

## CUSTOMER STORY

# Air - Connected Mobility



**25,000+** active devices

- Online with **4** operators in Italy

## How Air - Connected Mobility uses EMnify to positively impact mobility with connected cars

Previously revolving around fleet location and long-haul transportation, telematics solutions are now applied across various industries. With the rise of new legislation on road safety and carbon emissions, urban mobility is among the top-growing areas that benefit from vehicle data.

Air - Connected Mobility is an Italian mobility solutions provider that embraces this opportunity. As part of Air's full-suite telematics solutions, MyGov is a cloud platform that helps public mobility managers effectively regulate traffic flows, control air pollution, and monitor road surface conditions.

In pursuit of its mission to improve mobility for all by unlocking the value of data, Air turned to EMnify to connect over 25,000 distributed telematics devices.



*"The responsive and competent support that we get from EMnify allows us to move faster with our internal operations. Every request is handled quickly, so we can avoid production delays, improve efficiency, and save costs."*



### About:

- Headquartered in Vigevano, Italy
- Industry: Telematics and fleet management



### Goal:

Making mobility safer, more efficient, and environmentally-conscious



### Solution:

A digital platform that offers real-time, actionable mobility data for citizens, companies, and governmental entities



### EMnify's products in use:

#### Connect:

- Multi-network IoT SIM: Real-time, reliable delivery of telemetry data

#### Operate:

- EMnify Portal: Efficient SIM monitoring and data usage analysis tool
- SMS Console: Fast device reboot and troubleshooting via SMS
- IMEI Lock: Safety measure to prevent SIM misuse



### MARCO ROBBIANO

Data Manager and Project Lead  
Air - Connected Mobility

## Rethinking mobility with innovative telematics services

As part of the EU Horizon 2020 Programme, Air's first commercial model centered on usage-based insurance leveraging vehicle data. ***"The idea was to increase real-time monitoring, improve maintenance, increase safety, create customised insurance policies and reduce costs associated with insurance premiums,"*** explained Marco Robbiano, Data Manager and Project Lead at Air.

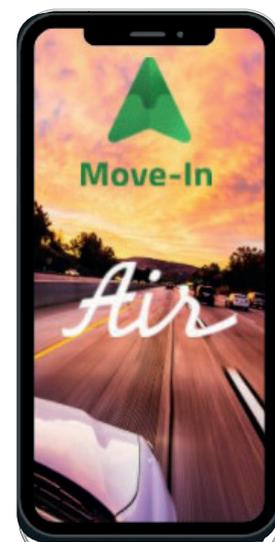
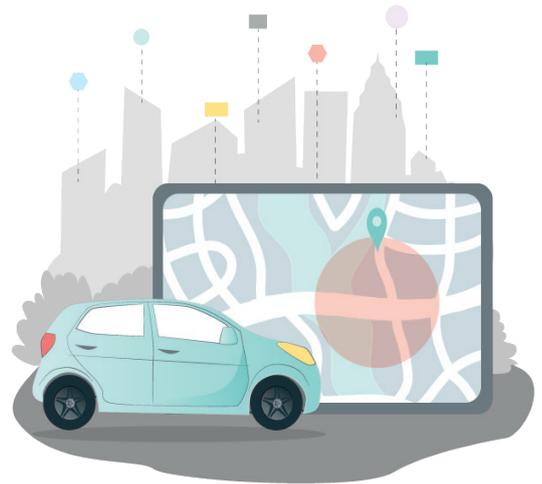
Fast forward to today, Air's business has expanded to five different product lines – each of which is tailored to a specific need of drivers, fleet managers, mobility managers, OEMs, or car dealers. Its latest project - Move-In is a element of the MyGov solution that activates new urban mobility and reduces emissions by engaging with local citizens.

In the Lombardy and Piedmont Regions, certain vehicle classes are periodically subject to limited mileage due to their carbon footprint. Using Move-In, drivers owning such vehicles can acquire the annual mileage allowance defined by the local government to circulate within these traffic-restricted areas.

## Premium cellular IoT support to keep pace with growth

Air selected EMnify as its connectivity partner when launching the Move-In project in 2019. Through the installation of cellular-connected telematics devices, citizens can track their used and remaining kilometers in real-time via the Move-In App. Likewise, mobility managers can monitor and control the pollution level.

***"Considering the number of devices and SIM cards that we were going to deploy, strong customer support from the connectivity provider was a leading criterion we put on the table,"*** said Robbiano.



This requirement unfolded while the team was working with previous network operators. ***“We, of course, have tried other vendors before, but most of the time, we didn’t get the response that we needed. With EMnify, we have a dedicated contact person whom we can always rely on,”*** he added.

Robbiano recalled a recent positive experience during the summertime.

***“Usually, in August, the whole of Italy is on vacation, and you don’t expect to get a quick turnaround. Surprisingly, our customer success manager immediately replied when we asked for urgent help regarding the SIM cards. Thanks to that, we could proceed with the production on our device manufacturer’s side in a timely fashion. There seems to be no standstill with EMnify.”***

## One Portal to manage all SIM cards

Having tens of thousands of SIM cards to manage, Robbiano and his team knew they needed a versatile connectivity management platform to stay in control of their deployment.



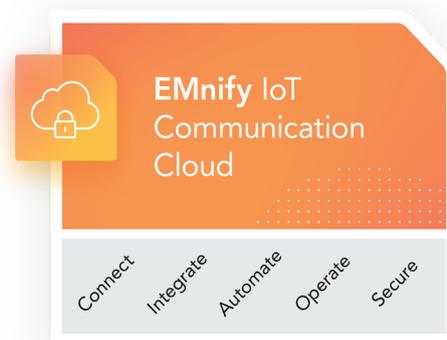
***“Using the EMnify Portal, I can navigate easily to understand the current situation of SIM cards, if the device is connected, and how much data has been used.”***

**– Marco Robbiano**  
Data Manager and Project Lead,  
Air - Connected Mobility

By enabling IMEI lock with SIM activation, Air can rest assured that no unexpected data cost is incurred due to SIM misuse.



Air's Telematics Devices



Public Mobility Managers



Move-In App for Citizens

## Rapid device troubleshooting using the SMS console

At Air, remote configuration of the telematics devices for lifecycle management is often done Over-the-Air (OTA). Yet, the drawback of this approach is that it depends on the device's scheduled updates. When an issue arises, fast diagnostics and triaging are critical to keeping device downtime low. SMS is a viable choice in this case.

***"If a device somehow doesn't communicate properly, we can easily send an SMS via the EMnify Portal to instantly get its setting data and figure out whether there was a misconfiguration during the manufacturing process. We can also then use SMS to update the configuration or perform a device reboot remotely. It is especially helpful when time is a pressing matter,"*** explained Robbiano.

## Looking ahead

Beyond Move-In, Air now plans to extend the use of EMnify SIMs and communications platform in other business lines.



***"Thanks to the reliable coverage on a global scale provided by EMnify, we can expand our solutions to new customers."***

**– Marco Robbiano**

*Data Manager and Project Lead, Air - Connected Mobility*