



AutoMobility®

floLIVE Provides Reliable Global Connectivity for AutoMobility's Solutions in Automotive IoT



CASE STUDY



The Background

The global automotive Internet of Things (IoT) market is projected to have a market worth of [\\$882 billion](#) by 2028, with a compound annual growth rate of 15 percent in just four years.¹ Digital advancement in this industry is divided into two segments – consumer and commercial.

The consumer segment boasts significant opportunities for enhancing efficiency, safety, and security, as well as many other benefits in the following areas:

Vehicle Diagnostics and Maintenance: IoT devices can monitor the health of the vehicle in real-time, detecting issues such as engine problems, low battery levels, or tire pressure abnormalities. This information can be relayed to the driver or the manufacturer for timely maintenance or repairs.

Connected Navigation: IoT-enabled navigation systems provide real-time traffic updates, route optimization, and location-based services. These systems can suggest alternative routes to avoid congestion or provide recommendations for nearby restaurants, gas stations, or attractions.

Remote Vehicle Control: With IoT, drivers can remotely control various vehicle functions using mobile apps or voice commands. This includes locking/unlocking doors, starting the engine, adjusting climate control settings, and even locating the parked vehicle.

Vehicle Security: IoT-based security systems offer features such as remote alarm activation, vehicle tracking in case of theft, and geo-fencing alerts. Some systems can automatically notify authorities or the owner in case of unauthorized access or suspicious activity.

Driver Assistance and Safety: IoT devices can enhance driver safety by providing features such as collision avoidance systems, blind spot detection, lane departure warnings, and adaptive cruise control. These systems use sensors and cameras to monitor the vehicle's surroundings and alert the driver to potential hazards.

Usage-Based Insurance: Insurance companies utilize IoT data to offer usage-based insurance policies, where premiums are based on driving behavior and vehicle usage patterns. IoT devices track factors such as mileage, speed, acceleration, and braking to determine risk levels and adjust premiums accordingly.

In-Car Entertainment and Connectivity: IoT-enabled infotainment systems offer access to streaming music, podcasts, audiobooks, and other multimedia content. These systems may also support voice-activated assistants, smartphone integration, and in-car Wi-Fi hotspots.

¹ <https://www.statista.com/outlook/tmo/internet-of-things/automotive-iot/worldwide>

AutoMobility, a consumer automotive after-market electronics distributor and manufacturer, is Canada's largest automotive electronics source. Its robust product portfolio includes dash cameras, app-based remote vehicle starters, collision avoidance systems, security, and more.

AutoMobility has been in business since 1991 and has bore direct witness to the digitalization in consumer automotive over the last 33 years.

"Our car business is shifting with time and we're keeping it adaptive to today's world," AutoMobility Chief Technology Officer Mike Ethier said.

A good example would be AutoMobility's remote vehicle starters, which were in high demand in the early 2000s. AutoMobility has continued its early success with remote vehicle starters by developing alongside current demand, which has integrated the capability into a smartphone application that also supports measuring vehicle metrics, such as battery voltage and temperature display.

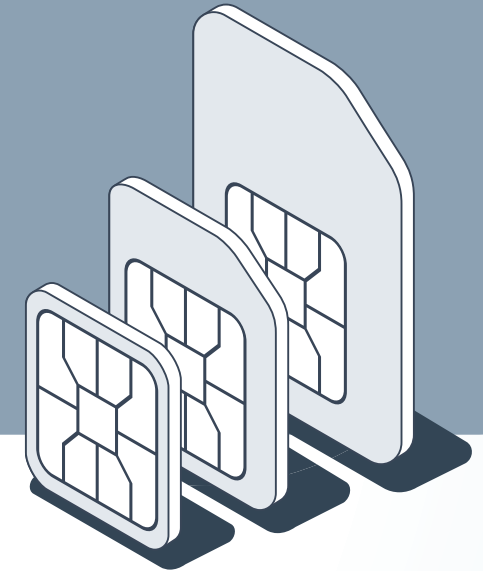
This has moved the solution into the realm of multiple connected devices that need to communicate between sensors, the vehicle, and the user's smartphone(s).



Mike Ethier
Chief Technology Officer
AutoMobility

Business Impact of floLIVE

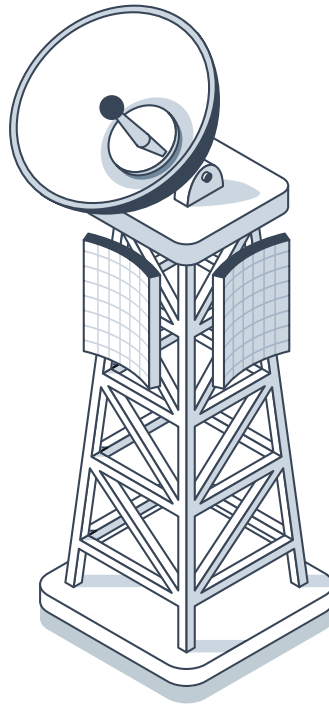
- **Global Coverage:** AutoMobility can offer reliable coverage to its customers by leveraging floLIVE's IMSI library of more than 20 global carriers.
- **Visibility:** Management is more holistic when visibility into device and network behavior can be achieved.
- **Single SKU Connectivity:** floLIVE offers multi-profile SIM cards to tap into worldwide connectivity.



The Challenge

For AutoMobility's connected vehicle solutions to work, the organization needs to leverage cellular connectivity, which might sound simple at first but is a much bigger challenge upon closer inspection.

One of the primary difficulties is ensuring consistent cellular coverage, especially in remote or rural areas where signal strength may be weak or unavailable. Automotive IoT devices must be designed to handle intermittent connectivity and seamlessly switch between different cellular networks or communication protocols to maintain reliability.



Ethier said it is important for devices to be able to hand off when traveling across borders or even regionally, as carrier coverage varies. One of the key challenges in automotive solutions is the ability to have connectivity move alongside the solution, and in a widespread connectivity ecosystem, that is not a simple ask. What AutoMobility needed was:

Network Multiple-Profile Connectivity: By provisioning IoT devices with profiles for multiple network carriers, organizations can ensure better coverage and reliability, especially in areas where a single carrier may have limited coverage or signal strength. Devices can automatically switch between available networks to maintain connectivity, reducing the risk of downtime or communication failures.

Single SKU: Managing multiple SIMs from numerous connectivity providers creates a logistical challenge and operational complexity.

A Holistic Connectivity Provider: Partnering with a single provider means access to myriad global connectivity providers from one source.

Flexibility: Because of diversity in vehicles, models, and hardware, it's important for AutoMobility's products to integrate seamlessly with minimal backend friction.



The Solution

AutoMobility had tried other connectivity and IoT enablement providers before but found that while some solutions sound easy, the functionality in the field did not live up to the promise. Turning to a provider that has created, owns, and operates their own connectivity infrastructure allows for greater flexibility, control, and success. AutoMobility turned to floLIVE for:

Robust Connectivity: floLIVE offers a large IMSI library supported through UICC, eUICC and Multi IMSI which offers both a single-SKU SIM approach for streamlined logistics, and it allows AutoMobility to achieve connectivity through a wide choice of network operators.

Single Source: Instead of going from provider-to-provider in order to source connectivity, AutoMobility simply leverages floLIVE and has access to a global connectivity library supported on floLIVE's own mobile core network infrastructure.

API Integration: For the greatest flexibility and interoperability, floLIVE exposes its API for backend integration across technologies and hardware.

"Quite frankly, it's very simple to use," Ethier said.

Visibility and Management: floLIVE's award-winning connectivity management platform makes it possible for AutoMobility to achieve granular visibility in device and network behavior for comprehensive support and management.

Proactive Support: floLIVE provides 24/7 fully human support that is highly responsive throughout the customer journey, helping to tackle issues as soon as they arise for fast resolution and minimal downtime or deployment complexity.

"The support is really proactive," Ethier said. "If there's an issue, we just tap on your shoulder and open up a ticket. I have really good things to say about floLIVE."

Pay-as-you-Go Model: floLIVE only charges for active SIMs, which has allowed AutoMobility to achieve scalability. Ethier explains that demand for remote starters can be seasonal, extending the shelf life of this product. It is a fast way to lose money on products if AutoMobility is paying for inactive SIMs in devices sitting on customer shelves. But because floLIVE does not charge until a SIM is activated, this helps AutoMobility with distribution and not having to operate within extremely narrow margins.



"Our goal was to have a unit, even if it's sitting on the shelf, it doesn't cost us anything and floLIVE was able to do that. Even if that unit never hits the network, we don't get charged," Ethier said.

● The Results

Achieving scalability and success in a complex industry is made much smoother by leveraging floLIVE as a provider and it has allowed AutoMobility to outpace its competition in their domain.

Overall, because of the flexibility and ease in delivering its solutions, AutoMobility is a much more attractive provider of equipment in the automotive space with an enhanced value proposition that helps keep the company operating lean.

The success AutoMobility has achieved in Canada is expanding into North America making their solutions available through Voxx Electronics and through direct distributors in the region, confident they will continue to see superior performance in the utilization of the major United States carriers as they have in Canada.

The IoT automotive market can be complex and competitive, but AutoMobility proves that with the right provider supporting its core business, the trajectory for success is steep.



About AutoMobility

For more than three decades, AutoMobility has been a leader in consumer automotive electronics. Beginning as a distributor of post-market automotive electronics, AutoMobility successfully expanded into the manufacturer realm and works diligently to provide industry leading products throughout Canada.

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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