

“We’re transmitting critical data used to protect property and life. The Cisco Jasper IoT platform and its partnership with the mobile operators enables us to provide reliable connected services to our customers.”

Jim Carter, Operations Director



**WebWay delivers top performance for their alarm signaling and remote monitoring security solutions with Control Center's automation, real-time visibility and remote diagnostics.**

## WebWay Uses IoT to Achieve Service Excellence

Since launching in 1999, WebWay’s focus has been to provide service excellence to its customers and partners by delivering alarm signaling and remote monitoring security solutions for the enterprise and residential markets.

WebWay offers hosted cloud-based solutions that provide real-time site monitoring and statistics—an approach that removes the need for telephone lines. Instead, the company uses IoT-enabled devices to poll alarm systems and simultaneously monitor the network, send alarms and enable remote maintenance and servicing of the alarm panel.



**Control Center enables reliable connectivity and provides deep insight into IoT services performance to help WebWay innovate their security solutions**

## Moving into the service industry

“The Cisco Jasper connectivity management platform is embedded inside our internal ecosystem,” explains Chris Carter Brennan, Managing Director at WebWay. “Our original business model was to build the device and then have our customers buy the SIMs and manage the solution themselves.”

WebWay soon realized that transforming their product into a service by bundling a SIM with the device and including a full array of management and billing services would deliver additional lifetime value to its customers—global providers such as ADT, Chubb, G4S, Secom and Securitas—and provide a recurring stream of service revenue.

“Our model has been very well accepted by the market,” said Carter Brennan. “We sell a connection to our solution, and we bill for it annually for the first year, followed by monthly billing. Without full control of the device and visibility into the usage we get from the Cisco Jasper platform, we wouldn’t have been able to offer these services.”

## Boosting credibility with evidence-based support

The ability to quickly diagnose device and connection problems is critical for the security industry. When a monitoring station receives an alert, it could mean any number of issues—an intrusion, a system being opened, or a communications problem.

“Before IoT, our visibility into supporting these deeper network issues was non-existent,” said Jim Carter, Operations Director at WebWay. “The Internet of Things enables us to troubleshoot sites, determine what’s going on at a very finite level and take action. Control Center gives us the tools to deliver a more stable service to our end users, and that’s incredibly powerful for us.”

“We can use this evidence-based data to suggest improvements that help customers optimize their system performance,” added Carter Brennan. “Our system tells us that we’re operational and our application is running across the network, but quite often we need to get down to a much more granular level, which we couldn’t do before Cisco Jasper.”

## Providing better support with fewer resources

Carter credits Control Center and the data it provides to the support team for WebWay's ability to provide excellent service to their customers with minimal resources.

"The quality of the information is so good, our customers trust it," said Carter. "And it maximizes our ability to support more customers in the field while keeping the headcount down."

WebWay passes these savings on to their customers. "One of the main reasons companies buy our service is to reduce truck rolls," explained Carter Brennan. WebWay's solution enabled one of UK's largest supermarket chains to reduce the number of onsite support visits by a dramatic 75 percent, translating into an annual cost savings of £2.4 million.

## Achieving greater lifetime value for customers with IoT

Alarm systems average between seven and 10 years in service—providing an ongoing source of service revenue for WebWay, security companies and the network service provider, while increasing lifetime value for customers.

"We're taking information from all types of devices and enabling users to make better decisions or use automation to make those decisions," said Carter.

"Without Control Center, we couldn't offer the automated customer experience required to deploy this switch to a 'secure digital' strategy."

"The beauty of Control Center is that it gives us massive flexibility and in-depth information, not only from the support side but also for the billing data. I think that's going to be very, very powerful for us going forward. We'll be using the platform's data insights to offer even more enhanced and transparent customer experiences and interactions in the future," concluded Carter.