



The Aroma Trace: Crafting Consistent Scent Experiences Through Global IoT Connectivity



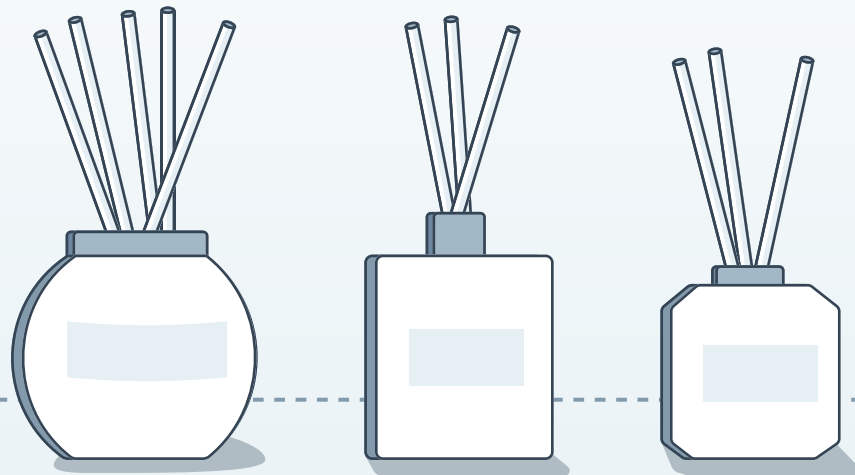
THE
AROMA
TRACE

CASE STUDY

The Background

The Aroma Trace is a global innovator in scent marketing, pioneering olfactory branding to enhance emotional connection and brand loyalty. With offices in 12 countries and a presence in over 47 countries through franchises and distributors, their operations span a vast international footprint. Their signature scent diffusion systems can be found in luxury hotels, retail chains, corporate offices, healthcare centers, and premium car dealerships around the world – delivering immersive, memory-triggering experiences at every location.

To achieve this, The Aroma Trace depends on a network of connected scent diffusers – each requiring seamless, reliable global cellular connectivity to ensure consistency, uptime, and precise remote management.



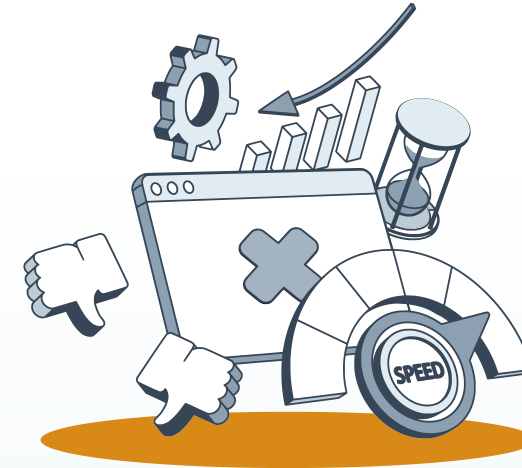
The Business Impact of floLIVE

- **Cut connectivity costs by over 50%**
by switching to usage-based billing and eliminating charges for inactive SIMs.
- **Achieved seamless cross-border device performance**
resolving critical downtime issues experienced with the previous provider.
- **Improved operational efficiency**
through real-time device monitoring, reducing manual checks and emergency field visits.

The Challenge: Connectivity Downtime Was Hurting Service Quality and Customer Trust

As a global scent marketing leader, The Aroma Trace relies on the ability to remotely monitor, control, and optimize hundreds of scent diffusers around the world. These smart devices must always be connected – ready to send real-time alerts about scent levels, device tampering, unplugging, or any technical malfunctions.

With their previous IoT service provider, The Aroma Trace quickly encountered limitations that disrupted operations and put client satisfaction at risk:



◦ Inconsistent Cross-Border Connectivity

Devices that worked reliably in one region, such as Spain, would often lose connectivity when deployed in other countries – undermining visibility and service continuity.

◦ High Costs for Inactive SIMs

The pricing model charged for every SIM, active or not – driving up connectivity costs and making it difficult to scale in a cost-effective way.

◦ Lack of Real-Time Operational Insight

Without timely alerts, the team couldn't detect or resolve issues early – leading to missed refills, unplanned outages, and potential loss of high-value contracts. In many cases, the team had to dispatch costly emergency site visits just to maintain service continuity.

◦ Manual, Fragmented Operations

The absence of centralized control made inventory tracking, troubleshooting, and reporting complex and reactive – increasing operational overhead and limiting agility.



The Solution – floLIVE Delivered Reliable, Borderless IoT Connectivity and Full Control

To address the limitations of their previous IoT service provider, The Aroma Trace turned to floLIVE for a more reliable, scalable, and transparent solution. floLIVE's cloud-native connectivity platform offered global coverage with local compliance – all through a single SIM and a unified management layer.

With floLIVE, The Aroma Trace gained:

Seamless Global Connectivity

floLIVE's distributed core network and vast IMSI library enabled consistent performance across countries, removing roaming limitations and minimizing latency.



Pay-As-You-Grow Billing Model

Unlike the legacy model, floLIVE charges only for active endpoints and actual data consumption, significantly reducing connectivity costs.



Full Device Visibility and Alerts

From a single dashboard, the team could remotely monitor device performance, receive automated alerts, and trigger proactive responses – ensuring consistent customer experiences.



Enhanced Service Reliability

floLIVE's autonomous network switching minimized downtime, while data remained in-region, meeting all compliance and security standards.



Downtime is more than just a technical issue – it directly affects our service quality and reputation. When connectivity drops, we lose real-time visibility into our smart scent diffusers, which leads to missed alerts, service failures, and client dissatisfaction – especially in premium environments where expectations are sky-high.

Stefano Iannini, CEO USA & Canada, The Aroma Trace

The Results – Reduced Costs, Increased Uptime, and Smarter Operations

With floLIVE, The Aroma Trace was able to:



Cut connectivity costs by more than 50%,
Eliminating charges for idle SIMs and removing overage penalties.



Achieve seamless global connectivity

Devices now stay connected regardless of location – enabling consistent service delivery in every market without the need for manual network switching or troubleshooting.



Reduce field visits and manual interventions

Real-time visibility into device status has allowed the team to resolve issues remotely and proactively – reducing costly site visits and improving service response times.



Protect their brand reputation,

Ensuring premium customers always received the consistent, signature experience they expect



floLIVE solved our cross-border connectivity issues and finally gave us a pricing model that makes sense – only charging for active endpoints and consumed data, not idle SIMs.

Stefano Iannini, CEO USA & Canada, The Aroma Trace

About floLIVE

floLIVE designed and developed an elastic, robust core cellular infrastructure that is the largest in the world. Through this powerful infrastructure, the company offers numerous services to mobile operators, IoT MVNOs and Global Enterprises seeking seamless, compliant, high performance, and regulatory compliant connectivity, anywhere in the world.

With a global carrier library that is based on interconnected local core mobile networks, floLIVE ensures low latency, high performance, and full compliance with privacy acts, data regulations, and roaming restrictions. As of today, more than 20 mobile operators are on board the platform, giving companies multi-tier connectivity access.

Through direct access to our network, customers can monitor their devices, access real-time network events and usage, switch operators remotely, and troubleshoot failures ahead of time, providing a seamless experience that keeps devices connected at all times. Through one integration, one SKU and one platform, customers have a world of connectivity and endless possibilities.



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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