

Lab-Call Case Study



The Challenge

Lab-Call helps clinics and pharmacies protect refrigerated vaccines and other medications. The company's service prevents costly losses by monitoring refrigerator/freezer temperatures and sending alerts to clients in the event of a power loss or change in temperature. In 2013, Lab-Call COO Mark Gobel realized that the solution the company was using wasn't scalable enough to sustain Lab-Call's future growth plans.

"We needed a platform we could deliver to new clients while also upgrading our installed customer base to keep our system consistent," says Gobel. "We needed to do it quickly and at an affordable price. After considering a number of possible partners, we chose NimbeLink."

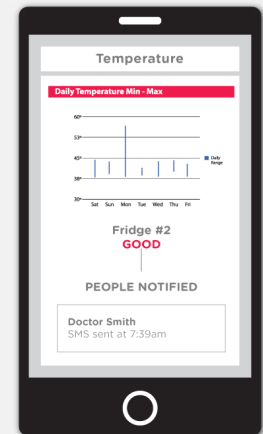
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~ Lab-Call COO Mark Gobel

The Solution

"Too many companies were trying to force us into their existing products and services; NimbeLink was willing to develop a solution to fit our needs," says Gobel. "And they weren't just looking at our technical needs. They asked critical questions about our business model. That was really important to us. One thing they clearly understood was our need to move quickly. Their structure is friendly to channel partners like us."

NimbeLink's solution incorporated temperature sensors, intelligent data processing to prevent false alarms, and a Skywire™ modem to upload data and send out alerts when necessary.



The Results

Lab-Call and NimbeLink have formed a close partnership since the initial first project, using NimbeLink's Skywire™ modems, development resources, and integration partners. The number of sites Lab-Call serves has grown by over 1,600 percent since January 2015. Says Gobel: "We've learned a lot about user requirements and how to meet them, and NimbeLink has helped us meet the challenges."

