Connected Solutions:
Creating New Revenue Streams and Service Offerings

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Sherri McDaniel
President of ATEK Access Technologies, LLC

Drive Business Value with a Connected Solution Strategy

The Internet of Things (IoT) is created when physical objects are connected to the Internet. For businesses, IoT connectivity creates the opportunity to collect data that can be used as real-time business intelligence. But, it's what organizations do with that intelligence that really matters. One company, ATEK Access Technologies, LLC, used the IoT to create innovative products for the oil and gas industry. Then, they brought the product data into their organization's business processes to create a profit-generating service. The technology company used the IoT to "servicize" their business, and that move has differentiated them from the entire industry.

From her office in Eden Prairie, Minnesota, Sherri McDaniel, President of ATEK, can see all of the company's tank monitoring devices from a cloud interface. "Look, here are eight devices at one site in Nebraska," she said. Bringing up one device at a time, Sherri pointed to a device on the screen that represents the location of a TankScan® monitoring device. TankScan eliminates the need for companies that own tanks holding liquids to do physical inspections of fluid levels. The device reads the tank level from a sensor and sends the data to a gateway, which aggregates data from up to 20 tanks and transmits that information to Device Cloud by Etherios™. The IoT setup enables ATEK's customers to see real-time readings of how much liquid is in each tank at any given time. "It's incredibly powerful. The cloud enables our customers to gather data without making a trip to the tank and it enables us to see each one of the devices we sell."

As powerful as it is, Sherri and the team knew that they could do even more with the data.

"We knew we could do more with the data if the devices could "speak" to us, in the same way that we communicate sales deals and company happenings to each other. We wanted our products to give us updates automatically based on their data. We didn't want to have to log in to the cloud platform and manually monitor data all day long—especially as the number of deployed devices grows." Sherri said. "So, we decided to turn our connected devices into social devices."

> ATEK's customers now see real-time readings of tank levels, maximizing operational efficiencies and enabling a preventative service model.

Matt Shemluck has a Bachelor of Science degree in Industrial Engineering from Northwestern University and an MBA from the University of Michigan. He has over 15 years of experience in Information Technology and Healthcare, including solution design and implementation, marketing, sales and product management. Matt is currently a Managing Principal at Etherios where he is responsible for managing the success of customer engagements. He collaborates with customers to design Connected Product solutions, and oversees functional and technical teams to implement those solutions..

Matt Shemluck,
Managing Principal

"Now, when products need preventative maintenance, they proactively create a Case inside of Salesforce, the same way a team member would. That's data truly at work."

Brad Briggs
Director of Product Development, ATEK Access Technologies, LLC

By making the devices social, Sherri and her team no longer need to log in to the cloud interface and check on them individually. The Social Machine® by Etherios, an application offered on the Salesforce AppExchange, monitors the devices and creates actionable alerts when machine data indicates potential issues, as defined by ATEK's business rules and processes. "Now, when products need preventative maintenance, such as changing batteries, they proactively create a Case inside of Salesforce, the same way a team member would. That's data truly at work," said Brad Briggs, Director of Product Development.

Create New Revenue Streams

The new process of products creating cases in salesforce.com gives ATEK confidence that they can enhance their customers' service experience, by proactively addressing challenges before they affect a customer. ATEK is able to extend this confidence by offering a new paid service, the ATEK Service Platform. Now, ATEK automatically monitors device and connectivity health on behalf of their customers, allowing the customer to stay focused on their core competencies. The device is now equipped to automatically create a Case to alert the appropriate team member when a potential issue is detected. Now when a battery needs to be replaced it's a seamless process to not only replace the battery, but also to generate and send a new invoice to the customer.

Social machines enable ATEK to continue to focus on creating innovative products, and they can now offer an add-on service to customers. The ATEK Service Platform is taking data usage to the next level, powering a new revenue stream for ATEK through service contracts, and giving the company the most differentiated customer promise in the marketplace—guaranteed uptime.

ATEK has done what has seemed impossible in the past: they've enhanced their business by turning customer service into a revenue stream. Customers are willing to pay for a guarantee that the data stream is uninterrupted. In this model, the time and frustration of initiating service becomes a thing of the past, because it's triggered by the device, not the customer. The Internet of Things creates this reality for technology companies—the opportunity to "servicize" products. There has never been a better time to turn devices into connected devices and connected devices into social machines.

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Key Takeaways:

✔ **Transform your business with a connected product solution.**

✔ **Revolutionize customer service by moving to a preventative service model.**

✔ **Create new revenue streams.**

✔ **Talk to the experts at Etherios to develop your comprehensive connected product strategy.**

Contact us to realize your vision

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