

MICROMOBILITY

CASE STUDY

Small Is Beautiful –
Leading Scooter
Company Supports
The Future Of Urban
Transportation With
Mobilogix

Overview

The fastest-growing micro-mobility company in the shared electronic scooter space, with over 100 million rides in 120 plus cities across North America, Europe, and the Middle East, partnered with Mobilogix, the world's leading provider of asset management and data optimization solutions, to improve the company's mobile asset management processes.

The company approached Mobilogix for the installation of its asset-tracking device to improve monitoring and tracking of these mobile assets along with increased prevention from theft, damage and/or loss.

The Challenge

The company's entry into the market was quick and successful, but so was the increase in the multiple and unforeseen challenges they came to face. As much as riders preferred this exciting mode of transport, they rarely took responsibility for the scooter's safety, pick-drop, parking, etc. As a result, several of the company's electronics scooters were strewn across the street with no accountability to the rider.

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Mobilogix installed and deployed the company's LTE CAT 1 mobile asset management device to 10,000 electric scooters in the first phase of the project in 2018.

The LTE CAT 1 device provided increased network bandwidth. Features such as quick upload and download of data, power-saving mode, sending and receiving real-time data, and low hardware cost made the Mobilogix solution very effective – and exceeded the company's expectations.

The successful implementation of this tracking solution has been validated by the increase in the number of scooters in the market from the initial 10,000 in 2018 to more than 200,000 in 2019. And that number is expected to grow exponentially in 2020 and beyond.

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The Company Has Enjoyed Several Results Since Implementing Mobilogix, Including:

- Significant cost savings due to a decrease in manual labor efforts.
- Longer product lifecycles due to streamlined maintenance schedules.
- Fast asset tracking and recovery via pinpoint asset location by exact GPS.
- Effective real-time asset management for increased safety and loss prevention from mismanagement.
- Decrease in unnecessary maintenance and repair cost.

