

KSUBAKA + iBASIS

Delivering a seamless retail experience

Ksubaka is a leading provider of retail technology solutions that engage customers, facilitate offline-to-online (O2O) ordering, and harvest rich insights into customer behaviour and attitudes. Using gamified experiences, playful surveys, and their product discovery platform (Cloudshelf), they transform the way brands and retailers engage, research, and monetise their shoppers, while enhancing their overall journey. Ksubaka has helped retailers and brands deploy more than 10,000 playSpots touch screens in 150 cities and 1500+ store locations.

To maximize the impact of these experiences, Ksubaka's platforms installed around the world must be free from unnecessary connectivity problems, delays, or downtime. Ksubaka leverages the unparalleled capacity of iBASIS's open eSIM as a single source to reach all operators serving a particular region. When other providers may not be able to deliver seamless connectivity, iBASIS enables Ksubaka to automatically shift network to avoid that downtime.

RESULTS

- Global IoT connectivity performance quality and reliability ensures optimum customer interaction platforms for world-leading brands from Tesco to Auchan
- iBASIS portal delivers sophisticated data visibility unparalleled in competing solutions - API feeds enable Ksubaka to manage their fleet and proactively detect and prevent downtime before it happens
- Streamlined connectivity management with preset APNs for automatic loading
- Customized implementation for specific retail requirements
- Cost-effective solution delivered with specialized support

ABOUT iBASIS

iBASIS is the leading communications solutions provider enabling operators and digital players worldwide to perform and transform. Powered by Tofane Global, the new iBASIS is the first independent communications specialist, ranking third largest global wholesale voice operator and Top 3 LTE IPX vendor with 660+ LTE destinations. With the integration of Tofane's acquisition of the Altice Europe N.V. international voice carrier business in France, Portugal, and the Dominican Republic, iBASIS today serves 1,000+ customers across 18 offices worldwide.

iBASIS provides the end-to-end Global Access for Things™ connectivity solution, delivering single source cellular IoT access (LTE, LTE-M, and NB-IoT) worldwide provisioned through GSMA-standard eSIM/eUICC technology. The solution simplifies IoT device connection through one unified platform for seamless, remote, programmable, and secure communication. For more information, please visit www.iBASIS.com.

Ksubaka

moments of joy for shoppers

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Even though retail stores have strong central control, various locations have really different conditions, from electricity to connectivity. We rely on having very stable connectivity. This is key to our IP, because our differentiation is in the live, real-time response from shoppers in the store. For us, the choice of iBASIS is about data mobility. We want to send our devices all around the world and cannot be tied to a single network. If a customer wants 20 trials tomorrow, I can fulfill this request with the full confidence that regardless of when, where, and how, we will be connected to the absolute best possible network. ”

Zahid Tanvir
Director of Operations, Ksubaka

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