

Case Study: Banner

Enabling the Industrial Internet of Things to Connect and Monetize Complex Operations



Banner Engineering is a leading provider of process and industrial automation systems that increase efficiency, reduce costs, ensure quality, control processes and promote worker safety.

The Challenge

Over the last decade, increased global demand for “personalized” products and services that satisfy market, regional and cultural needs, have compelled manufacturers to fundamentally re-think how they sell, manage and support their offerings. The advent of the IIoT (Industrial-Internet-of-Things) has paved the way for IoT-enabled platforms, services and devices to re-define how value is created. Manufacturers are now discovering the benefits in monetizing and managing their “products” as a subscription of bundled “services”.

With this in mind, Banner is on track to transform itself as the manufacturer-of-choice of smart-enabled industrial automation sensors, indicators and safety products, worldwide. As Banner product-lines evolve, a parallel IoT initiative is also underway to streamline and connect its back-office functions. A broad IoT enablement approach would ensure seamless interoperability across devices, services and back-office systems, resulting in development roadmaps that align with company growth, revenue and profitability goals.



Banner's challenge is to implement a scalable IoT-enabled service delivery and monetization platform that simplifies device management, streamlines workflow operations and generates recurring revenue. Banner required a service oriented platform of connectivity, back-office and customer management solutions. This would enable subscription-based businesses to connect edge-devices, generate actionable intelligence and unlock revenue potential on a massive scale. What the company needed was an IoT solution provider with the global reach, industry experience and a proven trackrecord of successfully implementing connectivity, service delivery and monetization solutions, specifically for:

- On-demand device activation & provisioning
- Billing on a recurring or usage basis
- Electronic invoicing & payment processing
- Real-time alerts & notifications
- White-label customer self-care portal
- Workflow optimization & automation

"The RevX platform builds upon existing IoT investments to help companies transform and enhance their traditional business practices."

Solution Overview

The RevX platform represents a new breed of service delivery and monetization solutions that connect through KORE Wireless' carrier independent APIs. By adopting industry language specific to their clients, the RevX platform builds upon existing IoT investments to help companies transform and enhance their traditional business

practices. Workflows are unified into a collection of highly scalable business functions, back-office transactions are quickly streamlined and the process of uncovering new monetization opportunities becomes straightforward.

The KORE RevX Platform offers Banner the following benefits:

- A fully connected subscriber account management system
- Service monetization options that yield new revenue-streams
- Reduced revenue-leakage, risk, time-to-market & TCO
- Streamlined & profitable business workflows & processes



Once the platform is integrated, it will actively work behind the scenes to simplify business transactions and improve your customer's experience.

As in-house development would divert scarce resources from mission-critical activities, Banner decided to partner with the leading provider of IoT connectivity and revenue management services; a best-in-class solution on par with its own standards of excellence. The partnership would ensure Banner success, by providing an enterprise-wide integration strategy based on results, driven by ROI, and measured by value.



The implementation effort would also satisfy the following highlevel goals:

- To connect, monetize & smart-enable customer IoT value-chains
- To drive revenue via the “anything-as-a-service” delivery model
- To unify supply-chains, equipment & business workflows

By choosing RevX, a controlled and measured implementation was guaranteed, with minimal disruption to Banner’s ongoing operations. A KORE RevX powered solution, gave the company the “easy-button” they were looking for.

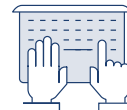
Key Results

The RevX implementation had an immediate and positive effect on company revenues -- driven chiefly from new device connectivity options, back-office optimization and service monetization. Banner customers were thrilled! Embedded KORE functionality quickly solved Banner’s connectivity woes by equipping factory devices with carrier-independent communications. Where before, network access might have been unavailable or infeasible, KORE APIs now offered geographically isolated FABs full connectivity to their back-office systems or cloud repos. Data was free to flow horizontally, between gateway devices or “upstream” to the cloud. FABs now had a clear line-of-sight of their IIoT-value chain. Device monitoring, remote equipment control and data collection became commonplace; real-time alert notifications, standard.

Designed for ease-of-use, the RevX Platform dove-tailed perfectly with Banner’s existing workflows. Back-office billing and subscriber management processes were simplified through a company-wide consolidation effort that re-classified scattered accounting functions into a cohesive set of streamlined RevX services. Thousands of transactions now flowed through RevX aggregation and rules-engine routines, resulting in an order-magnitude increase in efficiency, cost savings and a measurable reduction in head-count requisitions. RevX intelligent-automation reduced workflow cycles from days, to minutes. The combined effect was lower total-cost-of-ownership, time-to-market and time-to-revenue as Banner no longer required the same level of OPEX and CAPEX to manage its complex IoT ecosystem.



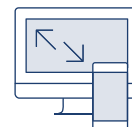
24/7 Access to Accounts



A Wide Range of
Self-Service Options



Seamless Billing and
Account Operations



Make Your Own Plan Tailored
to your Needs



ABOUT RevX

RevX Systems provides real time integrated billing and subscriber management services for the M2M and Internet of Things marketplace. Empowering companies to quickly launch, scale and manage their cellular connected products and services.


For more information, please visit our web site at www.revxsystems.com.


As Banner evolves from a product-orientation to a service-centric business, it does so knowing its network and systems offer the necessary flexibility and future-proof technologies to effectively adopt and manage change. Effortlessly scaling to new market requirements and rapidly leveraging new monetization opportunities is the new-normal. Powered by KORE RevX, Banner is now able to fully leverage its global IoT investment.


Want to find out how KORE's RevX Systems can help your business?

Contact one of our IoT solutions experts today.


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