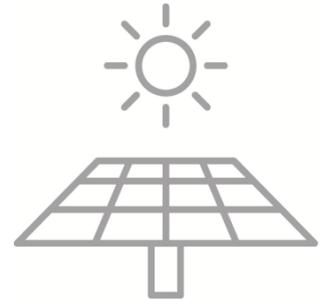


CASE STUDY:

M-Kopa and Eseye - Launching a life changing product



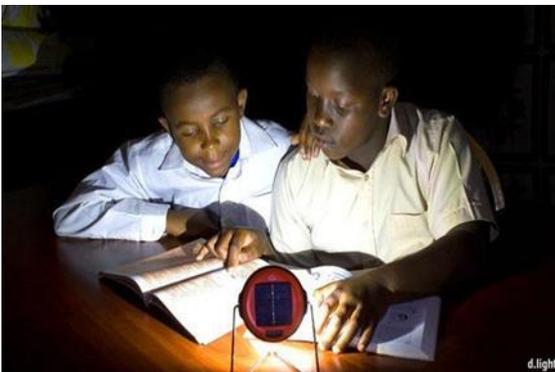
Over half a million families avoiding harmful kerosene lamps

M-KOPA partnered with **Eseye** and Safaricom to deliver solar-powered lighting and mobile charging to rural Kenyans on a pay-as-you-go basis, with payment via M-PESA. **M-KOPA** needed a best-in-class M2M service provider to successfully launch this unique product in East Africa.

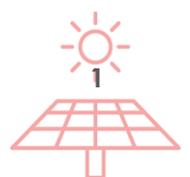
THE SITUATION

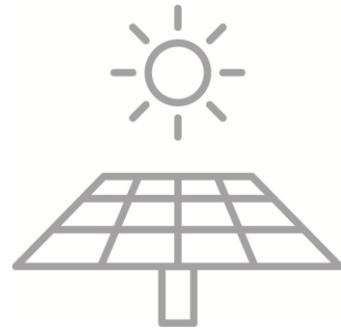
M-KOPA is a mobile technology company based in Nairobi, Kenya. The **M-KOPA** team includes founders and senior management from the Vodafone and Safaricom award-winning M-PESA service. It was formed to make accessible a range of life changing products.

Even before forming the company the **M-KOPA** team realised that there were going to be considerable challenges in designing and managing such a product, so they sought out M2M experts with a reputation for delivering complex solutions.



Eseye care about the detail required to make M-Kopa a success





THE SOLUTION

The requirements to integrate with M-PESA and the need to exploit the distribution channel dictated that a Safaricom enabled product was a requirement. **Eseye** worked with the teams to design the product, run the back office data processing and integrate into the Safaricom network. Eseye is the only dedicated M2M service provider to integrate directly with the Safaricom network.

The product presents unique challenges as it has to cope with the vast area covered by the network, while ensuring a balance between the customer experience and protecting the asset owned by **M-KOPA**.

Due to the high volume of devices it was important to closely couple the **Eseye** application framework and the **M-KOPA** back office systems. To make this easy **M-KOPA** chose to co-locate their servers in one of the data centres **Eseye** uses for its enterpriseM2M+ platform. The **Eseye** M2M platform manages connectivity from the SIM directly to the application server.

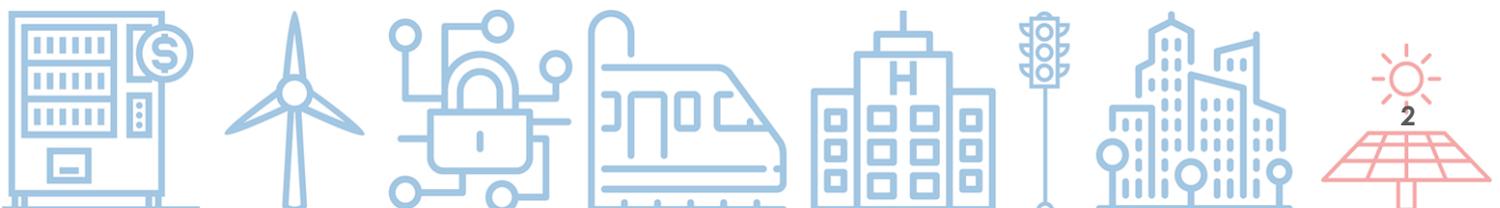
"It's a pleasure to work on innovative products that make a real difference to people's lives."

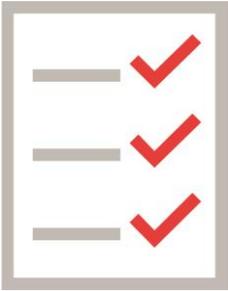
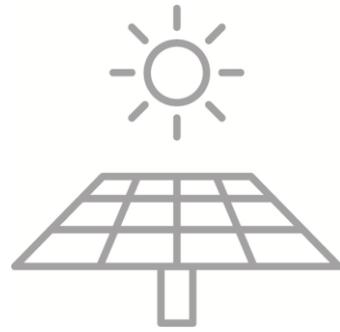
- Ian Marsden, CTO, Eseye.

Eseye provided Safaricom connectivity with managed application services and co-located customer servers.

"Eseye came highly recommended and it was great to work with a team that cared about the detail to make our business a success."

- Nick Hughes, M-KOPA.





THE BENEFITS

M-KOPA was able to easily deliver ground-breaking M2M products to developing countries with ease.

M-KOPA has been shortlisted in the GSMA Global Mobile Awards for the Green Mobile Award in the Social and Economic Development Category.

ABOUT ESEYE

Eseye takes the cost, risk and time out of M2M Internet of Things (IoT) deployments, enabling enterprises to take more products to market and succeed. Through the simplification of global cellular connectivity, businesses benefit from one SIM, one monthly bill service provider and one tech support for all device types, versions and end locations.

With over 800 customers across the globe, Eseye delivers highly secure and resilient cellular data services through its revolutionary AnyNet and AnyNet Secure Subscriber Identity Modules (SIMs). These SIMs provide unique zero-touch, highly secure, remote device provisioning and true freedom to roam across a vast number of international mobile network partnerships.

Eseye is an AWS Advanced Technology Partner - IoT Competency, recognised in the 2016-17 Gartner Magic Quadrant for M2M managed services and holds ISO 27001.

For further information, please contact the
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