



## F&B Distribution Use Case

“Having a SmartSIM is like having a Maytag. It’s that reliable.”  
– Telecom Services Manager

### Client Profile



**Client Profile:**  
Food and related products distributor



**Device Type:**  
Handheld computers



**SIM Count:**  
10,000

### Situation

The distributor’s drivers in multiple markets had no connectivity whatsoever on their routes, which was disrupting operations. The company’s IT team thought it was a hardware issue but discovered the carrier SIMs were not performing as needed on certain routes. The legacy carrier was not very supportive with troubleshooting the problem, so the IT team involved Advantix.

### Solution

The company initiated a 6-unit test of SmartSIM in several markets with the most problematic routes. During the test period, SmartSIM had drivers connecting at 100 percent. As a result, stakeholders decided to roll out SmartSIM nationwide.

### Results

- Drivers with mobile hardware have persistent connectivity on all routes
- Delivery disruptions due to poor connectivity have been eliminated
- The IT team is no longer bogged down with related calls and trouble tickets
- SaaS platform enables IT and finance teams to proactively manage data plans