control over its devices, anywhere in the world. This sidesteps issues such as compliance of local data internationally, or permanent roaming, as the device is always using local connectivity.

eUICC SIM

eUICC Profile #1

eUICC Profile #2

eUICC Profile #3

floLIVE eUICC Profile with Multi-IMSI
MOBILE OPERATORS:

USA	CHINA
SOUTH AFRICA	GERMANY
BRAZIL	INDIA

"

We wanted a product that was the most 'plug and play' as possible. I can check locally in the lab headquarters all of my connectivity, and then send it worldwide, whether to India, China, Brazil or more, and I know that it works. In the past, I would have had to make time and resources for trials in the field, and this is no longer a consideration. This is a huge operational advantage - one SKU and global reach."

Lior Doron, Digital Solution Manager, BERMAD.

The Results – Reduced Overhead and Complexity, and a True Partner in IoT Growth

Full Control

BERMAD regularly manufactures devices without knowing where the end destination will be. With floLIVE, this doesn't matter, as devices can be activated, provisioned and maintained OTA.

Flexibility

BERMAD has a stock of floLIVE SIM cards, and can test locally, plus decide when to activate, deactivate, and control them worldwide. With local SIMs, they would have to go without testing altogether, opening them to risk. Logistically, this gives ultimate control.

Global Coverage

With floLIVE's huge and growing IMSI library, BERMAD can provision and manage devices with great performance, anywhere in the world with cellular connectivity.

Data Visibility

It's easy to visualize the amount of data that is transferred through the SIM card, and get all the information related to connectivity and coverage at a glance from a single screen, making it much easier to troubleshoot remotely.

Reduced Overhead

Managing a single partner relationship is far easier and comes with reduced costs and fault resolution times over trying to create relationships in multiple locations or for every stage of the solution.

Minimized Complexity

A single partner allows for ease of use such as one bill at the end of each month, one contact to reach out to in case of issues, and even one-time zone, language and culture.

A Smart Economic Solution

BERMAD's customers can benefit from economies of scale, receiving a more attractive rate for data packages, and passing on those benefits alongside reduced service costs to their own customers.

> With floLIVE, we feel that we've found a real partner in our IoT growth. They have given us their own unique expertise and industry knowledge, and they never fail to provide active help and proactive guidance to support us when we need."
>
> **Lior Doron, Digital Solution Manager, BERMAD.**

Want to learn more about achieving truly global connectivity?

Schedule a call with one of our IoT experts.

About floLIVE

floLIVE operates the first and largest global, hyperlocal cellular data network of its kind, based on local POPs in dozens of locations worldwide. With the largest global connectivity library of its kind, we provide centrally managed, localized connectivity for any device, anywhere. Global means no limits on where you do business; local means low latency, high performance, and full compliance. Our network has been designed to comply with the emergence of privacy acts, data regulations and roaming restrictions. Best of all, we provide direct access to our network, that lets you control your connectivity as if you were the carrier. Monitor your devices, access real-time network events and usage, switch operators remotely, and troubleshoot failures ahead of time, so your devices never miss a beat. For more information, visit www.flolive.net

flo.
LIVE

Let's connect

Get in touch to discuss how we can meet your IoT requirements. We're sure to surprise you.

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