



Through Highly Reliable Connectivity, floLIVE Helps WATCHIT Bring Safety and Precision to Recreational Boating

CASE STUDY



The Background

Founded with a mission to enhance safety and stop accidents in recreational boating, WATCHIT leverages cutting-edge technology to address a long-standing challenge in the maritime world. Unlike aviation or automotive industries, the maritime sector lacks active, real-time danger monitoring systems. Boats today are equipped with a plethora of electronics, but these tools remain passive, requiring manual operation and decision-making.

Human error, exacerbated by delayed or insufficient information, is the root cause of 80.7% of accidents. WATCHIT steps in to bridge this gap, using advanced data integration and risk assessment algorithms to provide real-time alerts to boaters, ensuring safer and more informed decision-making.



The Business Impact of floLIVE



- **Global Connectivity**

floLIVE's global SIM cards offer seamless coverage across geographies with no need for region-specific configurations.

- **Scalable and Cost-Effective**

A pricing model aligned with WATCHIT's subscription services ensures competitive pricing and reliable connectivity.

- **Expert Support**

floLIVE delivers tailored solutions and exceptional support from initial engagement to ongoing operations.

The Challenge

The goal for WATCHIT is to provide an essential, life-saving tool for any voyage, which means its systems need reliable connectivity and support to ensure their innovation solutions work as intended. Achieving reliable connectivity can be extremely difficult, especially in mobile solutions that need critical communications.

WATCHIT identified several key issues that needed to be addressed:

- **Reliability and Adaptability**
Reliability is paramount in IoT, and with boats that frequently sail beyond cellular coverage, it's even more essential to design a system that works offline but connects periodically to update software, maps, and logs. With reliable connectivity, WATCHIT can ensure it can continue to communicate with the system and send updates when necessary.
- **Global Market Demands**
With over 20 million yachts worldwide, WATCHIT aimed to cater to recreational boaters globally. Their connectivity solution needed to be robust, reliable, and adaptable to diverse regions and environments.
- **Cost and Operational Efficiency**
Connectivity had to be cost-effective, aligning with their subscription-based model while offering global coverage without regional limitations or the need for multiple configurations.



We ultimately chose floLIVE as a partner because their global connectivity solution enables us to deliver on our commitment to revolutionize recreational boating safety worldwide.

Their robust infrastructure supports our mission of making WATCHIT's collision prevention system the new standard in maritime safety, helping us protect lives on waters across the globe."

Tal Duvdevany, CEO, WATCHIT



The Solution

WATCHIT partnered with floLIVE, a cloud-native IoT connectivity provider, to meet their demanding requirements:



Reliable Connectivity

floLIVE's solution supports WATCHIT's offline-first system while ensuring reliable updates and data transfers when boats return to coverage areas. Reliable connectivity supports the ability to warn of potential collisions and navigational hazards empower captains to make informed decisions quickly.



Global Coverage with a Single SKU

floLIVE's global SIM cards eliminate the need for region-specific configurations, providing seamless connectivity across diverse geographies. Through a single SKU, this simplifies logistics for WATCHIT while providing access to global connectivity without the need to order, provision, and activate numerous SKUs from multiple operators. This gives WATCHIT flexibility and scalability through a single pane of glass.



Cost-Effective Scalability

floLIVE's pricing model aligns with WATCHIT's subscription services, allowing the company to maintain competitive pricing while ensuring robust connectivity. floLIVE's global connectivity and tailored support have enabled WATCHIT to expand confidently into new markets.



Technical Support and Collaboration

floLIVE provided exceptional support, tailoring solutions to WATCHIT's specific needs. From early engagement to ongoing operations, the collaboration has been marked by responsiveness and expertise.



Enhanced Security and Data Management

The solution integrates directly with WATCHIT's hardware, allowing to securely receive data from their servers for continuous system improvements.

We needed a partner who believed in our vision and could help us scale from the ground up. floLIVE delivered exceptional support, stable global connectivity, and the adaptability we required to serve a vast market."

Yehonatan Ofir, Head of Product, WATCHIT



About WATCHIT

WATCHIT is a Smart Collision Prevention system for recreational boats, enabling captains to identify and avoid potential hazards in real-time. WATCHIT patented technology, inspired by the automotive industry, combines hardware and software that integrates seamlessly with existing boat sensors through a simple installation process.

WATCHIT delivers actionable alerts and critical information directly to your familiar navigation screen, allowing you to focus on enjoying your time on the water while our system continuously monitors for risks. Boat owners, manufacturers, and marine electronics rely on WATCHIT to enhance safety, reduce accidents, and protect lives on recreational vessels of all sizes.

For more information, you can visit our website and also contact Limor Reznik – marketing manager: limor@watchit.ai. Visit: <https://WATCHIT.ai>

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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