



CASE STUDY: HEALTHCARE

Navigating Network Technology Evolutions for Long-Term IoT Success



Table of Contents

3 Organisational Background

3 Network Migration Challenge

4 KORE Solution

5 Key Business Results

6 Looking Forward: 3G to LTE

Organisational Background

MobileHelp is the leading provider of Mobile Personal Emergency Response System (mPERS) technology in the United States, with an established reputation for delivering high quality, affordable medical monitoring and location tracking services that enable personal protection and peace-of-mind both in and away from home environments. KORE has been the company's dedicated IoT partner for more than ten years, delivering the complete IoT management capabilities and trusted advisor expertise needed for MobileHelp to achieve transformative business performance with IoT.

Network Migration Challenge

MobileHelp successfully launched their first IoT-enabled mPERS offering in 2009, leveraging AT&T 2G connectivity delivered via KORE. The first solution of its kind, MobileHelp was credited with creating the mPERS market with this innovative offering, and quickly experienced success delivering more than 7,950 devices in the first year. However, less than five years after their initial product launch, AT&T announced that they would be shutting down their 2G network at the end of 2016. AT&T estimated 10-12 million 2G connections would be impacted by the network shutdown.

With more than 40,000 active AT&T 2G devices in the field, MobileHelp was faced with a major strategic challenge. The company faced unique issues due to the high risk nature of their mPERS solution – enabling continuous, reliable connectivity for customers was not just important for their business, but also for ensuring personal safety and saving lives. In fact, it's estimated that one hour of network downtime can result in up to 34 missed emergency calls.

Further complicating the situation was the fact that the company's customer base consisted of geographically dispersed end users, most of whom were elderly adults. Successful swapping out of 2G devices required direct communication with customers to confirm new 3G devices were received, activated, and functioning as expected.



MobileHelp was credited with creating the mPERS market with this innovative offering, and quickly experienced success.

KORE Solution

As MobileHelp was still a relatively new business, they were not fully aware of some of the complexities of the IoT space. KORE was available to act as a trusted IoT advisor throughout the transition, providing them with the expertise, resources, professional services, and connectivity cost savings necessary to lay the foundation for a smooth, successful migration from 2G to 3G. KORE helped to enable this migration in four key areas:

Advanced Notification – According to Rob Flippo, CEO of MobileHelp, organisations often underestimate the value of proactive notice in regards to network sunsets, and that was the first and foremost thing KORE was able to contribute to the company's 2G to 3G transition. Leveraging its close relationship with AT&T, KORE proactively notified MobileHelp of the impending 2G shut down long before it was publicly announced. This empowered MobileHelp to stay ahead of the curve and begin planning and executing their migration strategy long before the December 31, 2016 deadline.

Module Selection – To transition away from 2G, MobileHelp needed to completely re-design its mPERS devices to be compatible with 3G networks, which included the integration of new 3G modules. With limited experience related to IoT module selection, MobileHelp was able to lean on KORE to help them identify and evaluate various module manufacturers that had the necessary 3G capabilities to be compatible with MobileHelp's solution. According to Flippo, "KORE was critical in helping decide which module we should select."

Device Certification – Once MobileHelp had developed their new 3G device, the next step was ensuring compliance with carrier (AT&T), and industry (PTCRB) device certification requirements – processes that are often extremely time consuming and expensive. By working with KORE's device certification team, MobileHelp benefited from dedicated technical support that provided step-by-step guidance throughout the process. As a result, certification for its first 3G device was completed quickly and efficiently, accelerating speed-to-market and enabling them to start swapping out 2G devices ahead of schedule.

Cost Savings – Developing, productising, launching, and migrating hundreds of thousands connected mPERS devices required a massive capital expenditure from MobileHelp. KORE was able to once again leverage its unique, strategic relationship with AT&T to negotiate special, discounted 3G connectivity pricing as well as deliver significant connectivity subsidies to alleviate the migration expenditure.

Throughout all aspects of the transition, the KORE team was readily available to deliver expert technical consultation and guidance to help craft a best-in-class migration strategy, fully redundant network architecture to ensure maximum network uptime throughout the process, as well as a cross-functional, dedicated team to ensure successful execution for MobileHelp in its 2G to 3G migration.

"When it comes to the IoT industry and cellular networks, we completely rely on KORE and fully trust them to keep us informed on current events, trends, and technologies."

– Rob Flippo, CEO, MobileHelp



“Even though the stakes are much higher because our company has grown and we have so many more 3G devices than we did with 2G, MobileHelp is absolutely comfortable and confident in KORE’s abilities as our partner during the upcoming LTE transition”

– Rob Flippo, CEO, MobileHelp

Key Business Results

Many organisations that did not properly plan for the migration away from AT&T 2G networks were forced to implement a last minute strategy, which resulted in massive revenue losses associated with expedited shipping, high device costs, and ultimately user dissatisfaction and customer churn. With KORE’s expert, neutral guidance, MobileHelp was empowered to avoid this fate and successfully migrate 100% of their 40,000+ 2G

devices prior to AT&T’s 2G network shutdown. This meant there was virtually no interruption to the company’s mPERS service, ensuring uninterrupted, continuous, reliable personal safety for MobileHelp customers and peace-of-mind for family members and loved ones.

As the result of partnering with KORE, MobileHelp was also able to benefit from significant savings in 3G connectivity costs.

Looking Forward: 3G to LTE

With more than two years having passed since AT&T's 2G shutdown, MobileHelp is now preparing for the next migration challenge as AT&T prepares to shut down its 3G network over the next three years. Based on the positive results of its 2G to 3G migration, in which KORE was a key partner, MobileHelp is already deeply engaged with KORE as its trusted IoT advisor to replicate their success and simplify the complexity of 3G to LTE transition.

KORE has already empowered MobileHelp in many of the same areas they contributed to for the last migration, including advanced notification of the 3G network shut down, LTE module selection, device certification services, custom negotiated LTE connectivity pricing, as well as a dedicated team of IoT experts committed to the company's long term success and the health and safety of their customers.

"The team at KORE has been the biggest part of helping us successfully navigate these IoT migration processes. Everything we have been able to accomplish in that regard has been about our team of KORE people."

– Rob Flippo, CEO, MobileHelp

About KORE

KORE is a pioneer, leader, and trusted advisor delivering transformative business performance. We empower organisations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.



For more information, reach out to KORE to learn how we can simplify the complexity of IoT for your business.

