Telit Cinterion

Micromobility:
The Future of Urban Transportation

The fastest-growing micromobility company in the shared electric scooter (e-scooter) industry offers over 100 million rides in 120 cities in:
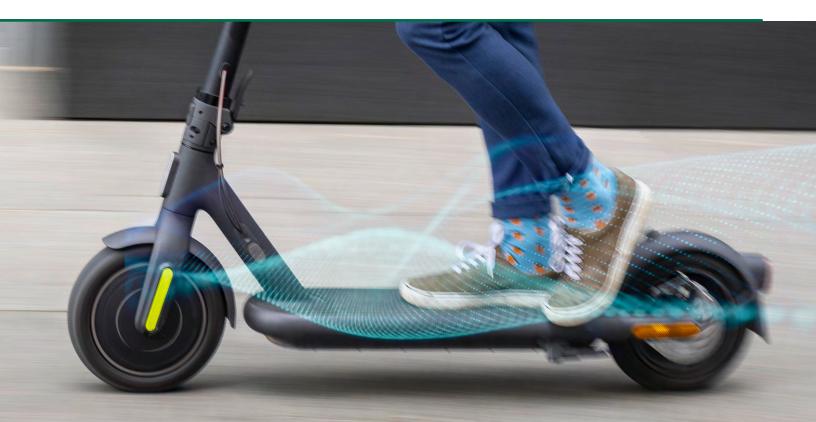
- North America
- Europe
- Middle East

The organization approached us for a custom IoT asset tracking device to enhance mobile asset monitoring and tracking and prevent theft, damage and loss.

The Challenge: Lack of E-Scooter Rider Accountability

The company's entry into the market was quick and successful. However, they faced several unforeseen challenges. While riders preferred e-scooters for transport, they rarely took responsibility for safety, pick-up, drop-off and parking the e-scooter when they were finished. As a result, e-scooters were often found strewn across the street without rider accountability.

There were significant costs associated with replacing and repairing damaged e-scooters. In addition, the company had to contend with rising complaints from residents, civic groups and city governments frustrated by the abandoned e-scooters scattered on the streets and sidewalks.

The Solution: Two-Phase IoT Asset Tracking Device Deployment

To solve this issue, we installed and deployed a fully customized LTE Cat 1 mobile asset management device to 10,000 e-scooters in the project's first phase. The device provided increased network bandwidth.

Our solution was effective and exceeded the company's expectations. It offered features like:

- Fast data upload and download
- Power Saving Mode (PSM)
- Sending and receiving real-time data
- Low hardware costs

The micromobility project's second phase updated and expanded the deployment to over 200,000 units.

The Benefits of Our Micromobility IoT Solution

Our IoT asset tracking solution provided myriad benefits to the company and its customers, including:

- Significant cost savings due to a decrease in manual labor
- Longer product life cycles due to streamlined maintenance schedules
- Fast asset tracking and recovery via GPS-enabled pinpoint asset location
- Effective real-time asset management for increased safety and loss prevention
- Reduced maintenance and repair costs

Speak with our IoT experts to get started on your custom IoT solution.

Create Your Custom IoT Solution

Request a Consultation