



Simplified IoT Connectivity with floLIVE and Velocity IoT

CASE STUDY



The Background

Velocity IoT offers premium, managed connectivity solutions for IoT enterprises, highlighted by their meticulous white-glove approach. Velocity IoT's core mission is to enhance IoT accessibility, as the Internet of Things (IoT) can be highly complex.

IoT is somewhat of an umbrella term for connecting devices to the internet for data capture and communication. The collected data helps paint an analytical picture that helps end users make the most informed decisions possible.

The complexity of IoT is manifold, and one of the unique challenges Velocity IoT addresses is customizing connectivity services for their customers. Whether supporting high-performance devices or ensuring reliable network coverage across multiple regions, Velocity IoT equips customers with robust connectivity tailored connectivity, simplifying the inherent complexities and ensuring dependable device connection everywhere.



"We take the extra steps," Velocity IoT Principal Anthony Protopsaltis said. "Beyond just providing SIM cards and data services, we offer comprehensive support, ranging from hardware selection to defining IMSI strategy and network utilization, ensuring your project's success."

It is much more challenging for customers who specialize in the product or service they are offering and not specifically the connectivity side to approach large Mobile Network Operators (MNOs) and ask for the exact connectivity match for their specific requirements.



"Success in projects hinges on the balance of 90% planning and 10% execution. Velocity IoT enters the picture focusing on the entirety, emphasizing meticulous planning to guarantee successful execution as a cornerstone of our service." Protopsaltis said.

In addition, many of the large MNOs require significant commitments when purchasing data plans, as well as add-on fees such as platform fees, management fees, and suspension fees. It can get highly complicated and costly quickly.

The white glove treatment that Velocity IoT prides itself on does not just end with solution deployment but continues through the customer relationship by providing holistic support.



Anthony Protopsaltis
Principal, Velocity

○ The Background, continued



“We’ve simplified access to excellent cellular connectivity along with a team to support implementation,” Protopsaltis said.

Whether it’s addressing erratic device behavior, abnormal data usage, or connectivity issues, Velocity IoT provides hands-on assistance to diagnose and resolve issues efficiently.

The connectivity Velocity IoT provides can be achieved on a global scale through a single SIM leveraging multiple MNOs, and customers can have real-time visibility into device behavior with the ability to remotely provision, activate, and suspend SIMs for full flexibility and overall ease.

The Business Impact of floLIVE

- **Global Coverage**
Velocity IoT can offer global coverage to its customers by leveraging floLIVE’s IMSI library of more than 20 global carriers.
- **Visibility**
Comprehensive customer support is part of the Velocity IoT white-glove treatment, and floLIVE’s CMP allows Velocity IoT real-time insight for troubleshooting and issue resolution.
- **Single SKU Connectivity**
Velocity IoT offers multi-profile SIM cards to tap into worldwide connectivity.



● The Challenge

For Velocity IoT to provide global, comprehensive connectivity with granular management, it can create many challenges.

Platform Challenges

Velocity IoT needed a streamlined approach. They could go from MNO to MNO to offer connectivity worldwide, but that would require multiple contracts, multiple billing and usage systems, and leveraging multiple connectivity management platforms. This approach would highly limit the visibility Velocity IoT could achieve.

Carrier Dependent

Using MNO platforms would leave Velocity IoT highly dependent on the MNO to provide information on the associated connected devices, creating potential blind spots and also limiting the ability to troubleshoot and delay billing insights for their customers.

Multiple SKU Offering

Velocity IoT also offers a single SIM approach to global connectivity, making it difficult to build an IMSI library, creating higher costs and potentially creating a scenario where Velocity IoT has to pass those costs down to the customer. Oftentimes, IoT profitability lies only in large enterprises, but Velocity IoT company prides itself on serving organizations of all sizes – from Fortune 500 companies to small and medium businesses.

Globally Restricted

Performance, regulations, and lack of resilience have led to challenges in offering global connectivity. Building and maintaining relationships with multiple MNOs requires multiple integrations, which create inconsistency in service offerings in different countries and, in many cases, entails a high financial commitment.

Limited Business Model

Maintaining and operating a global infrastructure incurs direct operational costs that translate into lower gross margins and overall low profit, which does not improve as business expands.

○ The Solution

Velocity IoT chose to partner with floLIVE to address these challenges and to support their unique value proposition of making IoT achievable and successful for their customers.

By partnering with floLIVE, Velocity IoT gained connectivity globally via multiple tier-1 IMSIs, each running on a separate infrastructure to ensure resiliency and high reliability. Couple this with floLIVE's autonomous network switching mode, and you'll ensure your customer devices are always on.



“The ability to autonomously switch between carriers and IMSIs and the OTA (over-the-air) aspects are much simpler and easier managed than others we have used.,” Protopsaltis said.





Velocity IoT also has full access to floLIVE's holistic connectivity management platform, which provides full visibility into solutions, and Velocity IoT can whitelabel for its customers.





Velocity IoT can also enjoy floLIVE's entirely OPEX-based business model, significantly reducing any CAPEX infrastructure costs.



The Results

Through a single relationship with floLIVE, floLIVENow has reliable connectivity with superior quality anywhere in the world and an accurate and real-time view of all fleets with complete flexibility and control. Added benefits include:

-  **Visibility**
Leveraging a single, cloud-based connectivity management platform from floLIVE allows Velocity IoT to have granular visibility into connected devices for their customers.
-  **Control**
In addition to visibility, Velocity IoT controls billing, usage, device activation, provisioning, and suspension by leveraging floLIVE's CMP.
-  **Transparency and Support**
One connectivity management platform provides Velocity IoT with a view of all customer accounts and network events, dramatically lowering the rate of incidents and improving end-user experience. Velocity IoT's industry-leading customer service is fully supported by the visibility floLIVE provides.
-  **Complex Customer Support**
While Velocity IoT can assist completely in problem troubleshooting and resolution if an issue is ever highly complex, they can turn to floLIVE's 24/7 global, human customer service support team.

-  **Costs**
floLIVE only charges for active SIMs, so Velocity IoT does, as well.
-  **Global Connectivity**
floLIVE hosts a robust IMSI library of more than 20 global carriers.
-  **Single SKU**
floLIVE's multi-profile SIMs – Multi-IMSI or eUICC – support global connectivity.
-  **Remote SIM Provisioning**
SIMs can be provisioned OTA for complete flexibility.

Want to learn more about achieving truly global connectivity?

Schedule a call with one of our IoT experts.

About Velocity IoT

At Velocity IoT, we aim to streamline integrating and using IoT technologies in various sectors. Our core mission is to enhance IoT accessibility, ensuring businesses and individuals can leverage the benefits of connected technologies efficiently and effectively.

Smart connectivity, simplified: Velocity IoT offers seamless global connectivity through a single SIM card and vendor relationship. Designed for IoT, our solution is scalable, reliable, and efficient, featuring advanced capabilities such as remote SIM provisioning and automatic carrier switching to ensure uninterrupted connectivity.

Our expertise in providing versatile connectivity options positions us as a key facilitator in the evolving landscape of IoT, helping clients navigate and utilize these technologies for improved outcomes. With Velocity IoT, you're not just choosing a service; you're gaining a partner dedicated to tailoring solutions that fit your unique needs.

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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