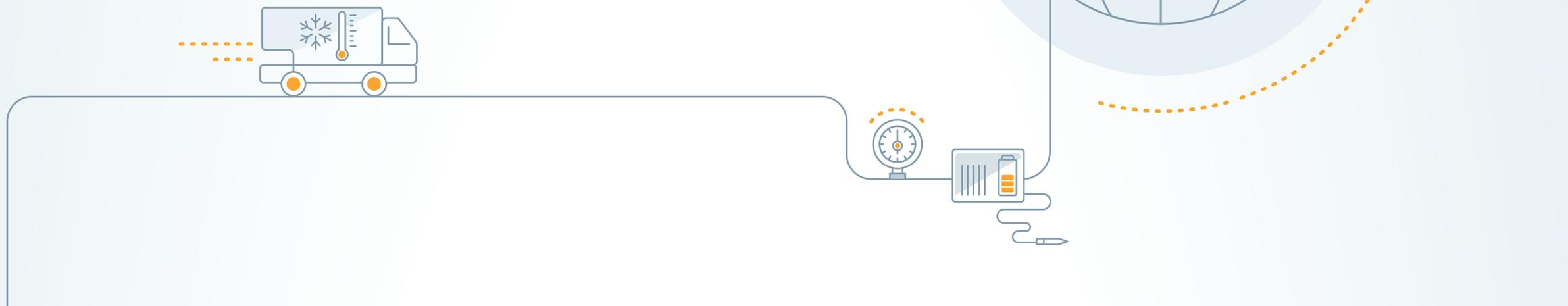




# Telit Extends Reach into New Cellular Connectivity Markets with a Dedicated IoT Core from floLIVE

CASE STUDY





## What happens when a world leading IoT enabler takes the next step to reach complex and vibrant new markets? This is the challenge Telit had been considering before partnering with floLIVE.

Today, the company has the apparatus to offer truly global connectivity embedded inside their modules, without adding complexity, streamlining scalability with best-in-class availability. They are a huge success story, with offices in more than 24 countries around the globe, and more than 800 employees in 40 different locations. Telit, as a leading specialized IoT expert, has an advantage of being better able to solve the IoT connectivity equation for the market than any Local MNO.

Telit has good, long-standing relationships with as many as 6 or 7 existing top-tier carriers but could see a change coming in the market. MNOs are bound by industry performance metrics to stay focused on connectivity in their own footprint or using only their roaming agreements. Telit was ready to go beyond and move past complexities such as multiple integrations and contracts. The organization also wanted to avoid issues such as permanent roaming restrictions that were making it hard for them to provide IoT solutions for a growing customer base of global deployments.

Telit knew that they had to overlay a full MVNO operating model onto what was currently, for all intents and purposes a reseller model. At the same time, they needed to maintain their relationships with the carriers, allowing them to create a highly flexible model to facilitate truly global connectivity.



Those entities who have the knowledge of both the device and the connectivity, really hold the competitive edge in IoT. On an expertise level, we wanted that market penetration and vantage point, and we knew that to make that happen we needed to improve our offering and attain the next level as a connectivity services provider.

We needed to take the next step, away from being a light MVNO, which came with a glass ceiling in terms of cost structure, technical capabilities, and flexibility. This wasn't a problem the MNOs could solve – we knew that we had to look for a third-party connectivity vendor”

**Tomer Lavie, Head of IoT Connectivity Business Unit at Telit.**

## “With floLIVE, we found a highly flexible core network and an approach to market as unique as our own vision.”

After researching various MVNE vendors, Telit found a good cultural fit with floLIVE, and was impressed by its value proposition of a full IoT platform built on their own technology to provide the flexibility Telit needed. The secure, cloud-native core network - floCORE - would allow Telit to expand anywhere with devices utilizing a single SIM.

### The core network offered:



#### Quick time to market

Software-defined connectivity is a fully cloud-native approach, providing fast, remote installation and support for Telit.



#### Highly resilient

The combination of the main site hosted on a commercial datacenter, with a geo-redundant node on an AWS public cloud turned out to be the best fit for Telit's needs in terms of cost structure, service availability and overall TCO.



#### Low-code development

This would make it easy for Telit to adapt to their customer needs with quick turnaround time.



#### Cost-effective

A low footprint, performance-aware software design that could support more subscribers with less infrastructure.



#### Full control

Owning their own connectivity infrastructure means full control, full visibility, and a better quality of service for Telit's end customers.

**In a matter of months, floLIVE and Telit implemented core networks in two locations, with back-ups both on-premises in multiple geographical locations, and also on AWS cloud.**

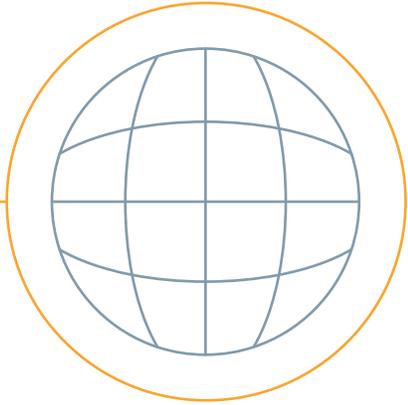


From floLIVE and the partnership we developed for this effort, we received broad and timely support, achieved high availability, and certainly improved the Total Cost of Ownership.

We're excited to be adding more capabilities throughout 2021 to the Telit Network facilitated by the floLIVE team. Our partnership has already shown us that our confidence in the project is grounded in results. For the first time, we're now ready to offer a truly global, massive IoT-grade solution to our customers.

Tomer Lavie, Head of IoT Connectivity Business Unit at Telit.

# Telit now has:



## **A full MVNO solution**

Telit has moved from being a light MVNO to offering a full suite of IoT connectivity capabilities. From a single Network Operating Center (NOC), the organization can analyze issues in the field with visibility and control.

## **A highly available network**

Without relying on a single provider, full back up on AWS, Telit now has 'always-on' connectivity, mitigating the threat of outages or poor coverage.

## **A unique level of expertise**

Both on the device side and on the connectivity side, Telit can offer multiple hierarchies of customers, full control over their IoT devices, and support with complex requirements of scalability, availability and insight.

## **A better relationship with the carriers**

This move has actually strengthened Telit's relationship with the carriers, taking the burden off the MNOs to provide infrastructure and support. The role of the MNO is shifting, and Telit is a part of that change.

## **A new customer-base ready to go**

Telit is ready to make a formal launch of their new core network, and already has customers in the final round of the sales cycle. The need in the market has been validated and Telit is ready to hit the ground running.

## **A broad future-focus**

With global connectivity at its fingertips, Telit can now consider themselves a true cross-vertical player, offering modules with embedded connectivity for a broad range of IoT use cases, from broadband & massive IoT, through to critical IoT requirements.



With our new core networks through floLIVE, we are able to reach new areas, and to take ourselves to the next level in the IoT space, looking for carriers that can open new geographies, and safe in the knowledge we can expand with ease, using the same solution and a single SIM. This has put us in good shape to really offer a global solution for our customers."

Tomer Lavie, Head of IoT Connectivity Business Unit at Telit.

### About floLIVE

floLIVE offers advanced 5G network solutions and a full suite of global cellular connectivity services for IoT use cases. We're disrupting traditional networks and IoT solutions, and getting IoT up and running faster, more flexibly, and with more control. The platform comprises local core networks that provide local connectivity while being centrally managed and controlled over the cloud. This unique approach enables enterprises to benefit from high performance, secure and regulatory-compliant local connectivity on a global scale with all the flexibility and elasticity of a cloud-native platform.

floLIVE's solutions are offered as-a-service and support a pay-as-you-grow business model.



## 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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