

NEXER



TRANSFORMING PEST CONTROL WITH IOT & CLOUD TECHNOLOGY

BACKGROUND

Anticimex, a leading global pest control company with approximately 7,000 employees in 18 countries, has embraced the power of the Internet of Things (IoT) to revolutionize pest control. Historically reliant on guesswork, Anticimex now leverages advanced technology to monitor and manage pest populations in real time. By integrating its SMART digital pest control solution with Microsoft Azure, Anticimex has transitioned to a data-driven approach, ensuring its customers efficient and effective pest management.

CHALLENGE

Since its launch, the demand for Anticimex SMART has increased rapidly, requiring the company to scale its digital pest control solution. The existing infrastructure needed a robust upgrade to handle the growing data and provide seamless integration with Anticimex's source systems. Additionally, aligning with Anticimex's long-term cloud strategy was essential to support ongoing development and ensure future readiness for new customers, third-party hardware integrations, and sensor development.

AT A GLANCE

Company: Anticimex

Industry: Environmental Services

Employees: 1,000 - 5,000

Objectives:

- Upgrade infrastructure to handle growing data and integrate seamlessly with source systems.
- Align with cloud strategy for ongoing development and future readiness.
- Use Microsoft Azure for data analysis, visualization, and scalability.
- Develop an Azure AI engine for predictive analytics and actionable insights.
- Shift from reactive to proactive pest control for better management and sustainability.
- Upgrade hardware and develop new sensors for improved pest control.

Products:

- Azure Databricks
- Azure AI
- Microsoft Azure

SOLUTION

Anticimex collaborated with Nexer and Microsoft to migrate their SMART solution to the cloud, a strategic move that addressed these challenges. This transition facilitated continuous development and provided access to Azure's comprehensive suite of services for data analysis, visualization, and scalability. The Azure AI data engine developed by Nexer automatically analyses the vast amounts of data collected from traps and monitoring devices, delivering actionable insights and predictive analytics. This suite of services empowers Anticimex to forecast pest problems, optimize trap deployment, and reduce reliance on traditional pest control methods, thereby significantly enhancing its operational efficiency and pest control effectiveness.

Building on this foundation, we also began supporting Anticimex with product development projects to upgrade current hardware and develop new sensors.

RESULT

The transition to cloud services has significantly enhanced Anticimex's operational efficiency and pest control effectiveness. With real-time data and predictive analytics, Anticimex can swiftly determine the status of traps, identify areas requiring attention, and proactively manage pest populations. This proactive approach, a shift from reactive to proactive pest control, not only safeguards businesses from potential damage but also promotes a healthier and more sustainable approach to pest management. Integrating IoT and cloud technologies has solidified Anticimex's position as a leader in the digital pest control industry, demonstrating the future of pest management powered by data and innovation.





“ Anticimex is harnessing the power of the Internet of Things. We will know at every point in time, on every location what is happening. Previously, you have been guessing. So that has been a dramatic change for us to make this using Azure. We know we're not guessing anymore. Digital pest control is the future. We use data instead of poison fighting pests all around the world.”

– Ulf Eripe, CTO, Anticimex



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