

CUSTOMER CASE

# IOT REVOLUTIONISING PEST CONTROL

Anticimex is a global leader in preventative pest control. With an intelligent system using connected traps they monitor and instantly react to infestations in an environmentally-friendly way.

 telenor | connexion

Connecting things. It's all about people.

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## EXECUTIVE SUMMARY

Pest control has traditionally relied on traps filled with toxins to exterminate pests. This approach has been largely unscientific relying on the placement of multiple traps that require continuous manual checking. Traps deployed in this way are often unused and those that are triggered are often less effective in catching pests and eradicating infestations.

But that is all changing thanks to connectivity. IoT is driving a digital revolution in pest control by enabling companies such as Anticimex to connect their Anticimex Smart traps and thereby enabling continuous monitoring of its traps 24/7, no matter where they are located.

Using reliable, global connectivity provided by Telenor Connexion, Anticimex have developed connected products such as Anticimex Smart, resulting in higher efficiency in pest protection, an increased customer experience, and a substantial decrease of the dangerous toxins used in traditional traps.

As a result, trap deployments are more precise, action is taken faster, data is utilized to generate more valuable insights, and business is booming.

Read on to explore how we did it.

## PEST CONTROL GETS SMART

Customers don't like the hassle of monitoring, maintaining or disposing of traps. So the idea of building a better trap has been a key goal of the pest control industry for many years. Connected traps are a digital revolution in pest control.

In contrast to traditional traps, IoT-connected traps can be continuously monitored, reacting instantly to the presence of pests. The data gathered can be communicated to enable pest control providers to place more traps in the event of a large-scale infestation or move non-triggered traps to areas where they are needed.

Connected pest solutions improve customer services for end users and give better results. Data gathered from the solution can be used to generate insights, which benefits end users and Anticimex. In addition, global connectivity from Telenor Connexion enables Anticimex to move into new markets quicker and more easily than having to deal with local operators.

## INTELLIGENT PEST CONTROL AROUND THE CLOCK

Connectivity means intelligent pest control is enabled around the clock rather than only when an operative is on site to service the traps. This means the insights gathered give an accurate picture of the scale of an infestation and enable appropriate controls to be put in place. Costly infestations can be prevented by catching pests early and wasteful and environmentally damaging deployments of toxins can be minimised or eradicated entirely.

## SELLING RESULTS RATHER THAN TRAPS

From its establishment in 1934 as a pest control provider in Sweden, Anticimex has always embraced new technologies and business models. It initially offered property owners a no bed bugs guarantee via an annual, fixed price contract. The service was so successful that it was quickly broadened out to address other pests.

Anticimex is now one of the world's largest pest control companies, operating in 18 countries and offering food safety, building environment services, fire protection and insurance in addition to pest control. The company's aim is to be the global leader in preventive pest control through harnessing technological innovation and continuing its deep commitment to customer service.

New technologies are redefining what clients can expect from their pest control service provider. When added to the services traditionally provided by Anticimex, the IoT-enabled capabilities of the Anticimex Smart solution give customers the best of both worlds – automation and expertise.

## CONNECTED TRAPS ARE TAKING OFF FAST

Anticimex digital pest control solution has certainly been a successful move. As of February 2020, over 148 000 traps and sensors have been deployed worldwide. Millions of rats are caught every year worldwide.

Anticimex teams globally deploy traps in 18 markets worldwide each month. In terms of revenue, 9 percent is generated directly from smart services. All of these figures are growing year-on-year.

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The service we sell is peace of mind. Customers don't want to buy pest control, they want to buy the knowledge that their sites don't have pests and Anticimex Smart monitors and documents that continuously,

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Ulf Eripe,  
CTO, Anticimex

## HOW ANTICIMEX SMART WORKS

Anticimex Smart is based on a three step process which extends from site inspection through to successful and ongoing control of pests.

### Step 1 is to analyse and plan

First Anticimex inspects the customer site, studies available documentation and interviews key people. Based on what it discovers, an optimal solution for the business is created. If there's already an infestation taking place, Anticimex takes care of it immediately.

### Step 2 is to install and connect

Based on the plan created in Step 1, Anticimex installs a system of strategically placed sensors that detect infestations and non-toxic traps that efficiently deal with pests. The Anticimex Smart units are connected and constantly report back to an Anticimex Smart data hub.

### Step 3 is to service the deployment while the customers relax

Anticimex conducts regular inspections, empties and relocates traps when needed, analyses data and provides customers with necessary information. Once any activity is reported Anticimex acts so that customers can focus their attention elsewhere.

With the site analysis done and Anticimex Smart installed, customers rapidly start seeing the results.

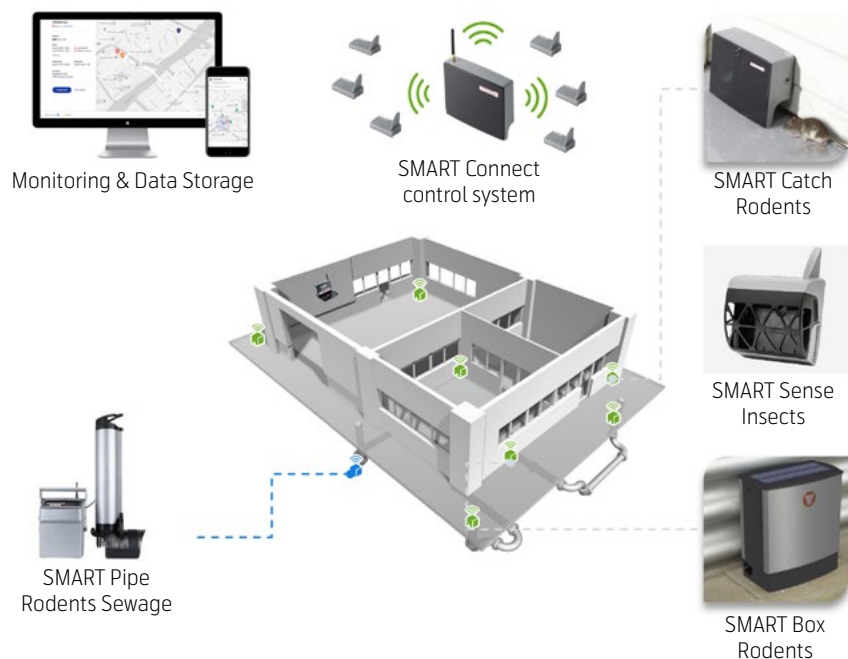
## ANTICIMEX SMART – A DIGITAL PEST CONTROL SOLUTION

Anticimex Smart efficiently combats rodent problems. It is a digital, environment friendly preventive and intelligent solution for pest control.

This managed connectivity system and its devices such as unit traps and sensors, keeps an eye on that which customers do not wish to see - pests. In fact the word Anticimex means - "Against bed bugs".

It detects and reacts to pests, while dedicated Anticimex experts continuously service and improve the positioning of traps.

The Anticimex Smart system has been developed by the company's R&D team at the Anticimex Innovation Center. The system and its products include the latest research and technology and are unique to Anticimex.



## THE CONNECTED PARTS



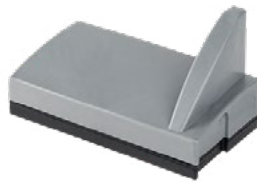
### Smart Box

Smart Box is a multi-catch unit that deals with pests above ground. Attractants lure the pest into the box, exterminate it efficiently and without any toxins. Anticimex uses biocide.



### Smart Connect

Smart Connect is the system's master unit and receives information from all other Smart units on a customer's site and instantly reports back to the Smart data hub.



### Smart Eye

Smart Eye is a small sensor that detects and reports movement. Thanks to its tiny size it's often placed in narrow spaces typically favoured by pests.



### Smart Catch

Smart Catch is a single catch unit that detects and deals with pests above ground. Attractants lure the pest into the box, exterminating it efficiently and without any toxins.



### Smart Pipe

Smart Pipe is designed for sewage pipes and tubes. It efficiently detects and deals with rats below ground. Exterminated pests are flushed out in the sewage system.



## END USERS BENEFIT FROM IOT ENABLED PEST CONTROL

### **Around the clock surveillance**

Traditional Anticimex pest solutions depend on quarterly or monthly physical inspections. Anticimex SMART, on the other hand, monitors constantly, reacts instantly and reports directly.

### **Non-toxic pest control**

All Anticimex SMART traps are 100% non-toxic. It's better for the environment, it creates a healthier work environment and it means no pesticides end up where they aren't supposed to be. Anticimex uses biocide.

### **Avoid escalating costs**

Solving an infestation takes time and the damage done to a business can be substantial. With Anticimex Smart installed, early warnings can be dealt with quickly and potential issues can be dealt with before they become costly problems.

### **Blind spot detection**

Pests excel at hiding in places where they are hard to detect. With Anticimex Smart, Anticimex can detect activities in hidden places or relocate traps to a specific area where activity has been noted.

### **Ease of documentation**

Anticimex Smart is connected to the Smart data hub, which allows Anticimex to analyse a situation and, when needed, export the data so it can be presented, if needed, to external partners.

### **Less to worry about**

Constant monitoring minimises the risk of an infestation that could harm a business or its relationships with customers and partners. In addition, efficient biocide traps guarantee compliance with laws and regulations.

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The connectivity backbone of our Anticimex Smart solution is robust, secure, reliable and global as provided by Telenor Connexion. As industry leader partnering has enabled us to move into new markets with comparative ease. Their support and trouble shooting tech team is world-class and when we need them, they are always available for questions and support.

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Ulf Eripe,  
CTO, Anticimex

## WHY IOT-ENABLED PEST CONTROL NEEDS MANAGED CONNECTIVITY

Telenor Connexion's Managed Connectivity solution provides Anticimex with a global connectivity solution. With uptime guaranteed by service level agreements (SLAs), a team of dedicated IoT specialists provide 24-7 monitoring and support to ensure the company's connected solutions work around the clock. Managed Connectivity allows Anticimex to connect its products to mobile networks anywhere in the world.

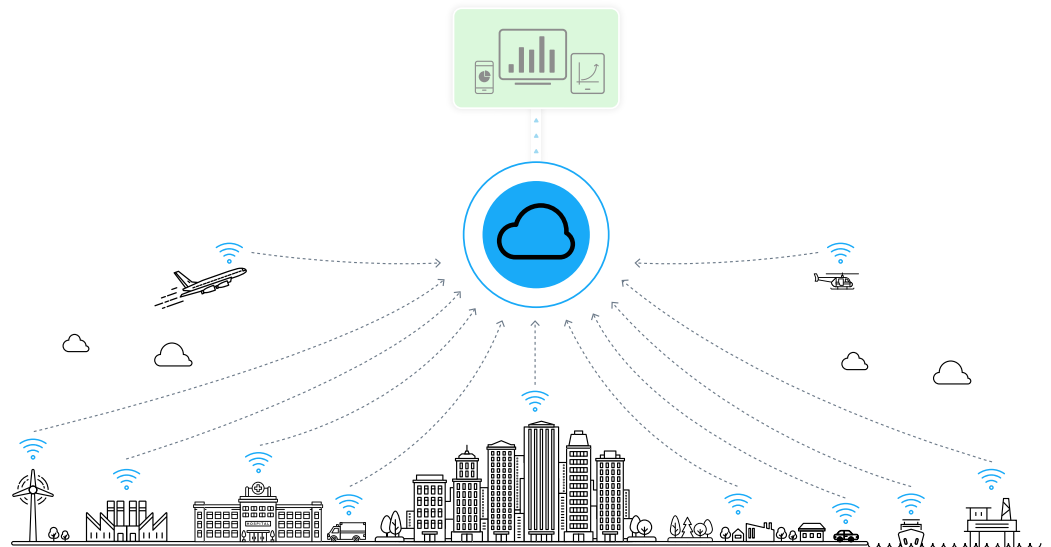
With just one standardized SIM, one point of contact and dedicated support from connectivity experts, Telenor Connexion customers can skip the complexity of buying IoT SIMs from a different network operator in each market.

Mobile networks are well-tested and aren't going away anytime soon. They use licensed radio spectrum, free of interference and congestion from competing networks which makes them ideal for IoT deployments by global companies.

# TELENOR CONNEXION IOT SOLUTION

When connecting products and services, complexity on a global scale has to be managed too. To do this, IoT customers require performance, expertise and reach.

## GLOBAL IOT CONNECTIVITY-AS-A-SERVICE



Is your business ready to take the next step in your digital evolution? Do you want to connect your products and succeed with IoT technology at a global scale? Sounds great, but to do that, you first need to figure out how to manage the complexity of connectivity technology.

With Telenor Connexion as your partner, you can outsource that complexity. We can take care of all your technical, commercial and operational needs, including relationships with third-party service providers.

Our Managed Connectivity provides you with a global connectivity solution allowing our clients to connect their products to mobile networks anywhere in the world. With uptime guaranteed by service level agreements (SLAs), our team of dedicated IoT specialists provide 24-7 monitoring and support to ensure your connected solutions work around the clock.

## WHAT DOES AN IOT SOLUTION LOOK LIKE?

An IoT solution can offer a wide range of possibilities for businesses, from a connected device that reports end-user behaviour to solutions that allow vehicles and machinery to operate autonomously.

No matter the use case or industry, these are the "building blocks" that make up every successful connected solution.



## ROAM THE WORLD WITH ONE SOLUTION

Wherever you deploy your devices, Managed Connectivity provides you access to the best quality mobile connection, based on availability and the needs of your use case.

We take care of all the agreements with local operators, so you don't have to. Using our extensive global roaming network, your devices will connect to networks in nearly every market in the world. In countries where roaming is not available due to regulation, we can help you find viable solutions (including eUICC technology) together with our established local operator partners.

### **Simplified rollout**

Our Global IoT SIM cards can be pre-integrated in products and devices to simplify rollout and installation. With a single stock keeping unit (SKU) you can access mobile networks around the world.

### **Instant connectivity**

With a centralized connectivity solution, you don't have to deal with password and firewalls at remote locations. Your integrated mobile connectivity solution arrives onsite with your product and connects out of the box.

### **Round the clock support**

With our support, you don't need to speak the local language in the markets where your products are deployed. Your connected devices are monitored, operated and supported 24/7 by the team at our Service Operation Centre (SOC) located in Karlskrona, Sweden. These experts work only with your IoT solutions – nothing else.

### **Futureproof technology**

Based on decades of working with IoT communications, we offer expert advice to make sure your solution works today and through the entire lifecycle of your devices. We support all current major IoT and telecommunication standards.

### **Flexible options**

Depending on your use case, your devices can be configured to use data, SMS messaging, voice communication technology, or a combination of all these services. Managed Connectivity gives you the flexibility to adapt your solution over time.

### **Predictable pricing**

You have one price per connected device, providing you with high cost efficiency – especially when considering all operational costs. We offer scalable, stable and secure solutions, and an adaptable business model that will meet your needs for coverage, quality and price through the entire lifecycle of your device.

## ABOUT ANTICIMEX

Anticimex's vision is to be the global leader in preventive pest control. Since being founded in Sweden in 1934 the company has been at the forefront of its field, offering the best solutions available in order to give its customers peace of mind.

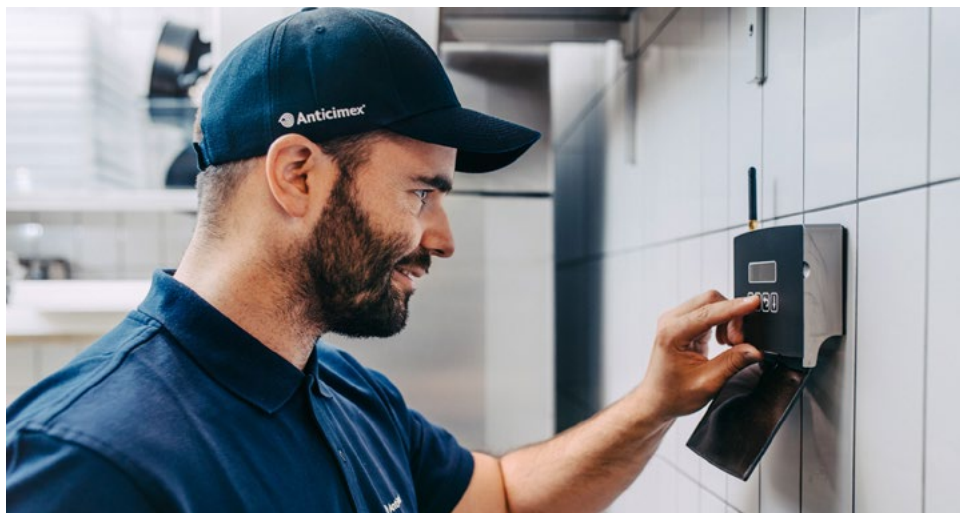
At the heart of Anticimex, are its people and mutual values. By offering excellent service Anticimex build long relationships based on trust and respect. The company continuously looks at how it can improve its offering to give customers a competitive advantage in their business. Anticimex are passionate about what they do and enjoy sharing knowledge to help others.

With this as a base, Anticimex are proud to be the modern pest control company, offering modern solutions for a modern society. The company's definition of modern is in its approach and how they operate. Anticimex work with prevention, using in-depth knowledge and experience, to minimise the risk of problems occurring.



“We embrace new technology, enabling us to offer our customers a more efficient, accommodating and environmentally friendly service. We also strive for sustainable solutions so that our customers can be assured that what we provide is aimed to last.”

Ulf Eripe, CTO, Anticimex



## TELENOR CONNEXION QUICK FACTS

More than 20 years of IoT experience

Global connectivity, cloud platform and managed services

Multinational customers

Mass deployments of connected products

Scandinavian heritage – global reach

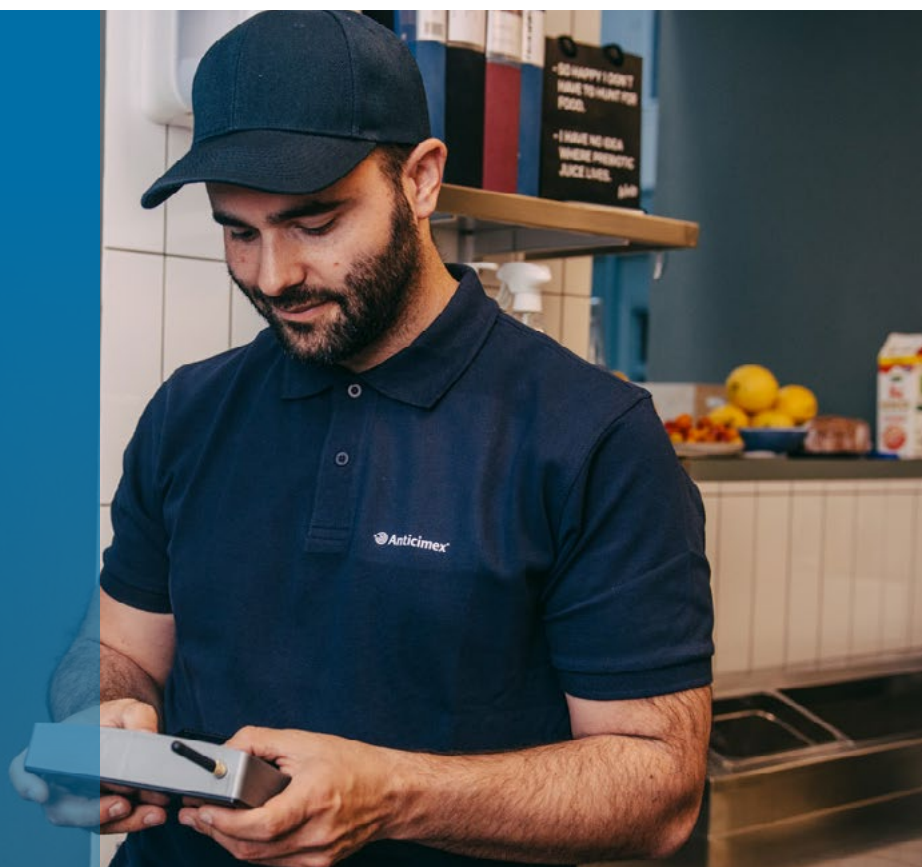
Digital business transformation expertise

24/7/365 customer support by IoT experts

One single contact for reliable connectivity worldwide

To learn more contact:

[sales@telenorconnexion.com](mailto:sales@telenorconnexion.com)




Connecting things. It's all about people.

### ABOUT TELENOR CONNEXION

Telenor Connexion is the specialized IoT company within the Telenor Group, one of the world's major mobile operators. Building on more than 20 years of experience, Telenor Connexion provides global IoT connectivity and cloud services to enterprises with large fleets of connected devices as well as third-party service providers.

Telenor Connexion manages more than 10 million connected things in more than 180 countries for global customers including Volvo, Scania, Hitachi, Verisure Securitas Direct and Husqvarna. With headquarters and tech centre located in Sweden, the company has regional sales representation in the UK, US, Germany, Italy, South Africa, Singapore, South Korea, China, Malaysia and Japan.

 [telenorconnexion.com](https://www.telenorconnexion.com)

 [sales@telenorconnexion.com](mailto:sales@telenorconnexion.com)