CASE STUDY

TATA COMMUNICATIONS MOVE™ POWERS NEXT-GENERATION BORN-CONNECTED IOT MODULES.
LINKS FIELD NETWORKS PARTNERS WITH TATA COMMUNICATIONS TO GLOBALLY ENABLE IOT MODULES WITH INTEGRATED BOOTSTRAP CONNECTIVITY.

BUSINESS CHALLENGE
Realising out-of-the-box IoT module connectivity requires outstanding security and scalability to ensure a smooth experience, while reliability and global reach are other must-haves. For those reasons, Links Field Networks needed a strong partner combining innate innovation with financial staying power.

SOLUTION
Links Field Networks chose the Tata Communications MOVE™ IOT Connect virtual mobile network service. With its born-connected mindset, Tata Communications proved a perfect strategic match, while its ingenious use of APIs would speed product development.

BENEFITS
The collaboration between Links Field Networks and Tata Communications enables consumer or IoT devices to download integrated SIM (iSIM) updates and operational profiles over-the-air. Simplifying the company’s business processes, this makes it easier to offer a born-connected experience for its products and its partners’ IoT deployments globally.

“\n\n“The Tata Communications software-defined network offers reliable and secure global coverage, while the company’s born-connected mindset shows it really understands IoT business needs.”

GARY WONG, DIRECTOR, LINKS FIELD NETWORKS

ABOUT LINKS FIELD NETWORKS
Headquartered in Hong Kong, Links Field Networks is a world leader in IoT connectivity solutions. With over 10 years’ experience in the development of device connection platforms, GSM modules, SoftSIM technology, and carrier data billing schemes it offers simple and cost effective out-of-the-box connectivity solutions for IoT devices and M2M applications.

For more information go to: www.linksfield.net
FOCUSBING ON INDUSTRIAL IOT DEPLOYMENTS

Integrated into GSM modules and chipsets, SoftSIM technology offers instant mobile connectivity. Gary Wong, director, Links Field Networks, explains: “We’re focusing on industrial IoT deployments while working on consumer solutions in parallel.”

With Tata Communications, Links Field Networks seamlessly covers Europe, North and South America, Asia and Oceania. “Working directly with customers and long-time partners, we predict SoftSIM appearing in IoT solution areas like logistics, connected roads and vehicles, and building management systems,” Gary adds.

FITTING RIGHT INTO CUSTOMERS’ NEEDS

Links Field Networks chose the Tata Communications MOVE™ IOT Connect service to power the development of such consumer and IoT initiatives. Coining the phrase “born connected” to describe next-generation mobile technology, Tata Communications has created a new cost-effective way to provision and deploy IoT devices globally.

“The Tata Communications software-defined network offers reliable and secure global coverage, while the company’s born-connected mindset shows it really understands IoT business needs,” says Gary. “Our two organisations have the same goal, which is to offer stable, out-of-the-box connectivity for industrial and consumer IoT customers.”

In fact, Tata Communications has agreements with over 600 mobile network providers around the world for reach and choice in mobile connectivity.

“Tata offers flexible data plans for IoT devices, which helps us minimise costs before device deployment and automate software-defined capabilities to gain visibility and control of the network,” Gary adds. “The Tata Communications flexible pricing structure can fit right into our customer needs.”

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GARY WONG, DIRECTOR, LINKS FIELD NETWORKS
INSTANT CONNECTIVITY ALL OVER THE WORLD

To provide instant connectivity for device vendors all over the world, Links Field Networks uses iSIM profiles from Tata Communications for its SoftSIM products. Gary explains: “We embed them into a secure element in communication modules and chipsets for out-of-the-box connectivity. With Tata Communications, we can cover the globe to deliver IoT projects.”

Links Field Networks uses APIs that come with the Tata Communications MOVE™ network to track and control network connectivity no matter where IoT devices are deployed. Gary adds: “Data from the Tata Communications network gives visibility of mobile assets to customers. It’s very efficient and cost effective and lowers the overall TCO for our customers when managing the lifecycle of their IoT devices.”

Leveraging the rich API environment of Tata Communications MOVE, Links Field Networks and its customers and partners can gain real-time control over the Tata Communications MOVE™ network. “Tata Communications is constantly developing new APIs,” says Gary. “We’re now discussing APIs for integrating cloud services like AWS, Ali and Google into our modules and chipsets.”

“With Tata Communications, we can cover the globe to deliver IoT projects.”

GARY WONG, DIRECTOR, LINKS FIELD NETWORKS
THE FUTURE’S OVER-THE-AIR

It’s going to be an exciting year for the born-connected generation. Gary confirms: “The global consumer and IoT sales projection for Link Field Networks is more than two million units in 2018. In fact, we have customers ready to ship devices in Q1.”

The collaboration enables any Links Field Networks-enabled consumer or IoT device to download SoftSIM operational profiles over-the-air using the Tata Communications MOVE™ global network. This simplifies the company’s business processes and makes it easier to offer a born-connected experience for its products and its partners’ IoT deployments globally. Those partners include SIMCom, Quectel, Queclink and MobileTek.

Tata Communications MOVE™ eliminates IOT connectivity complexities, which means Links Field Networks can focus on its core business of innovation in embedded virtual SIMs without the hassle of managing multiple mobile service providers.

“We require reliable, long-term global connectivity since the lifetime of industrial IoT devices can range from one to 10 years and over,” Gary concludes. “It’s critical to know our supplier will be there for us tomorrow as well as today.”

GARY WONG, DIRECTOR, LINKS FIELD NETWORKS

WHAT IT WILL MEAN TO BE BORN CONNECTED

Imagine a world where connectivity – seamless access to the Internet anywhere on Earth – is embedded in everything. That’s what Tata Communications wants to make a reality: a future where everything’s born connected. Straight out of the box.

It’s thought the planet will be home to 28 billion connected IoT devices within four years. From activity trackers and smart home hubs to connected cars and street lights, all will be born connected. New IoT-enabled business models will liberate organisations, removing geographical barriers and network constraints. Digital transformation will focus on a mobile platform over which corporate apps will run seamlessly and securely, regardless of location and without the high cost of data roaming; simply born connected.

That’s the Tata Communications mobile platform’s promise – built on 15 years’ experience of connecting businesses and people globally. It combines international mobile ecosystem partnerships and ubiquitous connectivity with the stunning potential of the IoT. That will unlock unimaginied possibilities in how brands and businesses engage with their customers and how people interact with their environments.

Find out more at: www.tatacommunications.com.