

# Leading Israeli service provider Bezeq chooses Axonize to deliver digital business services

If you have thousands of business customers in a wide array of industries that are interested in digitizing many aspects of their business – how do you create a IoT digital business offering? That's the challenge faced by Bezeq, Israel's leading service provider.

## The Challenge

Bezeq needed a platform that could handle any requirement, in any industry and help them build an IoT app in days. This would allow them to scale their business and demonstrate a positive ROI, both to their customers and to their own business.

## The Process

After careful consideration, Bezeq selected Axonize to power their digital business services.

The new service offering is geared toward small businesses as well as larger enterprises. The business drivers for digitizing the business are similar regardless of the business size, Bezeq claims. Their customers are interested in monitoring and control, followed by cost reductions through operational efficiency, as well as improving and expanding their business offerings.

Developing a connected IoT offering for businesses of all sizes and industries is extremely challenging. Bezeq spoke with a sample of their customers, from retail through hotels and pharma, and uncovered challenges faced by these customers, such as energy management, cold chain monitoring, asset tracking and others.

Bezeq needed to respond fast enough and scale to thousands of potential customers, including small businesses. They couldn't afford to spend months on each project, which is the typical development time with other IoT platforms.

Axonize offered exactly what they needed. Axonize's platform is built for service providers and system integrators who need to scale to many customers, and require a very short build time to do so.

We were able to demonstrate to Bezeq how they could build and deliver their digital enterprise offering quickly and profitability.

Axonize has a unique architecture based on a pre-built, highly flexible application layer. Instead of developing an entire application for every customer, Bezeq can simply customize the pre-built application to the specific customer needs. This reduces build time for a digital business to a handful of days, rather than months, allowing Bezeq to offer its customers a much higher ROI on IoT projects.



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Yossi Zigmon,  
Head of Marketing Division,  
Bezeq

Another Axonize advantage for Bezeq is its “no limits” flexibility. Bezeq was able to choose any sensor for their customers, matching devices precisely to business needs and maximizing customer profitability. They are able to implement any business rules and alerts on any data point without custom development. In addition, they can build projects in phases, starting small and growing over time, all while resting inter-operating with previous project components.

Dozens of digital business projects were already planned at the time of the announcement. Bezeq is expecting to roll out solutions for many of their customers in and secure their leadership in the digital enterprise market.

## The Bottom Line

- › This service operator is growing revenue per customer by expanding into the digital business
- › The new services are targeted at customers of all types and sizes addressing a wide range of challenges
- › Their goal is to make cutting edge IoT technology affordable even for small businesses, not just large enterprises
- › Axonize was selected for:
  - » The speed in which Bezeq could roll out digital business applications
  - » The flexibility to provide any solution integrating any sensor in any protocol
  - » Unified platform used for all the customers and all types of applications (multi-multi-tenant)
  - » Ability to gain cross-customer management, analytics and to take action on

