Smooth Sailing Ahead, as Hefring Onboards floNET for Global Insight into its Marine Ecosystem

CASE STUDY

Business Impact of floLIVE

A simple solution
From multiple mobile operator relationships down to a single partnership for connectivity.

Truly cost effective
Hefring have access to as many IMSIs as they need, and can connect their vessels with the best priced and most highly-performant cellular networks.

Improved safety
A reduced number of accidents, complaints and claims, with monitoring and management of vessels.

Future-ready intelligence
Any IoT use cases are now a possibility for Hefring and its customers, as connectivity will power them all.

Executive Summary

Hefring Marine is an Icelandic company, founded in 2018, with ambitions to become a leader in intelligent data processing and interpretation solutions in the maritime industry. By using telematics, the Hefring Marine digital AI co-pilot solution helps operators and fleet managers to improve safety, comfort and efficiency, in real-time.

The system monitors and analyzes a vessel's speed, movement and operating conditions and provides intelligent on-board decision-making support for speed optimization, as well as on-shore capabilities for real-time tracking, statistics and reporting. As part of the solution, Hefring deploys sensors onto vessels, to track how the boats behave, their locations, maintenance requirements, and more. As the boats could be anywhere, and the company was scaling out of Iceland to new locations around the world, this needed to have seamless global connectivity, without any blind spots.

By utilizing the floNET solution offered by **Channel Tools**, Hefring is now able to gain granular insight into the performance of its vessels, without the need to partner up with multiple vendors or mobile network operators. No matter how many vessels are out of dock, managers can see the status and activity of each boat, from one centralized dashboard.

The Challenge

Hefring approached Channel Tools looking for a solution for visibility for their high-speed boats. The company wanted to gain better understanding of the impacts that were affecting the boats, including motion that was outside of the normal range, heavy impact due to excessive speeding, or the events leading up to maintenance or repair. At the same time, the company needed visibility into where the vessels were at all times, how fast they were moving, and whether they adhered to set rest requirements.

Hefring's existing process was to use multiple mobile operators for connectivity. This was causing gaps in performance, and was already introducing complexity. The company had plans to expand globally, and knew that picking up new vendor relationships for each location was not a sustainable option. As a small and growing company, maintaining multiple vendor relationships with mobile operators was an administrative task that Hefring did not want to be burdened with.

In addition, Hefring used IoT sensors to meet additional use cases, such as supporting the training of operators when onboarding new staff, keeping on top of operational efficiency and optimal fuel usage, or understanding structural and equipment fatigue.

For any of these use cases to come to fruition successfully, Hefring needed to be able to offer truly global connectivity, always on, and without any blind spots or performance lags.

> **"** *With floLIVE, you get expertise as well as technology. It's not just about having multiple networks all on the same SIM, although that's great. It's not even about the seamless connectivity, although that's certainly helped us to grow our business. When it comes down to it, it's about knowing that we're working with a company with real technical expertise, who can provide the support we need, when we need it."*

Karl Birgir Björnsson CEO and Founder, Hefring Marine

The Results

As a trusted partner of floLIVE, Channel Tools supported Hefring in onboarding the floNET solution with quick time to value, immediately attracting customers that loved their IoT use cases, such as the Icelandic Coast Guard.

By completing tests with new customers, Hefring immediately knew that the connectivity just works, and have launched the IoT sensors to great success, with zero downtime.

The floNET connectivity service gives the company the ability to utilize local IMSI networks globally, benefiting from autonomous switching when one network drops in performance.

Hefring chose to purchase a bulk number of SIMs from floLIVE, and they can roll these out as and when they need them. The company only pays for active devices, once they have been switched on, making this a very cost-effective solution for a growing business. Wherever the vessels are, Hefring can offer true global connectivity and therefore complete visibility, as the foundation for limitless IoT use cases.
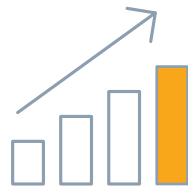
In addition, floNET can handle:

Scale

IoT sensors will bring in a large amount of data, and floNET is built to handle that scale. The data will be varied, including the movement of the boat, maintenance required, and specific location, and from a centralized dashboard, the customer can see it all.

Compliance

Customer data is governed by multiple compliance laws, and using different local networks means that companies are often in breach. With floNET, the data never leaves the country of origin, and is therefore effortlessly compliant.

Performance

Before floLIVE, Hefring had to choose between the pros and cons of any particular mobile operator. This was particularly important for Hefring since some of their customers' vessels venture offshore where only very few operators provide good coverage. They needed to ensure that their systems remained connected for as long as possible and that if a vessel has been out of range and then came back into an area with coverage, their system would find the first network available. One operator might have been fast, while another was more cost effective, for example. floNET offers true network resiliency, all with a single relationship.

About floLIVE

floLIVE is a secure, cloud-native connectivity solution backed by strategic investors 83North, Dell Technologies Capital, Saban Ventures and Qualcomm Ventures LLC. It supports chipset and device manufacturers looking for seamless global coverage. Our platform comprises distributed core networks that provide local connectivity while being centrally managed and controlled over the cloud. This unique approach enables manufacturers to benefit from high performance, secure and regulatory-compliant local connectivity with the flexibility and elasticity of a cloud-native platform. floLIVE's solutions are offered as-a-service in a pay-as-you grow business model.

About Channel Tools

Channel Tools, through its brand Channel Partnerships is a technology-focused organization that is driving emerging technology adoption through an ecosystem of high potential emerging technology vendors, supporting growth and adoption with tools, consulting and access to indirect reseller channels via our distribution partnerships. Channel Tools has over 15 years' experience in bleeding edge, emerging and emerged technology.

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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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