

Cooler TV's, Warmer Results

A NimbeLink and Firebolt Case Study



The Challenge

Firebolt, specialists in designing and fabricating eye-catching electronic signage and custom marketing media for decades, offers state-of-the-art service, products and facilities across the United States, United Kingdom and China. The company's global reach has allowed the company to work with some of the most iconic and recognizable brands in the world. To maintain this extremely high level of service and return on investment for its clients, Firebolt views efficient technology partners such as NimbeLink as a critical component to consistently delivering superior service and competitive pricing to its Fortune 1000 client base.

Recently, Firebolt had been tasked by the MillerCoors Beer Company to design and develop a "Cooler TV," a unit that provides point of sales information and advertising to help drive sales at the coolers in convenience stores.

"NimbeLink is a critical component to Firebolt's ongoing success as a leader in designing and fabricating eye-catching and revenue-generating electronic signage."

— Philip Ochtman, CEO of Firebolt

Firebolt was excited about the opportunity and soon after found itself deep down the design process and experiencing the nuances of certifying products on the cellular networks. They were facing a strict 90-day deadline to deliver more than 13,000 units to Miller and they needed to make a decision to stay the course and hope for the best, or switch technology providers and look for some real results.

While only meeting the team at NimbeLink about 30 days prior to facing the challenge; based on NimbeLink's reputation and a strong referral from Verizon, Firebolt felt confident that NimbeLink would be more-than-capable in remedying the current certification delays and develop and deploy the project on time.

Firebolt turned to NimbeLink for a solution that would:



- Incorporate the best cellular/IoT technology on the market
- Allow for fast time to market by avoiding the certification process
- Increase customer service levels
- Potentially scale internationally

Not wanting to fail and with only 12 weeks to complete the job, NimbeLink took one full week to evaluate the situation and determine if, in fact, it would even be possible to complete the project the right way, on time, and within budget. Upon completing its due diligence, NimbeLink was confident that the discussed goals would be met or exceeded and agreed to take on the challenge.

The Solution

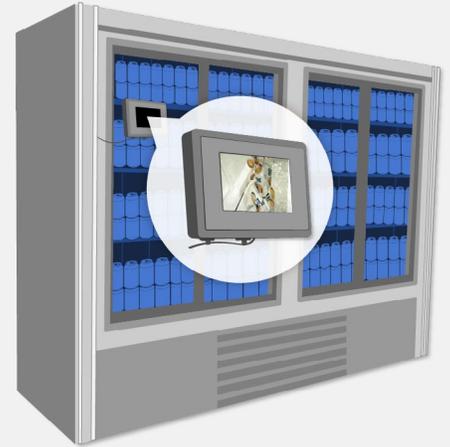
The Skywire product was the perfect solution. Initially, the integration of the design did not perfectly mesh;

working together Firebolt and NimbeLink made few design changes to ensure that Firebolt received the best possible product - and by going through these additional steps, Firebolt ultimately received a superior product.

Cooler TV is a true out-of-the-box solution that is easily deployed and can simply be rolled into liquor stores and turned on. The unit delivers video that can be deployed from a central location and is powered by a NimbeLink's Skywire modem which incorporates a Telit CAT 3 LE910 module.

By employing cellular technology, NimbeLink has ensured that Firebolt and it's customers will not have to talk to IT staff or tie into different wi-fi networks to function and maximize ROI - again, Cooler TV is a true out of the box solution.

Firebolt tapped Nimbelink's industry partner Verizon to provide the data plan to support the product. Cooler TV is deployed over Verizon's CAT 3 network.



The Results

As you would expect from both NimbeLink and Firebolt, the customer experience has remained one of the highest in the industry, and has been substantiated by the following results:

- Delivered on time
- A trusted partner relationship
- Opportunity to roll out similar solutions globally for any retailer looking to increase revenues

Setting the Standard

NimbeLink met Firebolt's aggressive needs by establishing strategic processes in a mere few days, with minimal client resources needed to assume business. NimbeLink offers 24x7x365 support access and an industry leading client support team, providing the confidence customers need.

They Said

"NimbeLink is a critical component to Firebolt's ongoing success as a leader in designing and fabricating eye-catching and revenue-generating electronic signage," said Philip Ochtman, CEO of Firebolt.

"NimbeLink has enabled us to enhance our product infrastructure, functionality and overall ability to deliver results to our customers, furthering our ability to regularly exceed our customer service reputation," continued Ochtman.

"With its visionary approach and specific focus on cellular technology, NimbeLink serves as Firebolt's main wireless partner as we enhance and expand our operations," concludes Ochtman.

Consistency is Key

NimbeLink consistently exceeds the needs of its clients by thinking out of the box and coming up with solutions that provide the infrastructure to maintain the highest levels of connectivity and customer satisfaction in the market.

According to NimbeLink CEO Scott Schwalbe, "At NimbeLink, the customer experience is number one. We consistently deliver value by making sure that the parts are in the right solution at the right time, while continuing to enhance our ability to improve service levels and steer benefit directly to the bottom line, which results in savings our customers can pass directly on to their customers."