



CASE STUDY

“Aeris is a vital part of our business. This solution has put us in the forefront, at the cutting edge of the whole cellular technology and the ability for data transfer. Everyone else is catching up to us, but with the help of Aeris, we’ve been in the forefront for at least the last five years.”

- Harlan Little, NAFTA Agriculture Business Manager

LEICA’S GOAL: DELIVER SUPERLATIVE SUPPORT TO FARMERS WITH “ALWAYS-ON” SERVICE TO TRACTOR EQUIPMENT

Leica Geosystems, a measurement and positioning company, needed a secure and reliable farming solution for auto-steering and precision agriculture in even the most remote parts of the United States.

THE PROBLEM: A DEPENDABLE SOLUTION THAT WILL WORK IN REMOTE LOCATIONS

Leica has been pioneering solutions to measure the world in various industries for close to 200 years and are best known for its broad array of products that capture accurate spatial information with ease and efficiency. However, traditional cellular carriers’ service did not consistently reach the rural areas that farmers’ need. For example, Leica wanted to guarantee that all tractor equipment would always be connected to its GPS applications. When a farmer needs to plant seeds or harvest their crops, his tractors need to receive guidance and steering information at all times in order to be as productive as possible.

Leica needed a cellular solution that would work anywhere, anytime. And with so many customers across the most remote areas of the country, Leica also needed a solution that would allow them to troubleshoot any and all devices without traveling to see every single one.

THE SOLUTION: A CELLULAR NETWORK DEDICATED TO MACHINE-TO-MACHINE COMMUNICATIONS

Leica chose the Aeris network because it was “Made for Machines,” which means that its “always on” network is more reliable and reaches much further than other carriers.

- Aeris was able to provide predictable and reliable connectivity for Leica’s GPS applications with its large carrier footprint and a network dedicated to machines. There is no consumer handset traffic on the network interfering with the service of Leica’s farm equipment.
- Aeris’ management portal provided Leica with 24/7 access to the network and all their devices. Leica can now identify the location and cause of problems immediately.
- Aeris provided modems that worked right out of the box. This eliminated the need for Leica to visit each of their customers to install hardware and also helped farmers save on cost.



THE RESULTS: INCREASED NETWORK RELIABILITY AND LEVEL OF EFFICIENCY

According to Leica, using Aeris solutions enabled them to improve their customer service and overall level of efficiency. And more importantly, farmers were productive when planting crops.

USING THE AERIS NETWORK:

1. Leica increased the level of efficiency in its operational procedures.
2. Leica can now resolve problems faster with minimal support staff, reducing overall business costs.
3. Leica has improved its overall customer satisfaction.

ABOUT LEICA GEOSYSTEMS

With close to 200 years of pioneering solutions to measure the world, Leica Geosystems products and services are trusted by professionals worldwide to help them capture, analyze, and present spatial information. Leica Geosystems is best known for its broad array of products that capture accurately, model quickly, analyze easily, and visualize and present spatial information.

Those who use Leica Geosystems products every day trust them for their dependability, the value they deliver, and the superior customer support. Based in Heerbrugg, Switzerland, Leica Geosystems is a global company with tens of thousands of customers supported by more than 3,500 employees in 28 countries and hundreds of partners located in more than 120 countries around the world. Leica Geosystems is part of the Hexagon Group, Sweden.

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 or follow us on Twitter @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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