

Connectivity solutions for wildlife camera manufacturers

Manufacturing | China





Context

Our client is an IoT wildlife camera manufacturer that produces cameras for hunting, wildlife study, and observation in remote areas. They plan to transform from a device manufacturer to a IoT solution provider, which will involve charging end-users for their SIM data usage. As a result, they sought a connectivity partner to help them get to the next level of their business.

Challenge

- **Worldwide connectivity:** Their new cameras come with built-in cellular connectivity. However, the client needed a partner to guarantee instant out-of-the-box camera connectivity in the US and Europe, with the potential of going global.
- **Flexible SIM management:** The outdoor cameras are not used all year round. The peak season is spring and summer. Therefore, our client sought a solution allowing them to pause SIM cards, associated data plans, and payments to manage fluctuating demand.
- **Easy-access analytics:** To further develop their devices and data plan offers, the client needed to see how customers use their cameras, ideally almost in real-time. The desired statistics included the number of SIM cards activated or customers' favorite data packages, including their usage.

Solution

- **Connectivity and data volumes:** BICS provided the client with access to their global network enabling the cameras to connect instantly anywhere in the world. Also, the client benefits from pre-negotiated data usage conditions with individual carriers worldwide. The data will only be consumed when end users choose to view videos or images from cameras on their smartphones, and the average data usage is 50 – 200 MB per month and device.
- **Easy SIM management:** The client can manage their IoT connectivity through a single user-friendly portal. With it, they have an overview of all active SIM cards and their customers' data plans, which gives them complete control over their IoT deployment and the necessary flexibility.
- **Customizable solution:** The camera producer can customize the solutions through APIs and connect the IoT deployment to their existing systems. With APIs, they can also increase the data transfer user experience.





Results



Dramatic growth: In the first three months of our partnership, 1,400 new SIM cards were activated in the client's account, and their revenue grew exponentially.



Better CX: Customer support features of our solution were heavily tested in the pre-sales period with positive results. All issues were resolved proactively and on time.



Becoming a market leader: Our cooperation has led to our client becoming market leader in their home market while quickly gaining ground in international markets, and are quickly gaining ground in new markets, such as the USA.



Instant access: The client collects valuable IoT data, which gives the end-user access to pictures and videos remotely and in real time.