

How Groupe Tera is Using IoT to Measure Air Quality Sensor Data

Cleaning up Our World by Providing an Innovative Solution for Improving Air Quality, Worldwide

Executive Summary

Groupe Tera, an air quality sensor manufacturer in France, is aiming to innovate the way they provide solutions to their clients by delivering high-quality products while branching out to a worldwide clientele, retaining re-incurring ROI and maintaining happy clients with the help of Axonize's IoT platform.

The Company

Groupe Tera is a French, innovative, solution-based company, with an OEM solution that integrates the measurement of air pollutants and the monitoring of air quality. With over 15 years of expertise and innovation, they are an integral player in the environment, technology, and health industries.

Their business lines range from the design of air quality sensors to the laboratory analysis of pollutants in ambient air and industrial waste, and their mission is to transfer knowledge from basic scientific research to everyday applications and services aimed at improving performance, health or well-being.

The Challenges

Groupe Tera is essentially a quality sensor manufacturer that wanted to actualize a new approach to selling their customers a solution by providing them information in real-time, using cutting-edge, problem-solving methods.

Their clients are air quality experts who are accustomed to working with sensors, but not handling the gathering of air quality information. The air quality experts' job is to solve the problems caused by air quality, and it is essential for Groupe Tera to provide them with those solutions. They need to identify and measure the problem by creating a link between what is currently being executed and the consequences of these actions, offering up a solution by virtue of an IoT platform.

There were two main challenges Groupe Tera faced:

1. Short-term challenges

To ensure that the sensors/platform are working properly and to use the full potential of the IoT platform, in regards to their air quality issues.

2. Long term challenges

To create a satisfied, long-term relationship with their clients, using a digital application and through the cloud, while maintaining re-incurring revenue.

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David Riallant,
Business Developer
Groupe Tera

The Solution

Groupe Tera partnered with Axonize to provide the solutions for both short-term and long-term challenges, utilizing Axonize's IoT platform. They began connecting and adding different sensors to the multi-sensor platform to serve their client's final expectations. With the collaboration of their customized, patented sensors, which are used to gather data, with the Axonize platform that collects and analyzes this data, integrating all the information from the various types of sensors on the same platform was achieved.

Before connecting to the IoT platform, Groupe Tera did not have enough information to create a real IoT strategy. With Axonize's IoT platform in place, they can now approach their business logic with a proactive strategy – branching out to a new, worldwide market, meeting new challenges and gaining new customers.

Ultimately, the final goal is to deliver high-quality products and maintain happy clients. By employing Axonize's IoT technology, they can begin working as a new company with new technology, providing solutions their competition simply cannot keep up with.

Why Axonize?

Groupe Tera was looking for a platform that “understood the need to work together to satisfy the final expectations of their customers.” They required an IoT platform that met all their technical needs, such as user interface, up-to-date technology, scalable, quick development time and one that also included an economic model.

“It is not our job to develop IoT platforms. It's our job to make high-quality sensors, leading to happy clients. And we need this platform to help create our high-quality products and happy clients.”

– David Riallant, Business Developer, Groupe Tera

After googling IoT platforms and evaluating a multitude of platforms, Axonize was selected to partner with Groupe Tera to start running with their new technology.

“I liked what I saw from Axonize from the beginning. The user interface was up-to-date, which tells you a lot about what's behind it.”

– David Riallant, Business Developer, Groupe Tera

After enabling the Axonize IoT platform, Groupe Tera gained important results, quickly, and now they are focusing on solving their remaining problems. They began by connecting their first sensors to the platform and will soon start implementing Axonize directly into their new technologies and infrastructure.

