



## CASE STUDY

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— Jason Ray, Vice President of Business Development for SimplyHome.

### SIMPLYHOME CONNECTS TO IN-HOME HEALTHCARE WITH AERIS

#### SIMPLYHOME'S GOAL: EXPAND IN-HOME SERVICES TO THOUSANDS OF AGING AND DISABLED RECIPIENTS

New technologies are changing the way health services are delivered, allowing recipients to remain in their homes to receive care and to avoid costly hospital stays. SimplyHome of Asheville, NC, is meeting this need with a portfolio of innovative home care solutions for independent living — specifically tailored to serve aging and disabled populations nationwide.

By communicating with multiple sensors to observe activities of daily living, the SimplyHome systems proactively alert caregivers and loved ones to changes in behavioral patterns. Text, email, or phone alerts can be generated by a single event, an intersection of multiple events, or by inactivity. Components like motion sensors, door/window contacts, and bed pressure pads alert caretakers to falls, wandering, and sleep patterns. The SimplyHome systems also help the resident remain independent with environmental controls that operate beds, lights, TVs, doors, and more via tablet or voice-activation.

State and federal healthcare agencies encourage in-home care programs as a vital way to deliver efficiencies. With Medicaid under increased pressure to find more cost-effective solutions without compromising care, SimplyHome's services provide an important solution.

#### THE PROBLEM: HIGHS COSTS AND BULKY NETWORKS SLOW ROLLOUT OF IN-HOME SERVICES

To accelerate adoption of its solutions, SimplyHome needed an alternative to high-cost, unwieldy traditional Internet connections. Often, networks that would transport sensor data relied on Ethernet cable service, which drastically slowed the build-out of such services.

Such network connections ran up costs by taking hours to install and were subject to outages and slowdowns. Faced with these difficulties, potential in-home care customers such as nursing homes, independent living facilities, apartment houses, and other facilities were reluctant to move to such systems.

“Our customers needed to rely on home sensors that could transmit data in real time, but the Internet service was difficult to install, was slow, and subject to power outages failures and was costly,” said Jason Ray, Vice President of Business Development for SimplyHome. “We needed to find cellular options.”

SimplyHome sought a cost-effective Internet of Things (IoT) / machine-to-machine (M2M) cellular solution to provide a remote connection for its services. The company also wanted to be able to expand its reach into rural areas covering wide geographical areas.



### THE SOLUTION: AN IOT/M2M PARTNER THAT COULD GUARANTEE RELIABLE, EASY TO MANAGE SERVICE

SimplyHome chose Aeris because Aeris delivers a more reliable, stronger signal than any other carrier. How is this possible? Because Aeris is “carrier-agnostic.” The Aeris technology solution provides SimplyHome customers with the strongest cellular signal from more than 50 carriers in North America. Unlike traditional cellular carriers, Aeris does not favor its own cellular network, and for this reason, it offers better coverage than any other one carrier. Also, Aeris is one of the only IoT / M2M service providers that offered both CDMA and GSM connectivity, and SimplyHome required both solutions for different applications.

Ray said the ability of Aeris’ service to move across different cellular coverage areas let SimplyHome increase its business reach. “We were expanding to different areas of the country, and we have to work in some pretty rural areas,” he said. “And if we’re tied to a single cellular provider, that would hamper our ability to serve all our customers.”

“We looked at all the cellular providers, and Aeris won hands-down on price and services,” Ray added.

### STRONG PARTNERSHIPS ENSURE FLAWLESS SERVICE FOR SIMPLYHOME CUSTOMERS

The complete SimplyHome solution required an IoT / M2M cellular gateway to power the connection and, after a thorough testing phase, SimplyHome chose Aeris partner CloudGate because of the gateway’s intelligence, reliability, and flexibility.

Consisting of the CloudGate gateway and CloudGate Universe (the cloud-based software provisioning system), this solution provided SimplyHome with the open and modular architecture it needed for its IoT/M2M platform.

CloudGate is an IoT / M2M solution that includes an intelligent IoT / M2M gateway, an open IoT / M2M application development environment with a wide portfolio of expansion cards, and a cloud-based provisioning service. This meets all the market requirements for a robust, secure, feature-rich routing platform that will not let down customers in the field.

The SimplyHome development efforts were driven in partnership with Richardson RFPD, the leading IoT/M2M supplier of CloudGate products, that provided outstanding technical and logistics support throughout the design and testing stages. Aeris CloudGate gateways are available through Richardson RFPD sales channels.

### THE RESULTS: IMPROVED COMPETITIVE ADVANTAGE AND GROWING MARKET SHARE

For SimplyHome, Aeris created a customized, low-cost structure to enable its unique business model. With Aeris’ IoT / M2M cellular network services, SimplyHome customers will save on average, \$50 to \$70 per month.

Not only can SimplyHome offer a more competitive price, the complete solution also helped lower operational time and cost from a wired solution. The time needed to install SimplyHome’s services dropped from two hours to a few minutes as the cellular modules and connections can be simply plugged in to begin operation.

Lastly, SimplyHome customers are more satisfied because their service is extremely reliable. Aeris’ carrier-agnostic cellular network is not subject to the power outages or slowdowns common to wired Internet services.

According to SimplyHome, Aeris has been instrumental in significantly improving the company’s competitive advantage. “We partnered with Aeris because of its flexible pricing structure and comprehensive network coverage, as well as its overall ability to support mission-critical applications,” Ray said. “Aeris has been huge for us.”



## ABOUT SIMPLYHOME

SimplyHome designs and installs wireless technology products and related care-focused services. The company is committed to promoting affordable and dignified solutions for independent living — specifically to aging and disabled populations nationwide. SimplyHome is known for its highly-customizable systems that are tailored to meet each customer's specific needs.

SimplyHome products and services range from voice-activated environmental controls (as shown recently on Extreme Makeover: Home Edition), Personal Emergency Response Systems, GPS watches, motion sensors, and stove monitors to Virtual Care Management® —SimplyHome's model for client care. SimplyHome is a 2012 Edison Award winner for "Best New Product."

For more information about SimplyHome please visit, [www.simply-home.com](http://www.simply-home.com) and follow us on twitter: [@simply\\_home](https://twitter.com/simply_home).

## ABOUT CLOUDGATE

CloudGate is an IoT / M2M solution that includes an intelligent IoT / M2M gateway, an open IoT / M2M application development environment, and a cloud-based provisioning service. It meets all the market requirements for a robust, secure, feature-rich routing platform that will not let customers down in the field.

Application enablement platform vendors and system integrators creating IoT / M2M solutions are faced with the challenge of very fragmented customer requirements. CloudGate provides an extensible hardware and software platform that allows them to tailor the product to meet the needs of each customer reducing their time to solution, lowering development costs, and increasing their addressable markets.

More information is available at [www.option.com](http://www.option.com).

## ABOUT RICHARDSON RFPD

Richardson RFPD, Inc., an Arrow Electronics company, is a global leader in the RF and wireless communications, power conversion, and renewable energy markets. Relationships with the industry's top component suppliers enable Richardson RFPD to meet the total engineering needs of each customer.

Whether it's designing components or engineering complete solutions, Richardson RFPD's worldwide design centers and technical sales team provide support for all aspects of customers' go-to-market strategy, from prototype to production.

More information is available online at [www.richardsonrfpd.com](http://www.richardsonrfpd.com). Follow Richardson RFPD on Twitter at [@Richardson\\_RFPD](https://twitter.com/Richardson_RFPD).



## ABOUT AERIS

Aeris is a pioneer and leader in the market of the Internet of Things – as an operator of end-to-end IoT and M2M services and as a technology provider enabling other operators to build profitable IoT businesses. Among our customers are the most demanding users of IoT services today, including Hyundai, Acura, Rand McNally, Leica, and Sprint. Through our technology platform and dedicated IoT and M2M services, we strive to fundamentally improve their businesses – by dramatically reducing costs, improving operational efficiency, reducing time-to-market, and enabling new revenue streams.

Visit [www.aeris.com](http://www.aeris.com) or follow us on Twitter [@AerisM2M](https://twitter.com/AerisM2M) to learn how we can inspire you to create new business models and to participate in the revolution of the Internet of Things.

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