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LIVE

From Regional Provider to Global Enabler: How Thingsdata Scaled IoT Worldwide

CASE STUDY



The Background

Thingsdata.

Thingsdata is an IoT system integrator based in Amsterdam that delivers a turnkey solution combining hardware, connectivity, and data processing. Their mission is to make complex IoT technologies accessible and actionable — helping clients modernize operations, gain real-time insights, and scale globally with ease.

The company supports the entire IoT lifecycle: selecting and provisioning devices and sensors, providing multi-network cellular and LPWAN connectivity, and enabling advanced analytics through customizable IoT dashboards. This integrated approach allows organizations across logistics, energy, fintech, and other sectors to focus on outcomes, not infrastructure.

Key KPIs

- 10X increase in SIMs deployed globally
- Triple digit growth in new customer onboarding
- Significant reduction in connectivity costs through IMSI optimization
- Achieved seamless cross-border IoT deployment across



● The Challenge

Coverage Gaps, High Costs, and Operational Burden with Multiple MNOs

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.



JOCHEM KOPPES
Managing Director
Thingsdata



With MNOs, the further you go from the home country, the more expensive it gets. Global rollout 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."

● The Solution

A Unified, Scalable IoT Ecosystem Built for Global Reach

To address these challenges, Thingsdata modernized 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 centralized connectivity management platform (CMP) for SIM provisioning, real-time diagnostics, and remote management
- A multi-IMS 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 telecom and IoT specialists



We are really happy that floLIVE is adopting a lot of new innovations. 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."

JOCHEM KOPPES
Managing Director, Thingsdata

The Results

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. floLIVE has supported us across performance, security, and operations helping us and our customers win in their markets."

JOCHEM KOPPES
Managing Director, Thingsdata

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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