BUSINESS IoT + iBASIS

Empowering Global IoT Connectivity for Any Device, Anywhere.

The demand for seamless, secure, and scalable connectivity solutions has never been higher as companies strive to harness the power of the Internet of Things (IoT). Success is dependent on helping to connect the widespread proliferation of IoT-enabled edge devices.

Aspiring to become an MVNO, Netherlands-based Business IoT was faced with significant barriers to enter the evolving IoT landscape. These challenges included time-to-market, high upfront investments, the need for global multi-network access, security concerns, negotiating high commitment contracts with operators, complex connectivity management, and the demand for rapid and scalable deployment capabilities.

This case study explores how iBASIS helped Business IoT to realize its vision of launching a European MVNO brand and becoming a leading provider of IoT connectivity solutions, enabling companies to optimize their operations and improve their performance.

Empowering Connectivity for Business IoT

Leveraging the strength of iBASIS's white label MVNO solution, Business IoT was launched in just weeks, successfully embarking on a mission to provide unmatched IoT connectivity services.

Having struggled to find a supplier/vendor, Business IoT leveraged iBASIS's cloud-based MVNO-as-a-service offering with advanced eSIM technology and CMP capabilities. As a result, rapid deployment and time to market was swift. Business IoT was set up, onboarded, and live within weeks.

Reliability and resilience are key security imperatives for IoT-connected edge devices today. As such, iBASIS implemented secure VPN tunnels for data transmission to the data centers that host their customers' servers, ensuring a protected pathway for IoT data.

iBASIS's fully-brandable, white label offering is localizable and compliant with data privacy and security regulations. iBASIS has not only unlocked significant IoT opportunities for Business IoT, but it has also set a new standard for connectivity solutions in the industry as a result of its focus on customer-centric solutions, rapid deployment, and global reach.

$29BN+

Number of Global Active IoT Connections by 2027*

3 WEEKS

To fully launch a new MVNO

* Source: IoT Analytics

"iBASIS has unlocked the IoT opportunity by allowing us to quickly launch our own MVNO brand without high upfront investments and commitments. This business model proves the intention of both companies to grow a mutually beneficial partnership, which has resulted in a win-win-win situation with our customers. They benefit from high quality best-in-class service, enhanced and secure connectivity, along with a self-service platform, based on very compelling pricing. "

Jeroen Gobius du Sart,
Founder and Co-Owner at Business IoT

iBASIS facilitated several key innovations

Global eSIM/eUICC Technology

Utilizing cutting-edge eSIM/eUICC technology, Business IoT now offers a single global, remotely programmable and fully-branded SIM card that ensures continuous mobile data connectivity to smart devices across borders and eliminates technological lock-in.

Worldwide Multi-Network Connectivity

Business IoT has become the singular gateway for its customers to connect their devices to 700+ global mobile networks. Simply put, without connectivity, there is no IoT.

IoT Connectivity Management Platform (CMP)

The fully-branded CMP platform provides a comprehensive suite of tools to manage IoT application development, deployment, and optimization. The platform comes with all the systems and tools needed to run an IoT MVNO.

Self-Service Customer portal

The CMP provides management simplicity through a fully-branded self-service customer portal with real-time features such as analytics, reporting, online ordering, provisioning, product catalog, device lifecycle control, and IT support and trouble ticketing.

Enhanced ROI

The fully-featured CMP provides enhanced revenue opportunities for resellers and MVNOs to tailor and create their own bundles, data plans, and billing.

Customer Success: Itho Daalderop

The successful impact of the iBASIS-powered IoT solutions is exemplified with Business IoT customer Itho Daalderop, a leader in healthy and sustainable heating, tap water, ventilation, and control technology solutions.

By integrating Business IoT branded and embedded eSIMs into their products, Itho Daalderop has improved service levels and a more stable and secure connection for monitoring and maintenance, which can also provide remote software updates that will significantly reduce the need for physical visits.

Itho Daalderop is currently helping to evolve hundreds of thousands of heat pumps in Dutch households, showcasing the vast sustainable benefits that can be realized. Their smarter hybrid heat pumps, which are equipped with an eSIM and associated monitoring system, can achieve substantial reductions in energy consumption and GHG emissions.

Discover how iBASIS IoT can help launch your IoT MVNO, revolutionize your connectivity solutions and help your customers to harness the full potential of IoT.

Visit www.ibasis.com for more information and to explore our award-winning connectivity solutions.

BE THERE FIRST

©2024 iBASIS Inc., All rights reserved.

" With the embedded eSIM provided by Business IoT, we can securely access our installed heat pumps. This helps us to be more efficient, reduces the amount of maintenance visits, and improves our service level to customers. We have chosen the solution of Business IoT because of their excellent service levels and the flexibility and continuity that their eUICC technology brings us. Another important reason for partnering with Business IoT is their expanded connectivity coverage with the availability of multiple mobile networks within the countries we deploy our heat pumps in. "

Bart Adriaanse,
Director Digital at Itho Daalderop

ABOUT iBASIS

iBASIS is the leading communications solutions provider enabling operators and digital players worldwide to perform and transform. Powered by Tofane Global, iBASIS is the first independent communications specialist and Tier One IPX vendor with 800+ LTE destinations. iBASIS today serves 1,000+ customers across 28 locations worldwide. iBASIS optimizes global connectivity, quality and security, so customers achieve high return on voice, SMS A2P messaging, mobile data, 5G roaming and IoT.

CORPORATE HEADQUARTERS

10 Maguire Road, Building 3
Lexington, MA 02421

T +1 781 430 7500
F +1 781 430 7300
E info@iBASIS.net

For more information,
please visit iBASIS.COM