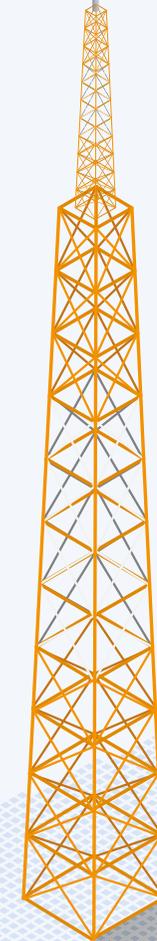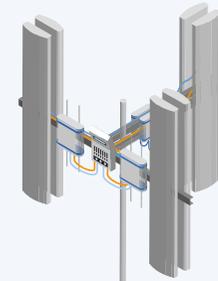# How Companies are using Cellular Data

Companies across the UK and the world are making the most of the technology behind Daisy Anywhere, and here's how they are doing it!

daisy. Anywhere

Organisation: Etihad

Employees: 17,000+
HQ: Abu Dhabi
Industry: Aerospace

Gear: Managed connectivity across 120 aircraft plus 100s of crew devices

Solution: Bespoke data plans that steer connectivity towards or away from specific networks to give Etihad complete control of their costs—even on their largest of global deployments.

Organisation: Speedy

Employees: 4,000+
HQ: Mersyside
Industry: Rental Equipment

Gear: 8TB monthly across 400 sites for always on services for the last 3 years

Solution: Data aggregation created one shared pool for SIMs to dip into only when they need it—slashing costs, de-risking overage, and giving Speedy one single bill.

Organisation: Addison Lee

Fleet: 4,000+ Vehicles
HQ: London
Industry: Transport

Gear: Managed data connectivity across 16,000 SIMs

Solution: A combination of single and UK multi-network data SIMs forming one large data pool to be used across a range of devices including driver PDAs, vehicle telemetry units and passenger WiFi devices.

Organisation: Pizza Hut

UK Employees: 6,000+
HQ: Texas
Industry: Hospitality

Gear: 400 4G backup services across sites, with more some locations using as primary connectivity

Solution: 4G backup service that ensured card payment machines, stock management processes, and till systems stay online in the event of mainline outages.

How Companies are using Cellular Data

daisy. Anywhere

Organisation: Clintons

Stores: 270
HQ: Essex
Industry: Retail

Gear: 270 Stores using 4G backup services across all sites

Solution: 4G backup service that ensured card payment machines, stock management processes, and till systems stay online in the event of mainline outages.

Organisation: Megabet

Stores: 47
HQ: Birtley
Industry: Gambling

Gear: 150 4G backup services across all sites, with more than half becoming primary services

Solution: Out-performing fixed broadband in many locations, our 4G connectivity now keeps Megabet bookmakers connected for online gaming, live streaming of international sports, debit card payments, and hosted voice.

Organisation: Associated British Ports

Employees: 1,900+
HQ: London
Industry: Maritime

Gear: Adaptive, connected sensors powered by global Multi-network connectivity

Solution: : Supply chain operators now have complete visibility of precious cargo at all times; so they can track missing goods, anticipate delays, and take measures to protect delicate assets.

Organisation: Hershey's

Employees: 16,000+
HQ: Pennsylvania
Industry: FMCG

Gear: Multi-networks SIMs in all Hershey's vehicles

Solution: With access to 15 networks across the USA, our connectivity powers vehicle telemetry, refrigeration monitoring, driver PDAs for route optimisation, delivery updates, and signature capture for proof of delivery across Hershey's entire delivery fleet.

Organisation: NHS Scotland

UK Employees: 147,000+
HQ: Edinburgh
Industry: Healthcare

Gear: 4G backup and primary data services across over 3,300 sites

Solution: Resilient and easily deployed Multi-network SIMs power Scotland's GP surgeries and dentists, as well as blood donor and breast screening mobile clinics that often lose connectivity in remote locations.

Organisation: Fred Perry

Employees: 1000+
HQ: London
Industry: Fashion

Gear: 4G multi-network connectivity across 20 stores

Solution: With static IPs and flexible flexible tariffing for seasonal requirements, Fred Perry pop-up retail sites across the UK are able to easily set up reliable connectivity wherever they need to be.

How Companies are using Cellular Data

Organisation: Scottish Environment Protection Agency

Employees: 1000+
HQ: Stirling
Industry: Government

Gear: 4G Multi-network SIMS for flood monitoring devices across 3000 locations to date due to increase year on year

Solution: A critical piece of infrastructure, flood monitoring systems across Scotland benefit from resilient, easily deployable 4G multi-network connectivity, and flexible tariffing for seasonal changes

Organisation: Birmingham City Council

Employees: 10,000+
HQ: Birmingham
Industry: Local Government

Gear: 4000 bicycles powered by a mix of over 50 sensors and our intelligent Multi-net connectivity

Solution: Each bike gave the Council real-time location-based data on local air quality, traffic congestion, and road safety levels, playing a pivotal role in their initiative to promote healthier lifestyles, save the environment, and create a safer, less congested city.