

CASE STUDY

TATA COMMUNICATIONS
MOVE™ IOT CONNECT
NETWORK SETS OMATE
FREE TO STORM RAPIDLY
EXPANDING WORLDWIDE
WEARABLES MARKET.

OMATE IOT PRODUCTS GAIN THE COMPLETE RELIABILITY THEIR WEARERS' SAFETY DEMANDS WITH GLOBAL MANAGED MOBILE SERVICE FROM TATA COMMUNICATIONS.

BUSINESS CHALLENGE

Omate sought a global partner to realise its vision of offering IoT-based wearables with ready-made connectivity as a single, straight-out-of-the-box package. Control of data consumption and oversight of network function were also required.

SOLUTION

Choosing the MOVE™ IoT Connect infrastructure from Tata Communications has not only given Omate choice over 600+ mobile network operators, but also enabled over-the-air downloads to the virtual SIMs embedded in its products.

BENEFITS

MOVE™ assures the network reliability Omate needs to protect wearers of its products and its brand. As a one-stop mobile connectivity shop, it also means Omate can offer a differentiated user experience while saving customers money and time. The company is poised to profit from massive market opportunities in Europe and the US.

			
Only 2 years and Omate's riding a wave	50,000 Omate IoT devices already in service	SOS red button alerts get assured availability	30 million kids smartwatches in China

“Our wearers’ safety absolutely depends on the integrity of the Tata Communications MOVE™ infrastructure. Every message must be carried with complete certainty. That anchors the reputation of our company and our products.”

LAURENT LE PEN, FOUNDER AND CEO, OMATE

ABOUT OMATE

Omate makes ubiquitous wearable IoT products for people in need of protection like kids, senior citizens and lone workers. The company’s simply-stated mission is ‘to save lives every day’. Based in Shenzhen, China, it has support offices in Hong Kong and Mountain View, California.

For more information go to: www.omate.com

UNSEEN GEO-FENCES KEEP KIDS SAFE

Headquartered in the Shenzhen Hi-Tech Park in China's very own Silicon Valley, Omate has a close-knit team of world-class software developers, telecom hardware engineers, and device and solution designers. They make wearable IoT technology for kids and senior citizens as well as enterprise applications suited to lone workers.

Omate wearable-as-a-service (WaaS) technology depends on mobile networks. An example is the Omate X Nanoblock smartwatch, with which parents can keep their kids safe. GPS tracking over 3G monitors their offspring within virtual geo-fences, while push-to-talk means they can communicate at any time.

SAVING HASSLE FOR PARENTS

Working with local service providers wasn't easy. Laurent Le Pen, founder and CEO of Omate, explains: "The primary mission of a kid's smartwatch is to reliably provide its GPS location over the network in an emergency. When buying one, the main hassle for parents was finding a local operator to cost effectively fit that requirement."

The Tata Communications MOVE™ IoT Connect infrastructure has given Omate reliable and unfettered access to over 600 mobile network operators for choice in virtually any country. "Our wearables need the highest possible levels of network availability," says Laurent. "Tata Communications assures that, along with unparalleled global reach, at a very affordable price."



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GREAT USER EXPERIENCE OUT OF THE BOX

Omate devices use a virtual SIM, which keeps products as small as possible since there's no need to accommodate a card slot. Through the Tata Communications network, mobile profiles and updates are downloaded over the air to the virtual SIM.

"We see Tata Communications technology as a great selling point to promote our products. A fantastic user experience is assured because the product works straight out of the box, rather than them having to fiddle with a physical SIM," says Laurent. "Also, our customers aren't constrained by a costly mobile provider data package, so we're saving them both time and money."

"We ensure a great user experience because the product works straight out of the box, rather than the user having to fiddle with a physical SIM."

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NETWORK RELIABILITY'S GOT TO BE RED-BUTTON READY

With about 50,000 active users already wearing Omate WaaS devices, people are pressing the red alert button every day. That connects them to a professional contact centre for senior wearers and lone workers, or direct to parents through an app for the kids' version.

Roaming enabled by the MOVE™ infrastructure extends protection no matter where WaaS devices are used. Recent cases include an elderly woman who fell and injured herself in her yard, and a child in a panic lost in a crowded tourist spot. Although not life-threatening in themselves, without an Omate device such situations could have led to serious consequences.

Laurent underlines the importance of network reliability: "In such SOS situations our wearers' safety absolutely depends on the integrity of the Tata Communications MOVE™ infrastructure. Every message must be carried with complete certainty. That anchors the reputation of our company and our products."



API-BASED BUSINESS PROCESS INTEGRATION

The collaboration with Tata Communications offers a mobile connectivity one-stop shop, which Omate has integrated into its processes so it can focus on core business while overseeing usage and tariffs through a rich set of APIs.

Laurent explains: “Using Tata Communications APIs we can control device-level data consumption, and for greater efficiency we’re integrating some of those functions directly into our app.” MOVE™ IoT Connect also enables Omate IoT functions like 3G tracking, push-to-talk and integration with Amazon Alexa.

Assured security is another aspect of the Tata Communications offer. “Our Omate X Nanoblock model uses the MOVE™ infrastructure to carry all location, messaging and video call data over an end-to-end encrypted VPN,” says Laurent. There are no Internet weak points between devices and the network either.

RIDING THE WEARABLE TECHNOLOGY WAVE

From a standing start just two years ago, Omate is riding a wave. The launch of its first Android-powered kids’ smartwatch was followed a few months later by an approach from a big European insurance firm for a similar idea for elderly folk. Shortly after, the company announced its lone worker solution.

In Europe and the US, Omate is the leading smartwatch provider for senior citizens and it’s just starting a medical guardian service. With baby boomers reaching their 70s the company can see significant further growth. Kids’ smartwatches will be in high demand, too. In China, 30 million are already in use.

Laurent concludes: “The wearable-as-a-service future is connectivity and device in a single package. Our 2019 roadmap includes an innovation that could see mobile data consumed in an entirely new way over the Tata Communications MOVE™ IoT Connect network.”

ABOUT MOVE™ IOT CONNECT

Tata Communications MOVE™ IoT Connect™ is a fully managed mobile network solution underpinned by its own global infrastructure and partnerships with over 600 mobile network operators. That guarantees consistently high quality with low-cost connectivity for borderless growth. Harnessing the power of IoT apps with seamless machine-to-machine connectivity across country borders, businesses gain significant cost and operational advantages. The MOVE™ solution provides the coverage, control, billing, subscriber management and resources to enable an organisation to become its own MVNO, up-scaling and down-scaling services for employees or customers. With mobile access in over 200 countries, and no need to replace the SIM to access local networks, employees can stay connected to their enterprise network from any device, wherever they are.

Find out more at:
www.tatacommunications.com/services/mobility/iot/move

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