



CommsCloud Leverages floLIVE to Enable Reliable IoT Connectivity Across Africa

CASE STUDY





Executive Summary

CommsCloud is a business-to-business (B2B) company that serves as a one-stop-shop for scaling IoT connectivity solutions around the globe, with a diverse client base spanning Southern Africa, South East Asia, and Europe.

Over the last 6 years CommsCloud has partnered with floLIVE to develop a comprehensive understanding of connectivity challenges across Africa. With limited 2G/3G/4G/NB-IoT coverage and no single operator providing widespread access, a multi-operator SIM solution was needed.

CommsCloud's solution addresses this by providing seamless connectivity across multiple networks using floLIVE's advanced, cloud-based Connectivity Management service and SIM management solution. Remote SIM Provisioning (RSP) allows configuration adjustments without device returns.

Together, floLIVE and CommsCloud now serve 45 countries in Africa and 450 end customers across Africa. With a single platform that provides cellular connectivity, CommsCloud's clients are well positioned to launch and maintain reliable IoT deployments anywhere on the continent.

The Business Impact of floLIVE

- 5X increase in CommsCloud's direct customer base
- 10X growth for CommsCloud indirect customers
- Scalable IoT Solution offering across Africa
- High levels of technical support 24x7x365





The Challenge - MNO Legacy Infrastructure that Doesn't Suit IoT

CommsCloud had significant experience with mobile voice and data contracts, optimizing more than 500,000 mobile SIM cards from a cost perspective to support enterprise scale. Even before the growth of IoT, customers would ask CommsCloud for solutions to support cross-border business intelligence, looking to achieve the same visibility when

roaming outside of South Africa for example, or keeping costs low as they expanded across Africa. With the rise in IoT, including logistics, assets and livestock tracking, access control and anti-theft use cases, the need for coverage and visibility cross-border was even more essential.

CommsCloud had a strong understanding of what was needed in the market, and knew that MNO infrastructure was primarily built for voice and data, and not optimized for IoT. They needed to sidestep MNO legacy infrastructure, and find a multi-operator SIM solution that was truly modern, so that they could:



Target IoT businesses

IoT system integrators and IoT solutions enterprises find using legacy MNO infrastructure built for voice and data packages challenging. They need strong support, high visibility, affordable costs, complete coverage, scalability and management layers for Business Support Systems.



Build a coverage model for Africa

There are no operator profiles that cover Africa, as a result of its sheer size, and roaming is an expensive solution that doesn't offer visibility. On top of that, Africa largely works on 2G and 3G with LTE and 5G almost non-existent.



Compete against traditional players

The competition was all looking for answers to the Africa issue, and CommsCloud wanted to be able to hit the market fast with a smart solution that would be easy to implement for its customers.



Remain future-focused

Certain solutions on the table had a shelf life. Africa is not a fixed environment, and what you see today is not the reality of tomorrow. CommsCloud wanted something sustainable for decades ahead, not only to solve a specific problem now.



The Solution - A Single Connectivity Management Platform for Low-Cost Connectivity Across Africa

Working together with floLIVE, CommsCloud had a wide range of use cases to solve for, including tracking devices for cattle and agriculture to meet local regulations, access control for agriculture and security businesses, energy and gas monitoring, asset and vehicle tracking, and end-user logistics companies. In many cases, the client was a consultancy that wanted to use the solution to service their own clients' needs, so the ability to offer connectivity as-a-service was critical.

To achieve this scope, the CommsCloud solution includes floLIVE's multi-IMSI SIM cards, which allow customers to access global coverage for their devices via 15 global IMSI operators. Through a single SIM, and one SKU, all devices connect locally, ensuring no coverage gaps when crossing borders. This will be augmented by satellite connectivity via IoT-NTN for when cellular coverage is not available.

Behind the scenes, customers have one connectivity management platform for seamless SIM card management through a single pane of glass. This solution provides access to the world's largest cloud-based IoT infrastructure, with a presence on 5 continents, and around-the-clock technical support.





The Solution - A Single Connectivity Management Platform for Low-Cost Connectivity Across Africa

CommsCloud's clients also have access to an intelligent IoT platform where they can use advanced BI tools to ensure that each role and player in the business has access to data-driven insights to enhance and 10x their role and to monitor and manage the complete IoT ecosystem. These include trends, hardware details, APN traffic, device uptime, cost containment, optimization opportunities and client-specific meta data, rules, thresholds and alerts. The solution is agnostic to the SIM vendor so clients can manage any vendor's SIM cards and CommsCloud's in a single pane of glass.



With floLIVE we've been able to launch a low-cost connectivity solution across the whole of Africa. We can offer Remote SIM Provisioning to our customers so they can switch out operators where necessary to keep costs low, and allow them to scale their IoT businesses, with all the right billing tools to ensure visibility and control. We check all the boxes that our competitors don't."

Peter Walsh, Managing Director, CommsCloud Managed Infrastructure

For CommsCloud customers, this solution has already delivered significant benefits. One asset tracking company was operating in over 25 African countries but experiencing intermittent connectivity issues using local SIMs. Since switching to CommsCloud's solution 2 years ago, they have achieved 99% uptime across their entire fleet. Another customer monitoring critical infrastructure saw a 30% reduction in downtime related costs, a measurable impact to their bottom line.



The Results - Global Coverage and Flexibility, Built with the Future in Mind

CommsCloud now benefits from:

Global coverage

As a business model, CommsCloud has learned to manage Africa intelligently by splitting it into three regions, and determining the right solution for each customer and their business needs. Each customer can be given a fit-for-purpose SIM card with multiple profiles that meet their specific cross-border requirements. Every customer has peace of mind that they have complete coverage.

OTA management and control

Through a single SKU, CommsCloud can now cover the whole world for its customers, providing a Connectivity Management Platform that offers a TRUE single pane of glass to all devices. Customers can benefit from ease of use and complete control, with Remote SIM Provisioning allowing them to switch between operators where necessary, for example where costs are rising prohibitively in-region. For countries like Zimbabwe, where data costs can be as much as \$50/MB - this flexibility is critical.

Full support

Whenever necessary, CommsCloud has access to expertise across the whole floLIVE team, from the Heads of Support, to developers in the trenches. At all times, floLIVE and CommsCloud have worked together as an adaptable partnership, participating and collaborating in tandem with the same end goal - to understand the challenges in Africa and deliver Africa-wide connectivity for IoT enterprises.

Significant revenue growth

Before partnering with floLIVE, CommsCloud had 10 partners serving Africa, while today - they have more than 50 (SIs and OEMs). Within that customer-base, there are more than 450 child accounts, the partners own customers. This is a significant growth story and shows how impactful offering coverage and reliable connectivity to this continent has already been.



There has been significant revenue growth in the last year since we started gaining traction with this solution. We've now built confidence in what the floLIVE product offers. This is especially true for resellers, who have seen their business grow, and now trust in our feedback and expertise in Africa's connectivity landscape. As a result, we've seen exponential growth in revenue and in our existing customer base. floLIVE has been incredibly responsive in sourcing what we need, and creating the best coverage at the most competitive pricing possible. That's been felt by our clients for sure."

Peter Walsh, Managing Director, CommsCloud Managed Infrastructure

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



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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