IoT Now: ISSN 2397-2793

2026 • VOLUME 16 • ISSUE 1

# IoT NOW

## HOW TO RUN AN IoT ENABLED BUSINESS



## COVER INTERVIEW

**floLIVE's Nir Shalom has one simple question for AI-led IoT success - What's your network plan?**

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# The overlooked question in AI-led IoT is the simplest one - What is your network plan?

As enterprises roll-out AI across connected devices, attention often focuses on value, use cases, governance, deployment and compliance. Yet many organisations overlook a more fundamental dependency. If the network cannot deliver the required coverage, performance, intelligent routing, local behaviour and sovereign data handling, AI workloads will struggle to scale.

Nir Shalom, the chief executive of floLIVE, tells IoT Now that the most overlooked question in AI-led IoT is also the simplest: What is your network plan?

***Our network is global in reach, yet hyperlocal in operation***

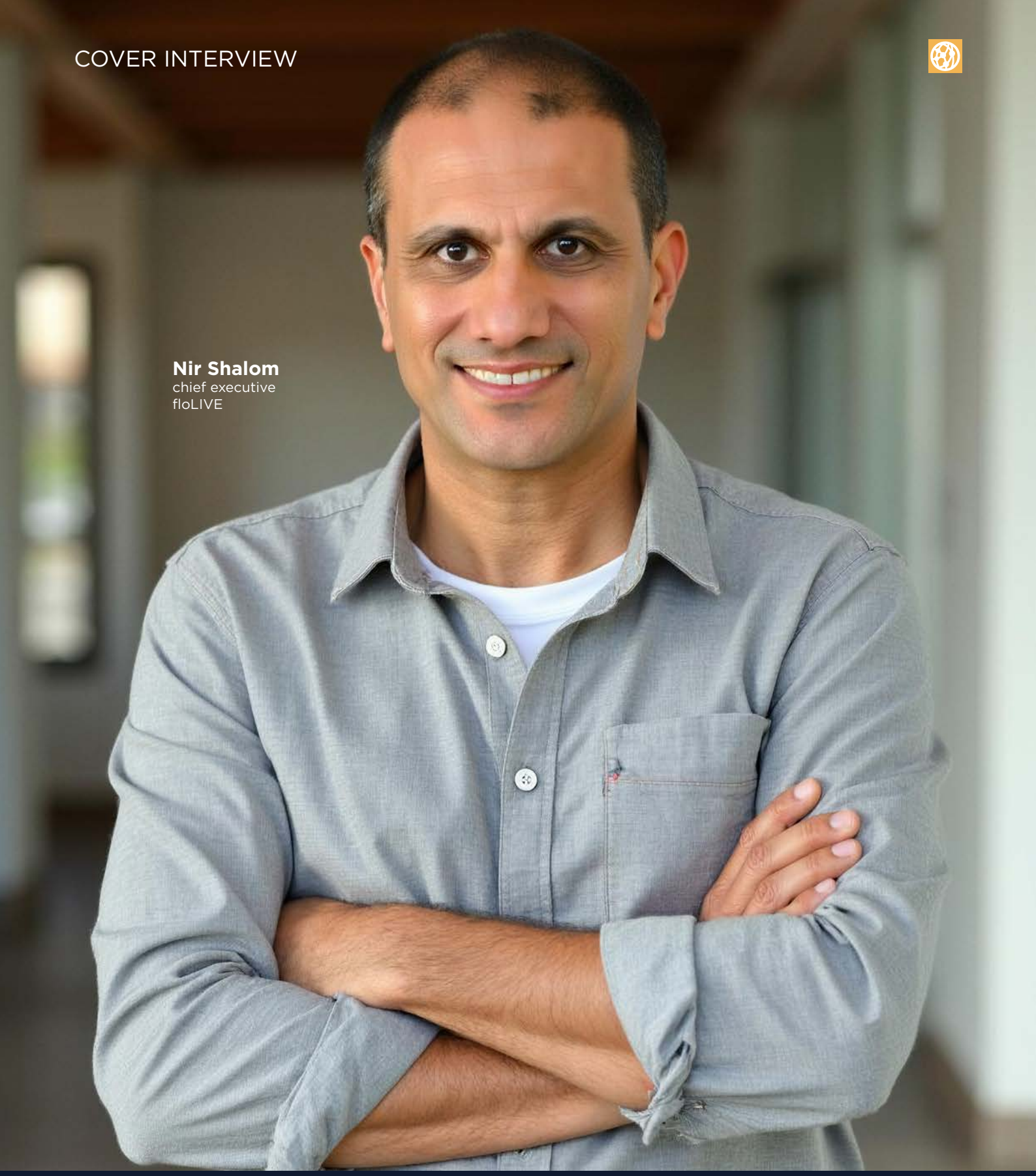
**IoT Now: Nir, for readers who may not know you or floLIVE, what problem are you solving in the IoT connectivity market, and what is floLIVE's mission?**

**Nir Shalom:** We connect any device, anywhere in the world. Unlike traditional IoT connectivity solutions that rely heavily on roaming agreements and legacy technologies, we make use of the world's largest purpose-built global cellular network for devices. Our network is global in reach, yet hyperlocal in operation – connecting devices locally across regions worldwide. This approach eliminates common challenges such as data sovereignty risks and high latency, while still providing enterprises with a unified, global view of all their connected assets.

In addition, our platform delivers extensive real-time visibility and control over network behaviour, enabling customers to actively monitor, manage and optimise connectivity performance across their entire device fleet.

AI accelerates the need for such advanced networks. As AI moves into connected devices ▶

**SPONSORED INTERVIEW**

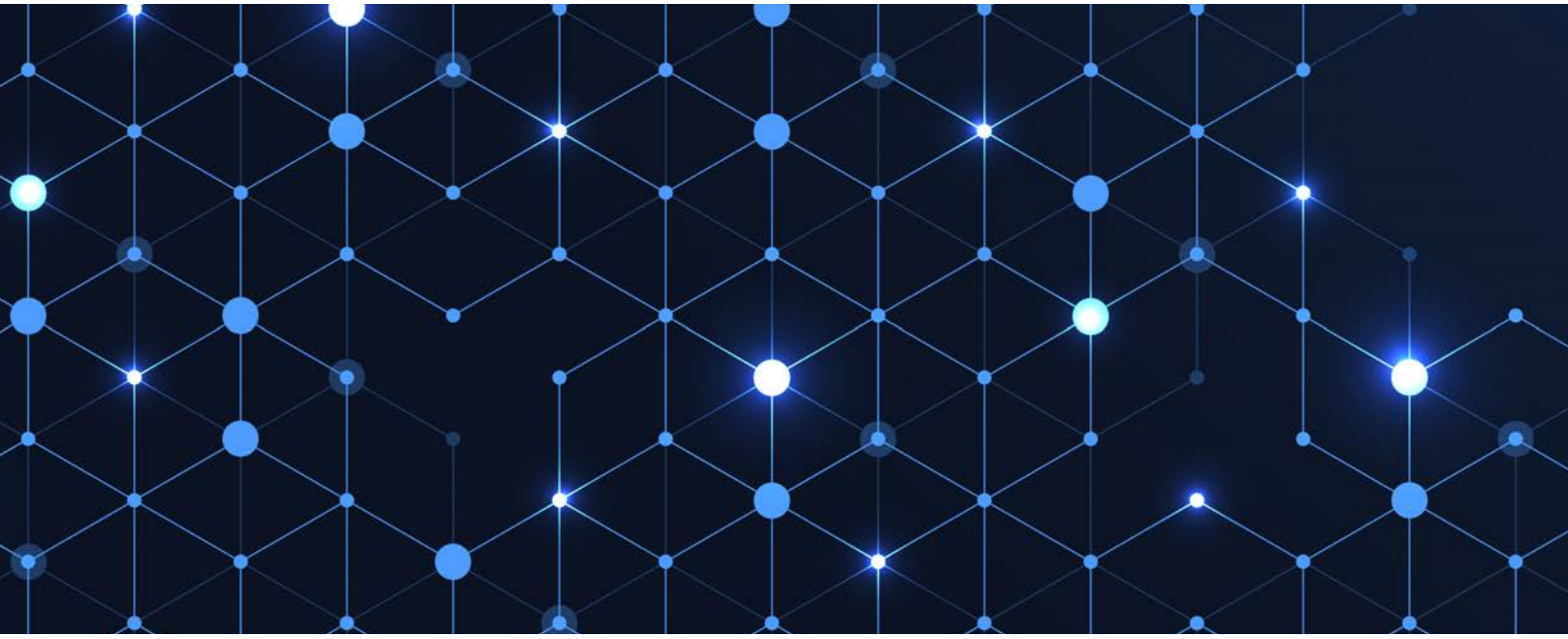


**Nir Shalom**
chief executive
floLIVE

and edge environments, enterprises want to operationalise models using their own data within secure and compliant architectures. Our focus at floLIVE is on providing a global network infrastructure built for those requirements, allowing IoT deployments to scale globally while behaving locally everywhere, with performance and sovereignty supported by design.

**IoT Now: When you speak with enterprise leaders planning AI across connected devices, what questions are they asking today? And what is the one question you rarely hear but believe should be asked early?**

**NS:** Enterprise leaders I speak with are primarily asking how to generate real business value from ▶



***The first pillar is control and compliance, allowing customers to shape network behaviour so data remains local and aligned with the AI architecture***

AI across connected devices. Once they identify the opportunity, their focus shifts to architectural questions: should intelligence sit at the edge or in the cloud, how does data gravity influence deployment, and how do they manage complexity while balancing security, data sovereignty and cost?

The question I rarely hear early enough - but believe is essential – is: What should the network look like to support this AI strategy? Global AI deployments, network topology, latency, sovereignty and control become foundational constraints that must be designed intentionally from the start. A deliberate network plan is required to ensure that the network topology supports data gravity needs; otherwise, the benefits of local storage are lost to high latency and poor routing

**IoT Now: Many enterprises assume that choosing a strong operator in a mature market is enough. How reliable is that assumption in practice?**

**NS:** In practice, that assumption is often unreliable. While traditional operators may offer strong local coverage in mature markets, they are generally not equipped to support the architectural requirements of enterprise AI deployments.

Legacy operator networks are not designed to be flexible around AI needs. If an enterprise wants to run inference at the edge, the network architecture must support that, meaning core functions and breakout points need to sit closer to the inference point. Operators typically won't adapt their topology or routing behaviour to match a customer's AI workload.

**IoT Now: If that is the reality domestically, what happens when organisations scale globally across dozens of countries and regulatory environments?**

**NS:** Now you multiply the problem.
Every assumption is multiplied across different networks, performance characteristics and regulatory frameworks. Connectivity models based on roaming or centralised hubs introduce unpredictability from one market to the next.

For AI-driven systems, that unpredictability is a serious constraint. Latency, throughput and routing behaviour directly affect performance and compliance. Enterprises need global consistency combined with local behaviour everywhere, delivered through a single, coherent network architecture. Without that, large-scale AI-led IoT becomes difficult to govern and optimise.

**IoT Now: Many organisations treat data sovereignty as a storage problem. What are they missing?**

**NS:** They are missing everything that happens between the device and the application. While storage location (aka: 'data gravity') matters, sovereignty also depends on how data moves, where it exits the network, which jurisdictions it traverses and where processing and inference occur.

AI makes this far more sensitive. Data flows become continuous and decisions happen in real time. If connectivity routes data out of the country and back again, organisations can breach requirements without intending to. At that point, sovereignty becomes an architectural concern, not a policy checkbox.

**IoT Now: Many AI teams say they will run inference at the edge for privacy. Why is that not automatically a sovereignty solution?**

**NS:** Because 'edge' describes where inference runs, not how data moves.

Even when inference happens locally, devices still exchange telemetry, receive updates and send insights back into central systems. If the network routes that traffic through distant or uncontrolled jurisdictions (like roaming), the expected sovereignty benefits disappear.

Edge AI reduces exposure at the endpoint, but true sovereignty requires a network architecture that keeps data local throughout its entire journey.

**IoT Now: How do you design a network that behaves locally everywhere?**

**NS:** You move away from roaming-based thinking and focus on topology. Most global connectivity ▶

relies on centralised logic, where traffic is often routed through distant hubs regardless of where devices operate.

A network that behaves locally everywhere must be distributed, with control over where data exits the network and how it enters applications. For AI in particular, that local behaviour must extend into the cloud layer, allowing data to move directly into local environments without unnecessary detours.

**IoT Now: How do you describe floLIVE's approach to AI-led IoT? What are the main building blocks?**

**NS:** We use a three-pillar framework because AI fundamentally changes what the network needs to do. Traditional networks were designed to connect devices; AI-driven systems require the network to play a more active role.

The first pillar is control and compliance, allowing customers to shape network behaviour so data remains local and aligned with the AI architecture. The second is intelligence inside the network, using AI to improve security, operations and efficiency. The third is data enrichment, using network-level insight to provide AI systems with richer real-world context.

**IoT Now: Let's unpack the first pillar. What does it mean, in practical terms, to shape the network for AI?**

**NS:** Practically, it means you stop treating connectivity as one size fits all.

Instead of deploying devices and accepting whatever routing and behaviour you get, you define it. By geography, by device group, by workload. If you need data to stay local for sovereignty, you set it that way. If you need low latency to a specific compute environment, you optimise the route to that destination. If different regions have different requirements, they follow different policies by design.

The point is simple: the network behaves the way your AI system needs it to behave, so performance and compliance are built-in from day one.

**IoT Now: Let's move to pillar two. You said this is about using intelligence inside the network. What does that include?**

**NS:** Pillar two is where the network shifts from passive connectivity to an operational layer that helps you run the service. In most IoT deployments, connectivity just transports data and when something breaks you find out late, usually through a ticket.

By applying AI to network signals and events, you can improve two things at scale: security and operations. On security, you can enforce policy and detect anomalies at the network layer, before issues spread. Operationally, you can quickly separate a device fault from a local network condition or a configuration problem, which cuts false alarms and speeds up root-cause.
The network becomes an active operational layer, not just infrastructure you hope behaves.

**IoT Now: And the third pillar, as you describe it, is about using the network's intelligence as an input to enterprise operations and AI. What does that mean in practice?**

**NS:** Pillar three is about turning the network into a source of intelligence.

Most enterprises never see what's happening inside the network. With standard connectivity, the network is effectively a black box, providing usage and availability, but little insight into signaling behaviour, performance patterns or real-world operating conditions. Because we operate the network core, we can expose that deeper layer of network intelligence and feed it into customers' own systems and models. For AI teams, this matters because models are only as good as the data they ingest. Network-level insight adds real-world context that application data alone can't provide, transforming the network from a passive pipe into an active data source that strengthens the entire AI value chain.

**IoT Now: Can you give a concrete example of how network intelligence translates into business insight?**

**NS:** Take an automotive use case such as ADAS. Under normal conditions, vehicles generate relatively consistent connectivity patterns in terms of volume, destination and protocol usage. If those patterns change, the network can detect it without inspecting the data itself. Once correlated with a known malfunction, the network can flag similar behaviour across the fleet in real-time, enabling earlier intervention and reducing operational and compliance risk.

**IoT Now: Finally, what should enterprises do differently this year if they want to scale AI across connected devices successfully?**

**NS:** They should add one line to the checklist early: What is my network plan?

Before deciding on edge or cloud strategies, enterprises need to ensure the network can deliver local performance and local data handling, with compliance supported by design. Getting that right makes everything else easier.

***By applying AI to network signals and events, you can improve two things at scale: security and operations***

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# How Thingsdata scaled up from regional provider to global enabler

Thingsdata is a specialist in global cellular IoT connectivity that delivers a turnkey solution combining hardware, connectivity and data processing. The company's mission is to make complex global IoT connectivity accessible and actionable — helping clients modernise operations, gain real-time insights and scale globally with ease. It turned to mobile virtual network enabler (MVNE) floLIVE to support its needs for seamless international connectivity

**Thingsdata** supports the entire IoT lifecycle enabling selection and provisioning of devices and sensors, providing multi-network cellular and LPWAN connectivity, and enabling advanced analytics through customisable IoT dashboards. This integrated approach allows organisations across logistics, energy, fintech and other sectors to focus on outcomes, not infrastructure.

### Key performance indicators

- 10x increase in SIMs deployed globally
- Triple-digit growth in new customer onboarding
- Significant reduction in connectivity costs through international mobile subscriber identity (IMSI) optimisation
- Achievement of seamless cross-border IoT deployment across 190+ countries ▶

**SPONSORED CASE STUDY**

***The company's mission is to make complex IoT technologies accessible and actionable — helping clients modernise operations, gain real-time insights and scale globally with ease***

## Address coverage gaps, high costs and operational burdens

As Thingsdata expanded globally, its reliance on several mobile network operators (MNOs) revealed key challenges:

- Coverage gaps outside the EU made it difficult to support global connectivity at a consistent service level.
- Roaming costs and charges for idle SIMs made international rollout financially unsustainable.
- Each MNO operated different platforms, SLAs and support systems — increasing operational complexity for provisioning, diagnostics and support.

***"With MNOs, the further you go from the home country, the more expensive it gets," explains Jochem Koppes, the managing director of Thingsdata. "Global roll-out becomes really challenging with a consistent price level and that's what we needed to solve. That's why we looked into MVNEs like floLIVE, to support global connectivity with local pricing through a multi-IMSI setup."***

## A unified, scalable IoT ecosystem built for global reach

To address these challenges, Thingsdata modernised its infrastructure to enable seamless international performance through a fully integrated platform.

The solution includes:

- Global coverage in 190+ countries with access to multiple networks
- A centralised connectivity management platform (CMP) for SIM provisioning, real-time diagnostics and remote management.
- A multi-IMSI architecture allowing SIMs to switch automatically to the best local network.
- Local packet gateways (PGWs) for low-latency performance and regulatory compliance.
- SLA-backed, 24/7 technical support from telecoms and IoT specialists.

***"We are really happy that floLIVE is adopting a lot of new innovations," adds Koppes. "It's a highly technical market, and we really like that floLIVE is on top of all the new developments, picking out the smart ones and then deploying those into the market."***

By transitioning to a scalable and globally consistent IoT solution, Thingsdata accelerated international expansion and improved customer outcomes:

- **Global customer growth**
  Achieved rapid growth with 100+ new global customers.
- **Expanded market reach**
  Deployed IoT solutions beyond the EU into North America, South America, Africa and Asia.
- **Improved coverage performance**
  Eliminated coverage blind spots and improved connectivity in hard-to-reach regions.
- **Reduced operational costs**
  Avoided roaming surcharges and eliminated charges for inactive SIMs.
- **Consistent global experience**
  Delivered reliable, high-performance connectivity with automatic IMSI switching and local breakout.

***"In the two years that we've had this relationship, we gained a lot of very nice business cases and extremely nice customers that we're rolling out at high volume," says Koppes. "floLIVE has supported us across performance, security and operations helping us and our customers win in their markets."***

**www.flolive.net**
**www.thingsdata.com**

# LionsBot unlocks seamless global connectivity for autonomous robots with floLIVE

## The business impact of floLIVE

**Reduced deployment complexity**
SIMs installed and pre-configured at manufacture

**Consistent coverage and reliability**
Autonomous switching, even in remote regions

**Strengthened operational efficiency**
Teams can focus on fleet performance

LionsBot is a global robotics company specialising in autonomous cleaning solutions for large commercial and public environments. Founded in Singapore, the company designs and manufactures intelligent cleaning robots used by facilities management providers, property operators and enterprises to maintain high-traffic spaces such as airports, hospitals, office buildings, shopping centres and industrial sites

***LionsBot was looking for a way to install SIM cards directly during robot production and ship devices pre-configured for global use***

**LionsBot**'s robots are designed to operate continuously while being managed through a centralised cloud platform, enabling remote monitoring, performance optimisation and proactive maintenance across entire fleets. Today, LionsBot robots are connected via cellular networks and deployed across more than 30 countries worldwide. Deployments range from single buildings to complex, multi-site environments managed by international facilities management companies.

As LionsBot's customer base expanded globally, reliable, always-on cloud connectivity became essential to ensure consistent service delivery, efficient fleet management and scalable operations across diverse geographies. The company was looking for:

**SIMs installed at the point of manufacture:** LionsBot was looking for a way to install SIM cards directly during robot production and ship devices pre-configured for global use. This would also remove the need for dealers to open robot panels or perform manual, country-specific setup such as access point name (APN) settings, SIM PINs and personal unblocking key (PUK) codes.

**Reliable coverage without SIM swaps or downtime:** The company needed consistent connectivity across regions, including in remote or low-coverage environments, with the ability to automatically switch networks when performance is poor so deployments would not be delayed by replacing SIM cards or dealing with prolonged connectivity issues. The business also required compliance with GDPR, making local data governance critical.

**Always-on cloud access without reliance on customer Wi-Fi:** LionsBot wanted a connectivity model that avoided building-specific IT approval processes and coordination with local facility teams, and that was not affected by Wi-Fi blind spots. This would also ensure uninterrupted access to the cloud for monitoring, diagnostics, and fleet management.

"Wi-Fi just wasn't a reliable fallback for us with our commercial buildings," says Mullapudi Sai, the head of the Robot Service Team at LionsBot. "Building-specific IT policies slowed deployment, network blindspots disrupted operations and we rely on significant coordination between facility IT teams and our operators. We needed a better way." ▶

## Global, multi-network coverage

LionsBot selected **floLIVE** after evaluating connectivity providers that could support four key drivers:

1. A solution that could be embedded directly into robots, supporting simple SIM installation at the point of manufacturing.
2. The removal of country-specific complexity, providing reliable global coverage across diverse deployment regions.
3. Continuous cloud connectivity to support fleet management and remote diagnostics in real-time.
4. A robust networking infrastructure capable of supporting the continuous evolution of its proprietary AI.

floLIVE was chosen because of its global, multi-network coverage, the reduced installation and configuration efforts, and improved uptime and connectivity reliability. floLIVE delivers a cloud-native solution combining global international mobile subscriber identities (IMSIs), multi-network access and centralised connectivity management, allowing devices to connect seamlessly to local mobile networks anywhere in the world.

By partnering with floLIVE, LionsBot replaced fragmented local SIM management with a single, standardised cellular solution across its global robot fleet.

Key elements of the solution include:

## Multi-network connectivity

LionsBot's robots generate significant cellular usage, typically more than 1GB per robot each month, so both reliability and cost control matter at scale. Robots automatically connect to the strongest available network in each location, removing dependency on a single provider and eliminating SIM replacements when coverage is poor, even in remote or challenging environments. With access to 90 networks across more than 30 countries and a multi-IMSI approach, LionsBot can steer traffic to available yet affordable networks in each region, driving significant connectivity cost savings.

## Independent cloud access

Consistent cellular connectivity removes the need to integrate robots into customer Wi-Fi networks, avoiding delays caused by local IT security policies and ensuring reliable access for monitoring, diagnostics, and fleet management.

## Reduced security and infrastructure dependency

Cellular connectivity avoids direct integration into building IT networks, reducing security concerns and ensuring LionsBot does not depend on the quality or reliability of local infrastructure.

Through its collaboration with floLIVE, LionsBot has significantly improved the efficiency and reliability of its global deployments. Key results include:

- **Faster, more consistent deployments:** Connectivity issues are no longer a deployment blocker, as robots arrive pre-configured and ready to connect immediately, regardless of country or site.
- **Improved uptime and reliability:** Automatic network switching ensures stable and cost-effective connectivity across regions, even in low-coverage environments.
- **Stronger focus on fleet performance:** With connectivity largely removed as a day-to-day concern, LionsBot and its customers can focus on fleet analytics, performance optimisation and remote troubleshooting instead of basic connectivity management.
- **Connecting the human and the machine:** As well as back-office data collection and software updates, users can utilise floLIVE connectivity to control robots directly from their mobile app, including setting cleaning schedules and troubleshooting issues, giving ultimate control.

Together, the result is a connectivity layer that is simple to deploy, globally consistent and designed for scale, giving LionsBot a foundation to support growing multi-country deployments without increasing operational complexity. This foundation will support future initiatives including advanced fleet analytics, faster remote diagnostics and reduced downtime across the global robot fleet.

"Day-to-day operations are now far smoother," confirms Sai. "Connectivity-related incidents are significantly reduced, as floLIVE provides strong network availability with at least two IMSIs and two networks in all our operating regions. This allows us and our customers to focus on fleet performance, usage insights and remote troubleshooting, rather than basic connectivity issues."

***floLIVE was chosen because of its global, multi-network coverage, the reduced installation and configuration efforts, and improved uptime and connectivity reliability***

**www.flolive.net**
**www.lionsbot.com**

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# Stop forcing AI through traditional networks

A network beyond, purpose-built to make you future-ready.

***Built with and for AI.***

## Even a 3-year-old knows when something doesn't fit.

If you're scaling AI-led IoT, you need a network built for local behavior, intelligent routing, and sovereignty by design, ***Seamless***, ***Secure***, ***Adaptive***, and ***Crazy Smart***.

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Go Beyond Connectivity

*www.flolive.net*