



# MobileWare Enhances Comprehensive Customer Management and Achieves Efficiencies with floLIVE



CASE STUDY

## The Background

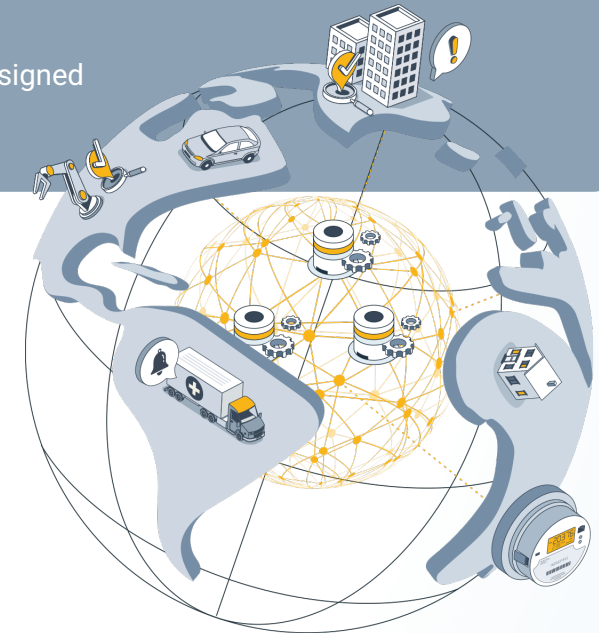
Delivering connectivity is crucial in the Internet of Things (IoT) market. While the ecosystem is comprised of many key players, such as hardware, software, and computing, the tie that binds it is connectivity and ensuring that wherever or however devices are deployed, they can connect to the Internet to communicate data.

IoT Solution Providers (ISPs) stand at a critical juncture in providing the very critical connectivity in IoT use cases but also helping stitch together the other very important components of IoT, including data and hardware management, security, integration, and maintenance and support.

MobileWare is an industry-leading IoT solution provider that enables IoT solutions in key verticals such as restaurants, retail, education, security, transportation and logistics, and more.

### Business Impact of floLIVE

- Single pane of glass for device management
- Simplified management of multi-carrier relationships
- Single SKU SIM
- Global connectivity designed for IoT complexity



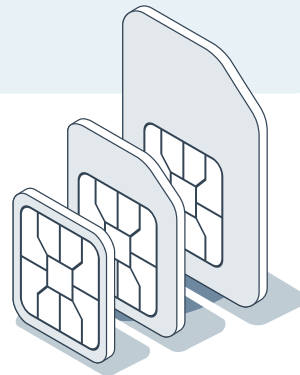
## The Challenge

MobileWare is successfully delivering solutions in the IoT segment but found managing the complicated connectivity ecosystem burdensome.



**Steve Higgins**  
CEO, MobileWare

“MobileWare developed its Darby platform to help integrate the components of the solutions they were providing to customers, which was further refined and enhanced through its partnership with floLIVE. We were trying to manage all the different carrier agreements, multiple SKUs, and who has the best SIM cards,” MobileWare CEO Steve Higgins said.



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The nature of IoT is very different from consumer connectivity. Typically with consumer connectivity, a user only needs a single SIM from a single Mobile Network Operator (MNOs) but even still, an ISP generally will contract and resell connectivity from multiple carriers. However, with IoT, the complexity of that can easily multiply for several key reasons:

**Coverage and Availability** Network operators may have different coverage areas and service availability. In some regions, certain operators might offer better coverage or have stronger signals, ensuring that IoT devices can communicate effectively across diverse geographical locations. Multiple operators increase the chances of finding suitable connectivity options for different deployment scenarios.

**Redundancy and Reliability** Relying on a single network operator introduces a single point of failure. If that operator experiences outages or issues, all devices connected to that network may be affected. Having multiple network operators allows for redundancy, improving the reliability of IoT solutions. If one network faces problems, devices can switch to alternative networks, ensuring continuous operation.

**Cost Optimization** Different network operators may offer varying pricing structures and plans. Having multiple options allows businesses to choose the most cost-effective solution based on their usage patterns, scalability requirements, and budget constraints. Competition among network operators can also drive down prices and improve service quality.

**Global Deployment** For IoT solutions with global deployments, relying on a single network operator may not be practical due to regional variations in network infrastructure and regulations. Multiple operators allow for more flexible and scalable global deployments, ensuring connectivity across different countries and continents.

**Technology Evolution** The field of IoT is rapidly evolving, and new connectivity technologies continue to emerge. Having multiple network operators allows businesses to adapt and integrate the latest and most suitable connectivity technologies as they become available, ensuring future-proofed IoT solutions.

**Customization for Specific Use Cases** Different IoT applications have unique requirements, such as low latency, high bandwidth, or long-range connectivity. Multiple network operators enable businesses to choose the network technology that best aligns with the specific needs of their IoT use cases.

MobileWare was successful in delivering its diverse connectivity offerings to customers and helping them save money and tap into IoT success, but behind the scenes, it was a logistical challenge.

“We were asking ourselves how do we continue to grow this and have a platform – we were doing it on spreadsheets,” Higgins said.



## The Solution

MobileWare integrated Darby with floLIVE's connectivity management platform (CMP), which has allowed MobileWare to provide its customers with a single pane of glass to view all data usage and device activity, as well as activate and deactivate SIMs anywhere in the world. Darby's functionality ties in with hardware management so customers can leverage one platform for granular management in their IoT use cases.

floLIVE's holistic cloud-based CMP is designed to deliver a suite of services for making IoT businesses global, coherent, and profitable. floLIVE fully owns its technological infrastructure and software stack, enabling it to provide full customization and additional functionality to meet the advanced requirements of large-scale IoT deployments. This means providing more customization, visibility, and control over the network, which is essential for enterprises with sophisticated and demanding IoT use cases.

MobileWare also leverages floLIVE's core network, which is a unified approach to global connectivity through key MNO partnerships. The floLIVE robust IMSI library allows for broad carrier access across the globe from a single source.

**As an ISP, value-added services are paramount in differentiating services and driving SLAs and QoS. In partnering with floLIVE, MobileWare achieves:**

### **Seamless Coverage**

Sourcing connectivity operator-by-operator leaves organizations in a logistical bind, but accessing a library of more than 15 IMSIs allows for coverage from a single source.

### **Single SKU**

Multiple SIMs from multiple carriers introduce complexity, but leveraging a single SIM that can host numerous carrier profiles creates a unified approach.

### **Global Reach**

Worldwide connectivity access from a single source that operates at the local level ensures global connectivity without the headaches or local agreements or roaming SIMs.

### **Full Visibility**

Not being incumbent on carrier's connectivity management platforms that are not designed uniquely for IoT is paramount to MobileWare in not just internally having visibility into devices, but also handing that visibility down to their customers.

### **Superb Customer Support**

Offering complete customer support throughout the customer journey is imperative to MobileWare.

## ● The Results



“Companies today really struggle with finding a way to have simple, secure connectivity, always,” Higgins said. “We provide them just that.”

The complexities of IoT connectivity oftentimes don't arise until deployment or afterward during management. Higgins said a question he sees from customers or prospects is the point of partnering with an ISP when the organization can just use two SIMs from two different providers. If one network were to fail, the second SIM provides failover connectivity.

He said that is an expensive alternative (paying for two different data plans just for a failover plan) to leveraging a multi-profile solution, like the Single SIM™ that MobileWare offers. Powered by floLIVE Multi-IMSI technology, MobileWare offers customers the ability to seamlessly switch networks over the air (OTA) in case of a network failure, network event, coverage gap, or as a device moves along networks and needs to connect to the most available network. This simplified, more cost-effective solution hosts numerous profiles, not simply two networks via two SIM cards.

MobileWare also differentiates itself through comprehensive customer support, which – in the complex sector of IoT – is important as devices must be connected and communicating consistently.

“We like to provide service levels that spoil our customers rotten. Customers can call me day, night, or during the week—I will answer,” Higgins said. “Companies today really struggle with finding a way to have simple, secure connectivity, always. We provide them just that.”

Troubleshooting is supported through granular visibility provided via floLIVE's CMP and MobileWare's Darby, allowing for faster problem resolution than leveraging multiple MNOs and the associated numerous support systems.



“We're only as good as the team behind us,” Higgins said of floLIVE. “The responsiveness on the network level – we springboard from that and provide this great experience for our customers.”

MobileWare can confidently turn to floLIVE for top-tier support for escalated issue resolution.



#### **24/7 Management and Support**

MobileWare's ability to provide exceptional customer support is enhanced through floLIVE's support and responsiveness.



#### **Single Pane of Glass**

MobileWare customers can access broad connectivity and network options through floLIVE's robust IMSI library from a single source instead of carrier-by-carrier and SIM-by-SIM.



#### **Comprehensive Management**

Integration with floLIVE's CMP allows MobileWare to provide the unique value proposition of granular insight into and management of connectivity and hardware components.



#### **Connectivity across the Globe**

Accessing worldwide connectivity is simplified for MobileWare customers.



#### **Reliability and Redundancy**

OTA switching allows customers to access the right network at the right time for optimized connectivity.



#### **Simplified Logistics**

MobileWare's Single SIM opens up numerous carrier networks without the need for additional SIMs.

## About MobileWare

MobileWare is an agent of change that inspires customers from all over the world with simple-to-deploy and easily managed mobile solutions. Backed by 20+ years of specialized knowledge, our unique blend of technology innovation and white-glove service allows us to deliver state-of-the-art offerings. We align our technology services to our client's business objectives to maximize their profitability, catalyze their global scalability and mitigate any risk. This, as a result, catapults each of them to success today and moving forward.

## About floLIVE

floLIVE designed and developed an elastic, robust core cellular infrastructure that is the largest connectivity infrastructure 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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