

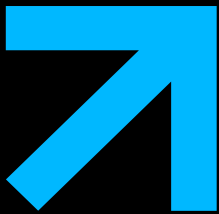


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We make cellular cloud-connected products 'actually' possible for all

velvetwire

Velvetwire Found Ultra Low-Power Solution That Transmits Critical Tracking Data During 6-Month Global Deployments With Blues Wireless



OVERVIEW

Velvetwire's industrial IoT supply chain monitoring solution allows a shipper or asset owner to follow an asset on its shipping journey across the globe, no matter whose custody it's in. These durable devices are built on the lightweight connectivity of the Blues Wireless Notecard to deliver international tracking and monitoring data, arming customers with actionable information during a time of unprecedented disruption.



Condition



Location



Identity (CLI)

The Blues Wireless Notecard is a game changer for IoT-enabled companies that need global connectivity to intelligent assets in motion.

Eric Bodnar,
Founder & CTO Velvetwire

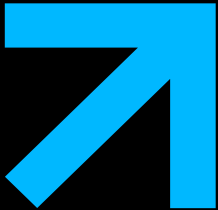


CHALLENGES

Disruption of condition monitoring within a facility or transportation of component goods can lead to millions of dollars of losses per day. The industry has been clamoring for a better solution to monitor assets during transport that doesn't require human intervention and can give up-to-date visibility into what's going on.

Due to the delays caused by the global pandemic, an asset monitoring system must stay powered and operational to report on information for at least six months.

- 1. Offline** - It requires human intervention to find the device on the container or asset and plug it into their computer to transfer the data. This is clumsy and costly.
- 2. Single Use** - Data loggers were purchased and discarded without being reused. This was a capital expense for companies and has a large environmental impact as well.
- 3. Zero Visibility** - No way to make informed decisions about your assets without intercepting the shipment and manually pulling data from the device.



SOLUTION

Leveraging the out-of-the-box functionality of the Blues Wireless Notecard, Velvetwire quickly delivered devices to their customers for evaluation. Their cloud-based asset tracking solution collects critical data that result in supply chain efficiencies and direct ROI.

Global connectivity

Battery life

Low cost

Reliable global cellular coverage, battery life, low-cost data transport and routing fees, and low-cost modem hardware were the biggest factors for Velvetwire when considering connectivity solutions.



RESULTS

Velvetwire is one of Blues Wireless' earliest customers, because they found that Blues focused on solving the practical issues that can make it difficult to prototype an IoT device. Velvetwire augmented their development team with the Blues Wireless team, cutting several years of development work off Velvetwire's launch timeline.



We were faced with building IoT connectivity ourselves but luckily we found Blues who fully embraces the same philosophy we have about how to make this practical in the real world.

Eric Bodnar,
Founder & CEO Velvetwire



Blues had made it quick and easy for you to cloud-connect your products

Our hardware, software, and device management products solve common challenges across IoT use cases. We remove the cost and complexity from connectivity so builders can deliver useful solutions.

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