

CUSTOMER USE CASE:

ONE PROVIDER FOR GLOBAL IOT NETWORK CONNECTIVITY

GLOBALGIG ENABLES EXPANSION OF BINSENTRY'S FEED ORDER AUTOMATION SERVICES WORLD-WIDE

Business Challenges

- One key component to BinSentry's solution is the wireless connectivity to transmit feed inventory data to the cloud. Feed bins are located in rural markets, across large geographic ranges, not serviced by a single wireless carrier.
- The company started in Canada, having to work with up to four separate wireless carriers to connect its devices. As BinSentry continues to expand into other countries, the complexity of managing multiple carriers, data plans, contracts and invoices compounded.
- Without a network partner who could aggregate wireless network services, BinSentry would have to hire additional resources to manage an expanding set of wireless vendors and potentially slow its business growth.

"Globalgig's wireless network solution is an enabler for BinSentry to go after global opportunities without the hassels of managing multiple carriers in every country"

- CEO Randall Schwartzentruber, BinSentry

Globalgig Solution

Globalgig provided the single-source of wireless connectivity for BinSentry's IoT devices in the U.S. and beyond. Powered by a small solar panel, BinSentry's devices use LTE-M technology that consumes less power and has longer transmission ranges to accommodate rural markets. Globalgig is able to provide the LTE-M SIMs with data plans that can be pooled across SIMs to achieve optimized usage.

Globalgig's Orchestra platform and client portal gave BinSentry the ability to manage its SIMs across all different wireless carriers, eliminate the need to access multiple carrier portals to activate/deactivate and manage SIMs.

Industry

IoT Agriculture

Company



BinSentry is an industry leader in Feed Ordering Automation providing solutions designed to drive increased profits by managing the most time-consuming and error-prone tasks within the livestock feed supply chain. Feed bin monitoring and inventory management have traditionally been more art than science. Livestock producers would use a mallet to hit the side of a feed bin, use a load scale or vibration sensors to gauge feed levels within a bin. BinSentry's solution leverages leading-edge technology to make feed bin monitoring more accurate, automated and connected, benefiting the producers and feed mills.

The company's Feed Ordering Automation Platform provides an end-to-end solution from the IoT sensors collecting feed bin level data on the farm, to cloud-based software that transforms the data collected into actionable insights. The data then allows livestock producers and feed mills to better manage the ordering process and identify opportunities to enhance operational efficiency. Having accurate and more real-time inventory levels allows feed mills to improve feed demand forecasts, and delivery scheduling and prioritisation. All of which enables the feed mills to be proactive rather than reactive, when it comes to meeting farmers feed needs.

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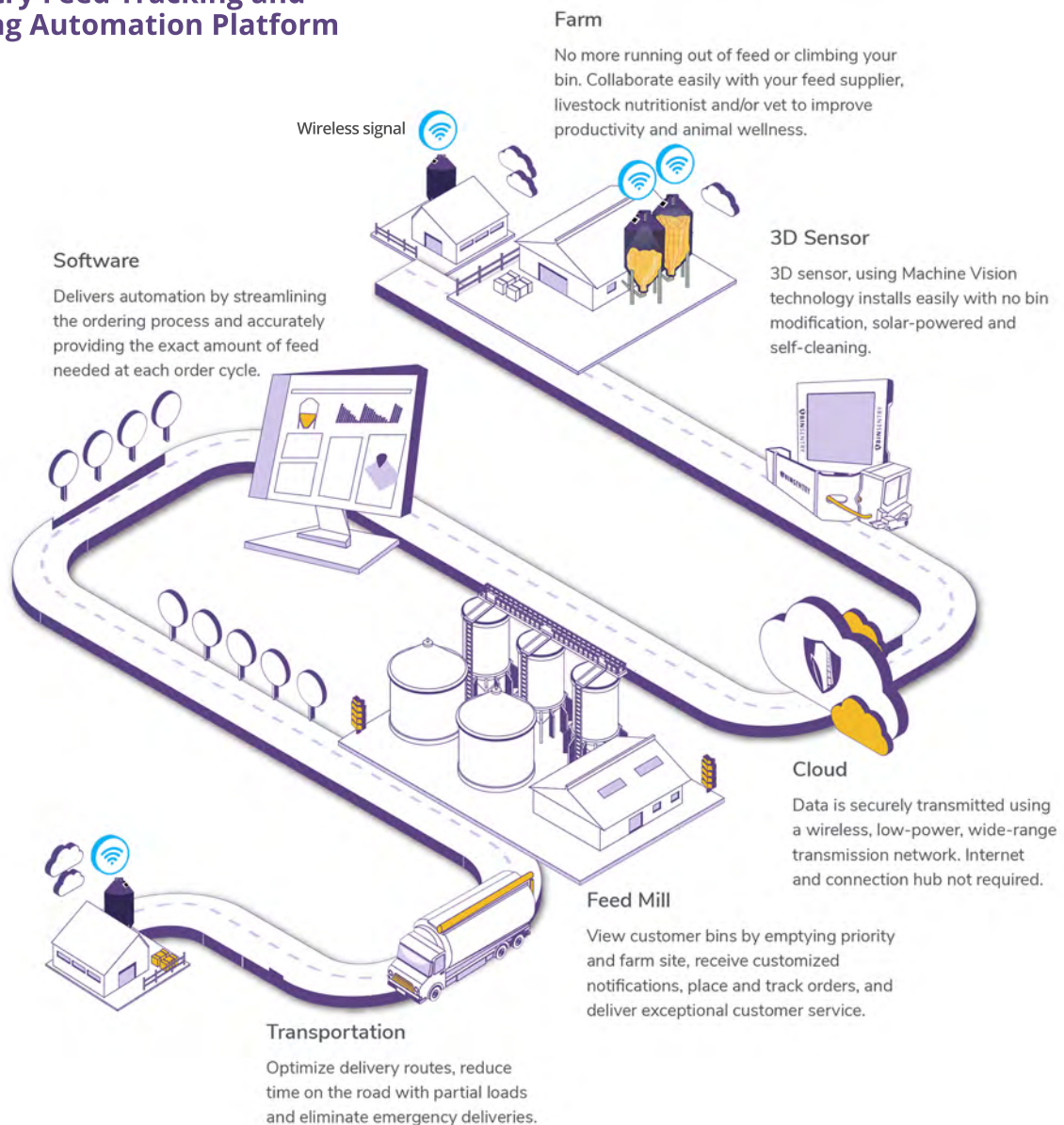
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Global expansion

As BinSentry continues to expand globally, Globalgig continues to provide the wireless industry expertise and research on LTE-M availability, pricing and coverage. Currently the company is looking to expand into Brazil, Great Britain, Thailand, Mexico and beyond.

BinSentry Feed Tracking and Ordering Automation Platform



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