

InstPower Saves 50% on Connectivity Costs through floLIVE's Connectivity Platform

CASE STUDY



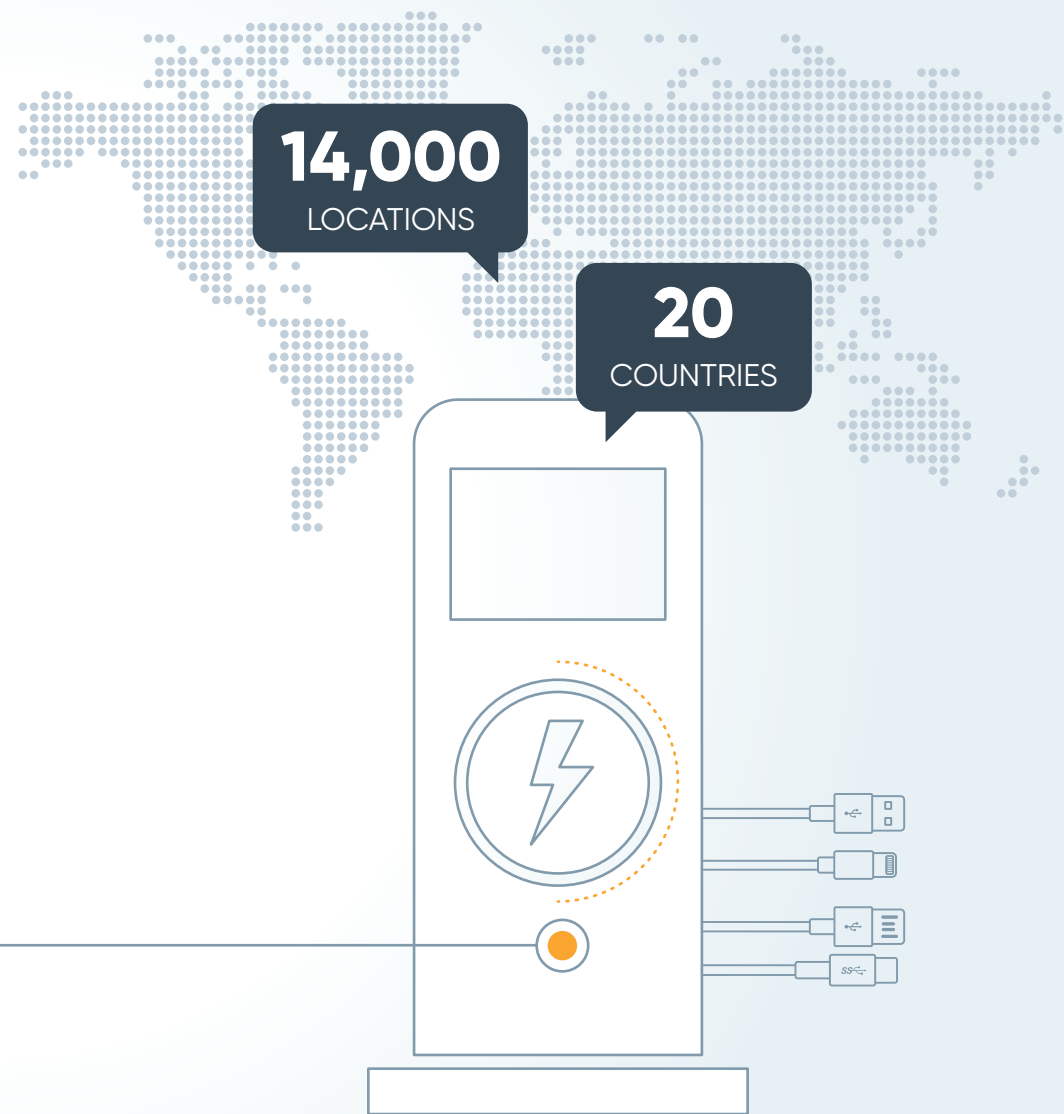


About the Company

InstPower is an innovative startup that provides global power-bank sharing solutions to relieve charge-anxiety for today's consumers.

It has established local distribution channels in more than 14,000 locations all over the world, in 20 countries including Japan, France, Malaysia, Indonesia and Brazil.

The solution allows businesses to provide power banks for their own end-users, for example in shopping malls, leisure centers, and other public spaces.





The Challenge: Unexpected Data Costs from a Specific Region

The problem for InstPower was simple. Without a clear cause, the SIMs that operated in one specific region were costing the company far more than those distributed in other locations around the world.



Our vision at floLIVE is that our customers' success is our own success. We were happy to support InstPower in uncovering the root cause of their added costs, and work with their team to ensure that these costs could be eliminated."

Benny Einhorn, President EMEA & APAC, floLIVE.

InstPower wanted to understand why they were dealing with these added costs, and turned to floLIVE's Customer Service, looking to learn:



Why the local devices had higher data usage and related costs



How they could analyze a breakdown of this usage



What solution would help to reduce these added costs



The Solution:

floLIVE helped steer device traffic to a more cost effective local network

Using the floLIVE platform, InstPower had the tools to analyze their devices' behavior globally, and revealed that the number of devices operating in that region was significantly higher than originally planned and anticipated. Further drill-down revealed that the use of a specific local network for which connectivity rates had unexpectedly increased.

To mitigate this combination of a large number of devices and a high-cost network, floLIVE and InstPower together decided to download a new IMSI to the SIMs in this specific region and steer their traffic away from the costly network to one which was more reasonably priced.



As a result of floLIVE's intervention and quick resolution, InstPower's connectivity costs in-region dropped by 50% in a single month.



floLIVE not only provided us with the flexibility to meet current market requirements, but has also supported us in targeting future markets. We love the solution for its rich features, especially the capabilities of its multi-IMSI floLIVE SIM and it has already paid dividends in helping us to boost our business."

Mr. Cao, CTO of InstPower

InstPower has benefited from a holistic connectivity management platform that is flexible enough to meet their needs, extendable to support their growth and expansion, and provides them with an offering that meets their goals for both today and tomorrow.

In a diverse and evolving IoT market, InstPower now has the visibility and control they need to keep costs to a minimum, while expanding their footprint anywhere in the world.

About floLIVE

floLIVE operates the first and largest global, hyperlocal cellular data network of its kind, based on local POPs in dozens of locations worldwide. With the largest global connectivity library of its kind, we provide centrally managed, localized connectivity for any device, anywhere. Global means no limits on where you do business; local means low latency, high performance, and full compliance.

Our network has been designed to comply with the emergence of privacy acts, data regulations and roaming restrictions. Best of all, we provide direct access to our network, that lets you control your connectivity as if you were the carrier. Monitor your devices, access real-time network events and usage, switch operators remotely, and troubleshoot failures ahead of time, so your devices never miss a beat.

For more information, visit www.flolive.net



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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