



CUSTOMER CASE

PLAATO: Brewing Better with Smarter Data

Telenor IoT and industrial-tech startup PLAATO are partnering to help breweries boost quality, cut costs, and gain real-time insights, powered by IoT connectivity and AI.



Introduction

PLAATO is a Norwegian technology company focused on simplifying access to real-time production insights in brewing and other fermentation-based industries. Since 2021, PLAATO has been helping over 300 professional breweries across more than 35 countries gain visibility into their operations using innovative sensor technologies, industry leading software, intuitive interfaces, and AI-powered analytics. In 2024, PLAATO partnered with Telenor IoT to integrate connectivity into its new product, PLAATO Edge—an industrial gateway that links directly into existing control systems to deliver data from across the facility 24/7.

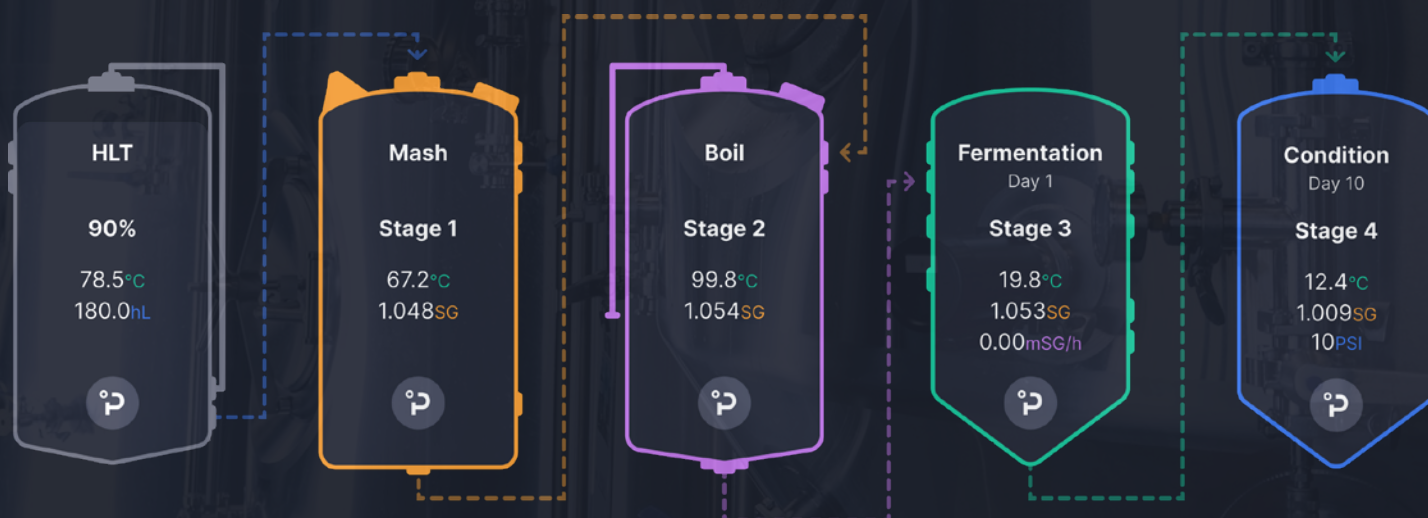


Image: Brewing process stages from heating and mashing to boiling, fermentation, and conditioning.

Challenge

Brewery environments present a unique digital challenge. A production brewery is made up of a broad range of production equipment, run by various programmable logic controllers (PLCs), operating with a range of different protocols and standards. Collecting and integrating this data into one coherent platform has traditionally been costly and complex. While breweries increasingly under-

stand the value of real-time insights and end-to-end production monitoring, they often lack the infrastructure to connect these systems in a scalable, future-proof way. PLAATO knew they needed a flexible, reliable, and globally scalable connectivity solution—but building it themselves would require significant time and technical resources.

Solution

PLAATO chose to partner with Telenor IoT to leverage IoT Complete, a fully managed, end-to-end connectivity solution that helps businesses rapidly deploy connected products. This decision allowed PLAATO to avoid the complexity of building a global telecom infrastructure and focus instead on delivering customer value through its own platform. With IoT Complete, the PLAATO Edge seamlessly collects production data from a wide variety of PLCs and send it securely to the cloud for storage and analysis.



The collaboration began in September 2024 and progressed rapidly. Telenor IoT provided the complete connectivity package—hardware with an embedded global SIM, device management, configurable PLC integration, and continuous solution monitoring—allowing PLAATO to focus on advancing its platform, refining the user interface, and onboarding customers.



Benefits

The combination of PLAATO Edge and IoT Complete gave breweries a new level of production transparency. With Edge installed directly into control systems, operators gained continuous visibility into brewing operations—from fermentation activity to cleaning cycles and bottle-neck detection. The solution requires no costly hardware upgrades and works with existing equipment.

End users benefit from real-time and remote production insights and a unified overview of end-to-end operations via the PLAATO platform. They can monitor production consistency, detect anomalies, and track overall equipment effectiveness —anytime, anywhere. This has not only improved production efficiency but also helped maintain product consistency, reduce downtime, and lower spoilage.

The system supports predictive analytics, auto-detection of cleaning processes, and production planning tools—all of which allow brewers to reduce manual labor and minimize errors. With full integration into the customer's existing digital environment, breweries can keep recipes on track, optimize resources, and deliver consistent quality, batch after batch.



Results

By teaming up with Telenor IoT, PLAATO brought its connected solution to market faster and with broader reach. The plug-and-play architecture of IoT Complete significantly shortened the development cycle. Within a matter of months, PLAATO Edge was operational with customers across different geographies, demonstrating how quickly connected services can scale with the right infrastructure.

This collaboration demonstrates how a well-matched partnership can turn complex industrial requirements into accessible, scalable solutions for end users. For PLAATO, the result is a smarter, more agile product. For breweries, it means they can brew smarter and grow faster.





Partnering with Telenor IoT meant we didn't have to build a complex connectivity solution from scratch. That let us focus entirely on what we do best—giving brewers better insights, better tools, and more control over their production. IoT Complete has been a real accelerator for us and our customers."

Magnus Valmot, CEO, PLAATO.



TELENOR CONNEXION

Telenor IoT is the portfolio of IoT solutions from Telenor Group, one of the world's major mobile operators. With more than 20 years' experience of providing global IoT connectivity, cloud services and expert support to companies of all sizes, Telenor is one of the world's most advanced IoT solution providers. Telenor IoT manages international IoT deployments for global customers in some 200 countries and today operates more than 25 million connected devices to enterprises such as Volvo, Scania, Hitachi, Verisure and Husqvarna. The IoT solutions are offered to national customers in the Nordics through the local Telenor operations in each country, and on a global level through Telenor Connexion, Telenor's specialized unit that provides IoT solutions for large, international enterprises who need a customized offer with advanced support.



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