

# FocalPoint 40 Profile: controlGen

## Contact controlGen

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## controlGen Summary

A wholly owned subsidiary of WirelessM2M, controlGen is based in Wayne, Pennsylvania. The company, founded in March 2002, offers full-service solutions for the remote management, monitoring, and control of "non-information technology" assets.

## controlGen Offerings

controlGen orchestrates management and control of assets over dispersed locations from a central collection point. With a patent-pending method of data gathering and display, controlGen caters to a range of sectors, including industrial, marine, energy, agriculture, and government. Using proprietary technologies and processes, coupled with industry standard control protocols and device management tools, controlGen monitors devices such as commercial refrigeration units, refrigerated trucking, dairy operations, electric signage, lighting, energy usage, water quality, storage tanks, pipelines, boilers, marine pleasure craft, and silos. controlGen's solutions capture, compress, and transmit data from these devices to controlGen's Internet Dashboard using wireless communications. controlGen utilizes off-the-shelf components, in addition to its proprietary technology, in order to accelerate time to market and assure product reliability.

## controlGen Differentiation

controlGen's solutions enable customers to increase asset efficiency through cost reduction and downtime avoidance. Such solutions can be customized for a specific industry, and are capable of monitoring virtually anything that can be sensed. As such, customers are able to remotely take measurements like: temperature, humidity, device run time, on-off status, light level (lumens) Kwh usage, pressure, flow, and moisture. Continuous remote monitoring of assets allows a customer to escape a "break-fix" mentality of asset maintenance. Solutions for improving uptime, prolonging asset life, and reducing energy costs, to name a few, yield increased value from equipment.

## An Istanbul-Based Shipping Company

### Case Study

An Istanbul-based company coordinates large produce shipments from Southern Turkey into Western Europe where they are then transported to the European market. A combination of causes, mostly driver-related,



result in a loss of up to 20% of the produce in each shipment; the majority attributable to temperature and humidity problems in the refrigerated trailer. The shipping company selected the controlGen Transport Management Solution (TMS) to better manage the cargos and, summarily, to convince growers and trans-shippers to use its services. TMS utilizes a wireless configuration to monitor trailer and cargo status. Location, speed information, and geo-fencing is determined using GPS data. Wireless sensors inside the trailer capture temperature, humidity, and gate status. controlGen's Sensor Gateway™, mounted on the trailer's exterior, then consolidates and transmits the data to controlGen's network operations center. Alarms, generated when conditions exceed defined thresholds, are sent to drivers, growers, shippers, and shipping agents via GSM. Historical data for performance and insurance claim use is accessible via controlGen's secure Internet Dashboard™. Product loss reduction in this instance has resulted in a measurable return-on-investment in only 3.5 weeks.

## controlGen Markets

controlGen offers remote management solutions across five primary sectors: Industrial, Marine, Energy, Agriculture, and Government. Solutions appear anywhere from farming equipment for livestock and crops, to security and alerting on pleasure craft, to lighting, signage, tank level management, and energy management. However, controlGen asserts that its solutions are not limited to just these markets. The Internet Dashboard can monitor data from any sensing point in a business' fleet of vital equipment. This is clearly illustrated in controlGen's recent announcement of an exclusive agreement with Universal Sign to promote controlGen's solution for the signage industry including such customers as Sears, Macy's, 7 Eleven, Red Lobster, and Olive Garden.

## FocalPoint Perspective

controlGen has positioned itself well to capitalize on the coming trend of monitoring everyday enterprise assets. The company has shown that it clearly understands a main driver of M2M technology: to save companies money. With quick wins in its five primary sectors (industrial, marine, energy, agriculture, and government) and the recent contract to work with Universal Sign monitoring lighting and signage, controlGen's team is accumulating the skill and the experience to apply its remote management solutions in almost any industry. Equally as important, controlGen has benefitted by focusing on customers that understand the benefits of M2M, hence shortening its own sales cycle. Being able to identify and address the companies that 'get it' will make all the difference in its success. The challenge will be with how quickly others come around to appreciating the benefits of M2M.