

CASE STUDY:
Cellular Activations & Subscriptions



Monitoring Wildlife from Anywhere with a Cell Connection

Located in Overland Park, Kansas, Bushnell Outdoor Products has been the industry leader in high-performance sports optics for more than 65 years.

Bushnell

Bushnell, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories.

The Challenge

Bushnell's traditional devices required the owner to go to their camera to retrieve pictures and more often than not, those cameras were placed deep in the woods, requiring customers to spend valuable time and money just to retrieve their images.

Bushnell thought: What if the user could access their photos remotely? The idea of an IoT trail camera would revolutionize the industry. Bushnell, being the expert in optics, needed a partner that was an expert in wireless connectivity.

Enter Zipit.

Executive Summary

- Bushnell wanted to dramatically improve the user experience for their trail camera customers, and enable them to access media anywhere, anytime
- Zipit worked alongside Bushnell to transform their non-connected trail cameras into a fully-connected Platform-as-a-Service solution, enabled by cellular connectivity
- By leveraging Zipit's Subscription Billing capabilities, Bushnell has been able to monetize cellular contracts as recurring revenue streams, which has resulted in growth of lifetime profit per camera by 3X.
- Bushnell customers across North America can now activate their cameras wirelessly and subscribe to the monthly subscription tiers that work best for them, all in under 5 minutes.

"Thanks to our partnership with Zipit, Bushnell has transformed our Trail Camera business by providing cellular subscription service options that enable a dramatically better user experience while generating roughly three times the lifetime profit for each camera. Bushnell counts on Zipit to manage our cellular connections and our subscription billing, we use their web-based customer service tools to interact with our customers, and we rely on their comprehensive data and financial reports to understand and manage our business results."

JACOB THOMASON

Product Manager, Bushnell Outdoor Products

The Solution

Bushnell worked with Zipit to evolve their cameras into fully connected platforms that deliver ongoing value-added software and services. Zipit's deep expertise in connected platforms, cellular connectivity management tools and subscription billing capabilities were the unique things that Zipit could bring to Bushnell and their IoT initiative.

We understood Bushnell's goals and refined their product concept to make their connected trail cameras a best-in-class solution - with an intuitive, self-serve setup process and headache-free user experience down to the end user billing, alerting and subscription renewals.

Through our key integrations with cellular carrier platforms, we were also able to tie subscriptions to connectivity management functions behind the scenes - enabling Bushnell to have full control over their data costs.

The Results

For ten years and counting, Bushnell's customers have been able to easily activate their cellular trail cameras on-demand using an intuitive self-service portal that matches Bushnell's brand identity, and Bushnell has been able to dramatically increase their lifetime profit per camera - cementing their place as a leader in the trail camera market well into the future.

Zipit Wireless ("Zipit") simplifies the process of connecting IoT devices to wireless carriers and enabling subscription services - making it easier for companies to launch and monetize IoT solutions anywhere in the world.

To learn more, visit: www.zipitwireless.com.

