



# SMART VENDING CONNECTIVITY FOR EFFECTIVE COMMUNICATION



Byte Technology provides smart fridges along with a digital platform where food vendors and retailers can track valuable data about the purchases, inventory, and much more. Byte Technology provides a platform upon which food vendors and retailers can deliver high-quality foods to offices daily, providing employees with an opportunity to purchase fresh food and drinks at any time.

With so many stores in multiple locations, Byte Technology needed a connectivity solution that would be able to transmit communication between the stores and the Byte platform effectively. Frustrated with landline connections, Byte Technology turned to OptConnect to improve their uptime and keep communication stable.



## About Byte Technology

Since their founding in 2012, Byte Technology has enabled retailers of any size to sell fresh food via a self-service experience. By co-locating the shopping experience where consumers are already spending time — at work, universities, apartments, hospitals and more. Retailers benefit from top-of-mind proximity and consumers benefit from easy access to quality, fresh food. This enables food producers to provide instant access to their fresh food through small footprint unattended stores.

They also provide a simple way for Byte Technology operators (such as food service or catering companies) to retail food that they already have onsite, except now they can make it available 24/7. In addition, the data from Byte's storefronts allow retailers to better forecast demand, capture consumer feedback and insights, and control product pricing - all in real time from the cloud.

## Their Need

Originally relying on landlines to connect their smart fridges to their digital platform, Byte ran into several issues with the instability of local networks, constantly losing connections, and having to hardwire Cat5 cables on their own. As the company continued to grow, it was apparent to them that a managed connectivity service was the most efficient option to help their business run effectively.

Specifically, Byte Technology's business heavily relied on their communication with their stores. They needed to be able to effectively communicate with each location in order to send and receive real-time data. Access to this data is integral to Byte's business and they wanted to be able to access it without any interference. Wanting the ability to plug and play their connectivity with access to the data they needed, Byte Technology partnered with OptConnect in November of 2016.

# BYTE TECHNOLOGY AT A GLANCE

**63,000**

CUSTOMERS SERVED

**136**

PRODUCTIVITY HOURS  
SAVED

**72%**

OF EMPLOYEE  
PARTICIPATION

"Relying on landlines became frustrating, and we wanted to find a company that would take care of that connectivity piece for us. It was decided that we needed to leverage a managed service provider to manage our connectivity."

**Kimo Fouts**

Head of Product at Byte Technology



## Their Solution

After choosing to partner with OptConnect, Byte Technology purchased several OptConnect neo devices to get their smart fridges switched over from their original landline connections. OptConnect neo is a compact industrial grade 4G LTE router. Neo's small size allows customers to easily accommodate it inside their equipment to fit a much larger piece of hardware. Beyond getting the reliable connectivity they needed, Byte Technology also says that OptConnect's customer support has stood out to them.

**“As OptConnect has grown, their customer service has stayed reliable and responsive,” said Kimo Fouts, Head of Product at Byte Technology. “It's great to have that unfettered access to support, and that's very unique to this industry.”**

Byte Technology is combining fresh food and fresh thinking to change the way employers feed their teams, and OptConnect is helping them to do this by providing robust connectivity that allows them to provide their customers with streamlined connectivity.



## The Future of Byte Technology

As Byte Technology continues to grow, they are looking into leveraging OptConnect's API integration to get even more data from their devices. This includes being able to see historical data as well as real-time statuses of their fleet in aggregate. In addition, they are also planning on going global as they are currently setting up devices in Dubai and Europe.

**“We are going to be global and increase the number of units in our fleets from hundreds to thousands,” said Fouts. “The form of our fleet will be changing as well, and as we expand, we hope to take OptConnect with us.”**

## Working with Byte Technology

“Our partnership with Byte Technology has been a huge success as their company has experienced explosive growth with their 24/7 fresh food stores,” said Micah Larsen, National Sales Manager at OptConnect. “OptConnect enables Byte Technology stores to connect to the Internet, so operators can see inventories across an entire fleet of fridges in real-time, see product expiration dates, change product pricing and much more. Byte Technology continues to lead the way of making the most convenient choice a healthy choice. We are excited to continue supporting them as they expand their reach.”

# THE RESULTS

I would absolutely recommend OptConnect because the product is high-quality and the support is unparalleled with any other service vendor that we have."

**Kimo Fouts**

Head of Product at Byte Technology



600K TRANSACTIONS PER DAY  
ACROSS FLEET OF  
OPTCONNECT-POWERED UNITS



25 STATES SERVED



## Vending Connectivity

OptConnect provides wireless network connectivity for vending machines of any size. OptConnect's solutions give merchants faster and more flexible deployments, and a reliable connection to manage inventory and market operations. Our wireless routers are device-agnostic. If you need wireless network connectivity in a custom application, look to OptConnect to provide the hardware, network connection, software, and support you need.

To learn more, please contact us at [1.877.678.3343](tel:18776783343).