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Medria launches connected services 30% faster with Kerlink

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Medria – a subsidiary of ITK, an enterprise that develops easy-to-use, useful and cost-effective decision-making tools connecting scientific research with agriculture and allied industries – wanted to offer a high-quality, affordably-priced solution for cattle farmers to increase bovine production and health. So Medria adopted a Kerlink IoT offering of LoRaWAN equipment, a management portal and support services. With Kerlink's help, Medria was able to launch its connected services 30% more quickly than if it had used another network provider.

Medria transforms itself with IoT solutions

With over 300,000 cows being monitored in Europe and the United States, Medria is one of the most advanced suppliers of monitoring and control technology for bovine health. The company designs, manufactures and sells sensors and related technology devices for use in farms worldwide. To maintain its leadership position Medria must provide high levels of reliability and accuracy with all of its products, because doing so increases the overall profitability of Medria's customers.

Medria – a trusted technology partner to its customers – recognized that it could use new technologies to increase fertility rates of cows and reduce mortality rates of calves. If cattle farmers

Medria

Company name: Medria
Headquarters: Châteaubourg, France
Year founded: 2014
Industry sector: Farming and agriculture

could better understand and predict optimal fertility times for its cows, overall farm productivity and birth rates would increase. Furthermore, if cattle farmers could exert closer monitoring during and after the birth of calves, calf mortality rates would decrease. With higher levels of tracking, better analytics and faster response times, Medria could help its customers greatly increase profitability. So Medria needed a trusted technology partner that offered high-quality networking technology solutions, cost-effective devices and deployment expertise.

Kerlink provides the answer with a LoRaWAN solution

In 2014, Medria turned to Kerlink to provide a LoRaWAN network with a set of gateways, indoor femtocells and network management software. Medria needed a technology solution that would work in remote, complex locations. The combination of Kerlink Wirnet™ Stations, Wirnet™ iFemtoCell LoRaWAN™ gateways and the Wanesy platform provided Medria the right set of hardware and management software to power its connected cattle solution of 120,000 sensors. In fact, Medria has already deployed 400 Kerlink Stations in Europe and the United States to support 50,000 sensors running on LoRaWAN. "Our company wanted to develop a private telecommunication network using LoRaWAN technology. Today's farms are complex environments. We were looking for a reliable and advanced technology," stated Mr. Emmanuel Mounier, Medria's Director Business Development. Connected cattle solutions can reduce calf mortality rates by 80%.[1] This might save farmers 10-15% of their annual operating costs.

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>
> *Emmanuel Mounier,*
> *Director Business Development, Medria*

In addition, Medria was impressed with the local support provided by Kerlink that greatly simplified deployment and ongoing support of the LoRaWAN solution. "Kerlink's location made technical and business exchanges easier," described Mr. Mounier.

Medria had several choices of IoT partners, but Kerlink's local support and advanced technology made a big difference.

Medria launches its agricultural sector IoT solution 30% faster with Kerlink

In competitive markets like agricultural services, it is important to identify and test advanced technologies, deploy them quickly and start launching new services for customers. This approach will continue to help Medria differentiate itself from its competition.

Medria believes that the farm of the future will be hyper-connected to help it optimize production, increase safety and ease labor-intensive farming activities. Using additional technologies including advanced analytics and LoRaWAN picocells to capture more farming data, Medria will help the agriculture sector enhance yields, minimize costs and provide a growing population with quality agricultural and livestock products.

[1] "Sensors could cut UK bovine mortality rates by up to 80 percent," Internet of Business, 7 March 2017.

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