

CUSTOMER STORY

ZEUS Scooters



3000+ scooters • **25** cities • **97.5%** reduced downtime

How ZEUS decreased scooter downtime by **97.5%** with EMnify

On the road to carbon-neutral cities of the future, efficient and sustainable urban mobility has a central role to play.

ZEUS Scooters' goal is to deliver a fast and user-friendly micromobility option with the lowest carbon footprint. The company needed a trusted cellular IoT partner who can bring the reliability and expertise required to elevate the efficiency of its e-scooter operations.

ZEUS turned to EMnify to connect and manage over 3000 scooters. Since its launch in 2019, the company has grown to be the fastest-growing micromobility company in Germany while expanding its service to five other countries including Sweden, Norway, Italy, Croatia, and Malaysia.



About:

Offices:

- Dublin, Ireland
- Würzburg, Germany

Industry: Micromobility



Goal:

Delivering an inexpensive, safe, and environmental-friendly mode of transport to the masses



Solution:

The world's first three-wheeled electric scooter for the urban mobility sharing market



EMnify's products in use:

Connect:

- Multi-network IoT SIM: Increasing uptime and maximizing revenue

Operate:

- EMnify Portal: Transparent view of device connections and data usage
- IMEI lock: Preventing SIM theft and misuse
- Data limit: Better cost control and avoiding misuse of data allowance

Stable and comfortable last-mile transportation for urban citizens

Introducing the world's first three-wheeled electric scooters, ZEUS Scooters set out to make sure users enjoy the safest, smoothest, and most stable ride. Applying state-of-the-art technology, its unique scooters are designed with reliability and ease of use in mind.

Cellular connectivity is integral to ZEUS's business to operate scooters from afar and collect vital data points like origins and destinations, alongside the duration and distance of the trip.

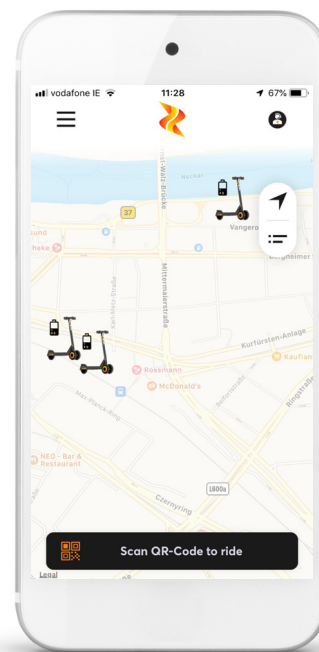
Network coverage, quality, and reliability issues can prevent customers from connecting to scooters, resulting in missed trips.

"For us, reliable connectivity is a must to ensure the scooters are always ready to go and their usage level is kept high," explained Chris Kemp, ZEUS Scooters' Revenue Manager.

"The scooters must be connected to our backend the entire time that they're on the streets, so we can get real-time scooter diagnostics and deliver customer trips."

Previously, ZEUS Scooters tried alternative telecommunications solutions but decided to partner with EMnify due to the superior network coverage and reliability.

"With EMnify, we managed to significantly reduce downtime and increase product reliability, revenue generation, and ultimately customer satisfaction," said Ronan Garvey, ZEUS Scooters' COO.



"EMnify has helped us go from 2% failure rate of the trip start down to less than 0.05%. We were looking for a telecommunication expert and what stood out to me was EMnify's excellent customer support."

– Ronan Garvey
Chief Operating Officer,
ZEUS Scooters

Better control and traceability with a solid cellular IoT solution

While searching for an IoT communication provider, ZEUS Scooters looked to minimize uncertainties in its solution. The management team found a great fit in EMnify.

"We wanted a dependable communication platform that is highly responsive to our needs, and what drew us to EMnify is the service and people there," remarked Garvey.

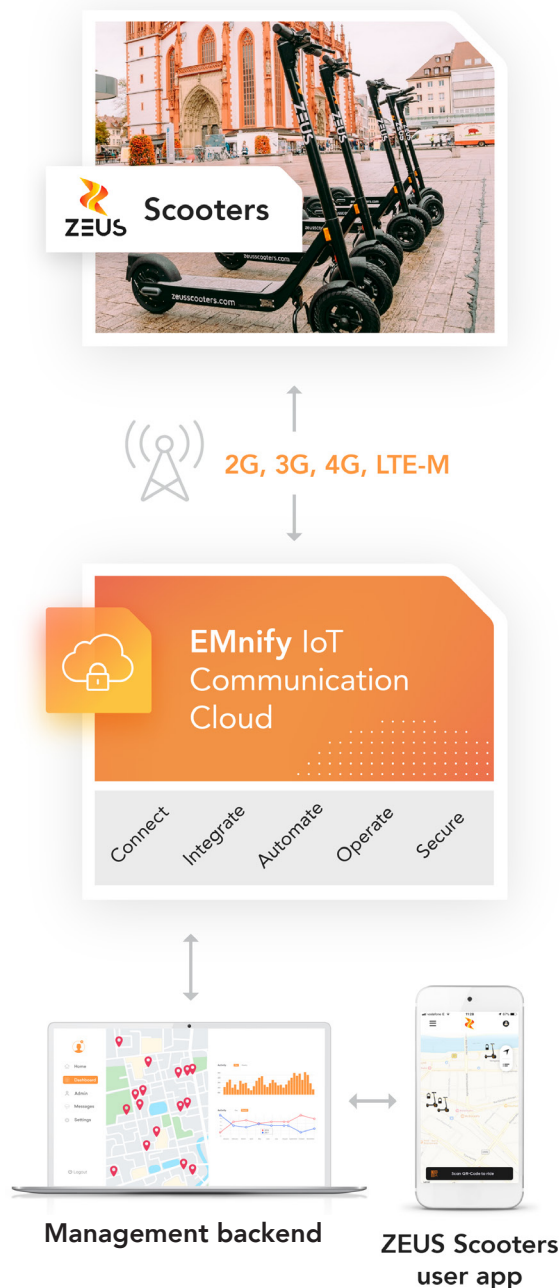
"Using their solution, connectivity issues are eliminated, and any downtime, though minimal, becomes explainable. The support team is also very reactive in working with us to root cause any problem," he said.

Providing **multi-network connectivity** and redundancy across the platform, EMnify brings improved coverage and failover capability to help ZEUS optimize the availability of its connected scooters.

The self-service **web portal** gives clear, concise dashboards on scooter connections while helping the team stay on top of data usage.

"With EMnify, we have a pooled data allowance and set a limit for each device so we can control costs and prevent misuse of the data allowance," explained Garvey.

As scooters are deployed in public areas, the **IMEI lock** function also allows ZEUS to prevent unauthorized SIM use on another device and inflated costs that come with it.



Path to future growth

Today, ZEUS Scooters has established a strong presence in many European cities and continues to grow.

EMnify brings the reliability, flexibility, and responsiveness ZEUS Scooters needs in an IoT communication partner to facilitate its business growth for years to come.



Decrease failure rate by 97.5%, improving revenue and user experience with over 99.95% service uptime.



Easily pause the SIM subscription plan to rebalance fleet sizes in the winter when demand is low



Reduce entry barriers in new markets with globally connected scooters using EMnify IoT SIMs



"Thanks to EMnify, our scooters have never dropped off the network, which is essential to our service continuity."

– Chris Kemp
Revenue Manager,
ZEUS Scooters