



# floLIVE Provides AgTech Netafim with Remote Management, Reliable Global Connectivity



CASE STUDY

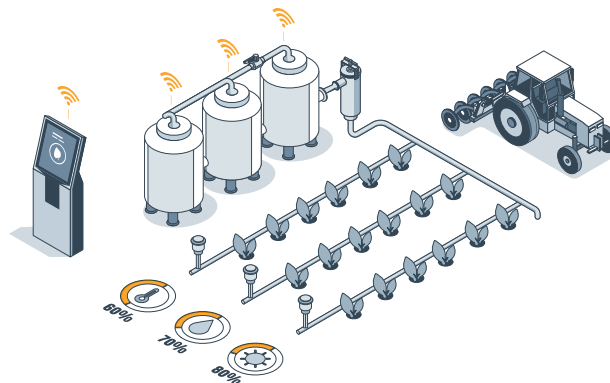
# The Background

Beginning in 1965 in the Israeli desert of Negev, Netafim has worked diligently to create irrigation solutions to allow for successful farming in even the most challenging climates.

Today Netafim is leading the way in digital farming, irrigation and fertigation through integrating real-time monitoring. With 17 factories in 13 countries, 29 commercial subsidiaries, and a presence in 110 countries, Netafim is the world's largest micro-irrigation corporation that empowers farmers to yield more through less effort via a suite of solutions focused on precision irrigation, agronomic expertise, and innovation.

Netafim identified a need for their customers to have remote management for real-time data insights and recommendations no matter where the devices were located, so Netafim decided to connect their devices. They formed the Digital Farming unit that developed Connected IoT devices to monitor soil conditions, weather, and crop health for precise monitoring and automated control of irrigation and fertilization. Netafim offers many solutions, but specific to connected devices are:

The end user can rest assured that they are leveraging a solution that is simple yet powerful.



## o GrowSphere™ OS

Intuitive all-in-one operating system that lets you seamlessly manage farmers daily irrigation and fertigation activities, from plan to execution to validation. All Netafim's controllers are connected to the GrowSphere™ OS workspace, an intuitive visual work tool that makes it easier to plan, monitor, and execute your irrigation with greater transparency and reliability. It can minimize the operating costs while improving the yields - with a lot less effort.

## o GrowSphere MAX

GrowSphere™ MAX is the ultimate all-in-one solution, offers maximum operational flexibility. Ideal for complex agriculture operations. All Netafim's controllers are connected to the GrowSphere™ OS.

## o GrowSphere™ ONE

An advanced precision irrigation and fertigation monitoring system integrating various sensors to deliver real-time data on soil, plants, hydraulics, and weather conditions. The GrowSphere™ ONE, a standalone unit, utilizes global SIM connectivity and solar power for easy field setup. It provides actionable insights and recommendations based on sensor data and forecasts, enabling precise irrigation scheduling and improved crop health.

## The Challenge

Netafim understands that farmers today are managing large operations and have many tasks to cover, so having a network of connected devices allows them to be in control at all times, even when not on site. By connecting their devices, Netafim could empower farmers to achieve:

- **Remote Management**  
With the shift towards modern, digitized agriculture, farmers need to manage operations remotely, which requires connected devices for real-time monitoring and control.
- **Data-Driven Decisions**  
Real-time data helps optimize irrigation, making water usage more efficient, particularly critical given the increasing water scarcity due to climate change and environmental pressures.
- **Operational Efficiency**  
Integrating connected devices allows farmers to streamline operations, improve resource management, and respond swiftly to any issues.
- **Global Reach**  
Connectivity enables Netafim to provide a consistent solution worldwide, enhancing competitiveness and customer satisfaction.

However, the deployment and management of tens of thousands of connected devices becomes significantly complex – a hurdle that Netafim soon faced.

Initially, Netafim customers would provide their own SIM cards for connectivity. However, this approach led to connectivity problems, data management difficulties, and inconsistent performance due to varying local network coverage.

When customers faced connectivity challenges, the Netafim support team worked diligently to assist them. With enhanced access to key information, such as data plan status and other connectivity factors, they are now better equipped to diagnose and resolve issues efficiently.



One of the key advantages of using floLIVE is the secure remote access it provides via a VPN with a private IP address, allowing us to connect directly to our controllers without relying on third-party platforms, which significantly enhances our security protocols."



**Avi Stein**, Product Team Leader of Netafim Digital Farming Commercial

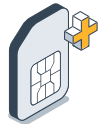
# The Solution

Netafim needed a holistic connectivity provider capable of delivering resilient connectivity for their solutions through a streamlined approach. Specifically, Netafim required a solution from their provider that would meet the following needs:



## Global Coverage

Provide coverage in remote agricultural areas by leveraging any available cellular network. A solution capable of managing tens of thousands of devices across 120 countries with consistent network reliability.



## Simplified Operations

A single SKU approach to simplify device manufacturing, deployment and management across various regions.



## Seamless Connectivity

A system that removes the need for farmers to manage their own SIM cards, ensuring reliable connectivity and data management. A solution that sends SMS direct to the farmers in real-time.



## Security and Remote Access

A secure, centralized platform for remote access to irrigation controllers without third-party tools.



## Real-Time Data

Access to real-time data to prevent bill shocks and receive alerts if something goes wrong, enabling prompt action and effective issue resolution through rules and alerts.



## Cost optimization

A solution that is not dependent on a certain cellular provider but can flexibly switch between providers to prefer the most cost effective network.



## Localization

Ensure regulatory compliance everywhere in the world, including Turkey, Brazil, Australia, China, etc.

floLIVE's ability to provide a single SKU that behaves the same everywhere is invaluable. Getting the SIMs directly to our factory and knowing they will work consistently worldwide simplifies our operations significantly."

**Avi Stein**, Product Team Leader of Netafim Digital Farming Commercial

It was also crucial that Netafim have connectivity that behaves the same way anywhere and everywhere in the world so that their customers can have consistency and reliability and Netafim can offer the same service level worldwide. Because these elements are crucial to delivering its unique value proposition, Netafim turned to a connectivity provider supporting these business objectives.

# The Results

Committed to offering the best solutions, Netafim approached floLIVE to find a holistic provider to meet their needs and were impressed by the support they got from the beginning. Altogether, by choosing floLIVE, Netafim is specifically benefitting from:

## Global Coverage with Single SKU



Their solution offers broad global coverage with a single SKU, reducing complexity in device deployment. SIM cards are shipped directly to Netafim's factory, eliminating the need to check SIMs in each location. They behave consistently wherever they are deployed.

## Centralized Management



floLIVE provides a centralized platform that allows for easy management of SIM cards and connectivity across multiple countries, simplifying operations.

## Real-Time Data and Alerts



Real-time data capabilities help prevent bill shocks and provide alerts for quick issue resolution, improving operational efficiency.

## Security and Remote Access



Direct, secure connectivity via a VPN with a private IP address eliminates the need for third-party tools, enabling efficient remote access and monitoring while enhancing security and response times.

## Excellent Support and Collaboration



Netafim received outstanding support and collaboration from floLIVE's team, which was crucial in implementing and maintaining the connectivity solution effectively.

## Customization



Because floLIVE is a cloud-native SaaS-based connectivity provider, Netafim was able to tailor their solution to their specific needs.

Through its collaboration with floLIVE, Netafim no longer needs to focus on connectivity but rather on what they do best – innovative irrigation and fertigation solutions.

The support we receive from floLIVE has been exceptional. Their service level is very high, which is crucial as we navigate this new digital space."

**Avi Stein**, Product Team Leader of Netafim Digital Farming Commercial

## 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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