Case Study

Seasonal Agriculture LTE/5G Project

Company Background: We have 4 fields and just under 4,000 acres of produce farmland. Two (2) of our fields are adjacent to each other, while the other 2 fields are several miles apart, for a combined 3 sets of fields. We have 3 sets of various smart agricultural equipment, one set for each set of fields, which we use to till, prepare, fertilize, plant, water, and harvest our produce. Each smart equipment requires an LTE/5G connection to function.

Summary

Farming is a seasonal business with two cycles in a calendar year. “Planting” (and preparation) are the start of the first cycle and “Growing” is the end of the cycle; “Harvesting” is the start of the second cycle with “Winter” as the cycle's end.

Monthly LTE/5G plans do not fit our business model, incurring high overage costs for our Planting and Harvesting months and unnecessary costs during our Growing and Winter months. AT&T and Verizon allow us to suspend our service during Growing and Winter months, but this requires a minimum one hour call with Customer Care to suspend and reactivate our service. There have been times when we needed to run some equipment during Growing and Winter months, and this would again require 2 calls to Customer Care.

Solution: LinkWorx Custom LTE Data Plans

LinkWorx offered us a novel solution, a yearly LTE/5G data plan. The Yearly Freedom plans accounts for the data we would typically use in a 12 month period. And for those time we consume early, we simply renew on a new plan. We could not be happier. LinkWorx’s Yearly Freedom plans solve all our issues

- We are no longer paying for services we are not using.
- We no longer need to call customer care twice a year to manage our costs.
- We do not need to cut checks 24 times a year, just once.

We simply install LinkWorx SIM cards and they do the rest for us.

LinkWorx™