

Case Study | Blackbird



1000+ Devices 6000MB+ Data per Month

16+ Countries in 3 Continents

Industrial IoT – Collecting Data from Manufacturing Lines Within Minutes

Blackbird provides solutions that allow manufacturers to digitalize their production lines and help them become more efficient and competitive.

Blackbird developed Factbird – Factbird is an innovative IoT device that can be easily integrated into existing production lines. Factbird devices measure various sorts of data like the number of units used in a certain timeframe or the temperature of materials. This data enables real-time line efficiency analysis that helps to optimize production processes.

The Challenge

Early, automatic problem detection in industrial production facilities is becoming an increasingly important part of profitable processes.

Before partnering with EMnify, Blackbird used a traditional telecom provider. After trying local operators, Blackbird realized they needed a better connectivity provider.

Blackbird was looking for a solution that met the following criteria:

- Specializes in M2M communication and understands the needs of the industry
- Facilitates reliable and secure data collection
- Provides real-time data about device location and connectivity to enable real-time troubleshooting
- Is available globally to ensure new projects in different countries can start immediately
- Provides flexible IoT data plans because consumer data tariffs were rigid and expensive



About:

- Headquarters in Denmark
- 11-50 Employees
- Electronic Devices



Challenge:

Needed a better connectivity



Solution:

Utilize EMnify technology to offer an out-of-the-box production line monitoring solution



Finn Hunneche
CEO Blackbird

“For us, reliability is the most important factor. With using the AWS Cloud and EMnify, we have the certainty that our services are running uninterrupted and reliably, no matter what scale is required”

EMnify

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- Technology that can be easily integrated into existing production lines
- Mobile connectivity instead of WiFi, so that customers aren't liable in the case of WiFi outages
- Is reliable and allows customers to monitor critical business processes uninterrupted.

The Solution

After performing due diligence between telecommunication providers and Mobile Virtual Network Operators (MVNOs), Blackbird chose EMnify for the following reasons:

- EMnify is a global carrier that focuses on and understands the challenges of IoT Enterprises.
- EMnify offers real-time data in the Connectivity Management platform.
- The EMnify Rest-API is integrated into their application so that Blackbird customers can see and blacklist networks.
- EMnify perfectly integrates Blackbird's cloud infrastructure into their AWS environment.
- EMnify's dynamic Regional Internet Breakout (RIB) infrastructure enables data transfers while significantly reducing the ping time to a fraction of traditional MNO's latency.
- Provides flexible traffic pooling capabilities is cost effective.



With EMnify, Blackbird has deployed **1000s** of devices in production lines with customers in 16 countries



What is totally different to EMnify competitors is that we feel that we have full control of our SIM cards. The connectivity management portal with real-time data and real-time blacklisting seems like rocket science.

Finn Hunneche, CEO Blackbird

The Result



Global Customer Base

Thanks to EMnify's network-agnostic technology, devices containing EMnify SIM cards can be deployed almost anywhere in the world. Blackbird has deployed thousands of devices in production lines with customers in 16 countries and 4 continents.



Gained a Competitive Edge

By integrating EMnify's Rest-API into their application, Blackbird provides their customers with the possibility to manage which network their devices are attaching to, providing the customer with a complete connectivity control experience.



Best Network Connectivity

EMnify-powered devices draw from an elastic network. EMnify finds the best connection for a device based on customer-defined pricing and service quality preferences.



Saved Money

Blackbird has significantly reduced their connectivity costs due to flexible IoT tariffs EMnify offers.



Saved Time

EMnify SIM cards significantly reduced Blackbird's geographical limitations. This allowed Blackbird to spend more time optimizing their products and services and less time worrying about connectivity.



Winning More Customers

By using cellular connectivity, Blackbird is able to offer an out-of-the-box solution for customers. With EMnify, Blackbird's Factbird devices are more attractive to customers, which has led to improved trial-to-customer conversion rates, therefore increased Blackbird's sales.



Customer Service

From an operational perspective, Blackbird found it easier to respond to customer issues with the availability of the EMnify platform. It allowed issues to be diagnosed and resolved quicker.