

# Enabling Smart Farming with One Network Provider, Worldwide

## Business Challenges

Agriculture technology leader BinSentry realized the value that smart technology could bring to feed monitoring and designed its Feed Ordering Automation Platform in response. The company's end-to-end solution ranges from IoT sensors that collect feed bin-level data on the farm to cloud-based software that transforms this data into actionable insights.

Upon deployment of their platform, BinSentry began to face some increasingly complex challenges:

**Rural Market Connectivity:** A key component to BinSentry's success is ensuring high-quality wireless connectivity to transmit feed inventory data to the cloud. Major issues impacting this objective included: 1) Feed bins that are located in geographically disparate, rural areas that are not serviced by a single wireless carrier 2) Inconsistent coverage, both within and across locations.

**Expansion was Driving Inefficiency:** BinSentry has its roots in Canada, and initially worked with up to four separate wireless carriers to connect devices. However, as the company began to grow internationally, these carriers could no longer meet their needs. BinSentry had to source additional providers, which increased the number of contracts and complicated the invoices and data plans their team had to manage.

**More Carriers, More Cost :** BinSentry knew they were going to have to hire additional resources to support its wider network of carriers, which added expense and impacted operations and the business' ability to focus on strategic goals like expansion and growth.

## Globalgig Solution

Globalgig worked closely with BinSentry to design a service that would help the company increase reach while improving operational efficiency. The solution provided a seamless, single source of wireless connectivity for BinSentry's IoT devices across all their global locations.

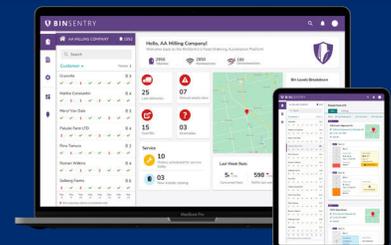
Powered by a small solar panel, BinSentry's devices use LTE-M technology with 2G fallback, providing reduced power usage and better transmission ranges to provide more consistent coverage in rural markets.

Globalgig provided BinSentry with a single eSIM SKU, which included an automatic local profile, and additional SIMs to provide optimal coverage and pricing flexibility. With the Globalgig eSIM, BinSentry can now share data across LTE-M devices to optimize usage.



## CUSTOMER PROFILE

BinSentry is an industry leader in feed ordering automation, delivering solutions that efficiently manage the most time-consuming and error-prone tasks within the livestock feed supply chain. Agricultural feed monitoring and inventory management have historically relied on rudimentary measurement techniques, such as livestock producers hitting the side of a feed bin with a mallet and using a load scale or vibration sensors to gauge feed levels. BinSentry's platform leverages leading-edge technology to make feed bin monitoring more accurate, automated and connected, benefiting the producers and feed mills.



BinSentry was able to view and efficiently manage all Globalgig eSIM services and carriers through Orchestra Globalgig's wireless management portal.

## Results

By partnering with Globalgig, BinSentry achieved measurable success across its business, including:

- Streamlined feed inventory tracking and ordering
- High-quality connectivity across rural locations to achieve better ROI for their platform
- Enhanced operational efficiency and ability to scale globally, with one network partner, versus multiple networks, contracts and currencies
- Better feed demand forecasting with access to more accurate real-time data
- Increased control over their service via Orchestra, which delivered:
  - SIM management across all wireless carriers, eliminating the need to access multiple carrier portals to activate or deactivate and manage SIMs
  - Full reporting capabilities – per SIM, location, user and device

**“Globalgig’s wireless network solution is an enabler for BinSentry to go after global opportunities without the hassle of managing multiple carriers in every country”**

*- CEO Randall Schwartzentruber, BinSentry*

