



eBook

# EverSmart Rodent

## 24/7 remote pest monitoring solution

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# Changing dynamics in pest management



The world is experiencing a period of immense disruption and change, driven by megatrends like inflation, post-pandemic work-habit shifts, AI and other technological innovation, environmental regulatory and demographic change.

These trends impact every aspect of the global economy, and the Pest Control industry is no exception.

# Top of food chain is the place to be: Technology will get you there



As the industry consolidates, adopts new technologies and moves toward an Integrated Pest Management model, using remote monitoring to win more customers, create new value with current customers, mitigate labor issues and position yourself as a leader in a market where acquisitions are nearly a weekly event.

## Traditional Pest Control

### Transactional model

- Trapping
- Reactive
- Symptom-driven
- Episodic
- Labor intensive
- Fulfill the contract
- Resource intensive
- Service-based



## Integrated Pest Management

### Relationship model

- Monitoring
- Proactive
- Prevention-driven
- Continual
- Efficient
- Add services
- Environmentally friendly
- Relationship-based



## advantages of remote rodent monitoring

- Onsite efficiencies and greater revenue
- On demand: Visits tailored to rodent activity
- Bundled alerts to enable preventative action
- Universal sensor adaptability for retrofits
- ‘Outside of the box’ traffic data
- Lower carbon emissions and rodenticide use
- Differentiate in an acquisitive market





# 1

## ADVANTAGE 1

# Onsite efficiencies and greater revenue

Spending less time bending down and checking traps spares your team wear and tear that can lead to injury or attrition. Better still, it leaves more time for them to engage customers, focus on site observation, preventative measures and upselling new services.



 ever smart<sup>TM</sup>  
rodent



## 2

### ADVANTAGE 2

## On demand: Visits tailored to rodent activity data

Remote monitoring allows you to visit sites more or less frequently based on actual rodent activity. Unlike traditional scheduled visits or even so-called “connected traps,” remote monitoring allows you to show up when rodents do, giving you an “on demand” advantage that pleases customers. And our data helps you determine more precisely when to deploy rodenticide or new traps at a site.

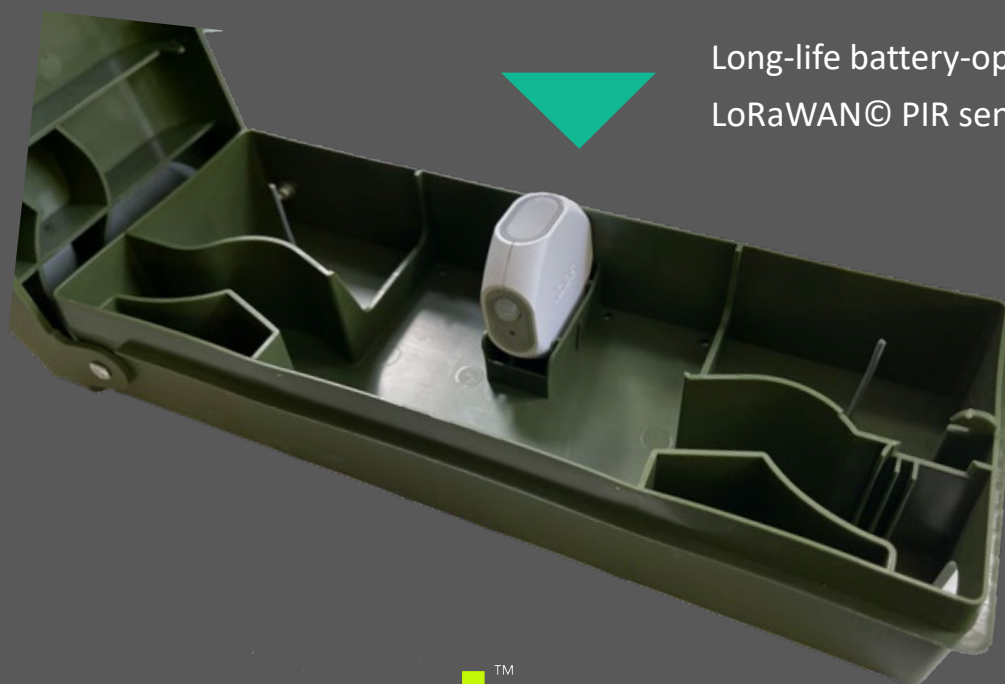


# 3

## ADVANTAGE 3

### **Bundled alerts to enable preventative action**

Catching an outbreak before it becomes an infestation is a big win. Our data goes beyond simple “alerts” to qualify multiple alerts or series of alerts into tasks that provide new insight into when and how you when you need to respond. This pattern recognition approach minimizes false positives, unnecessary dispatches and provides improved intelligence on rodent activity with real time and historical data.



Long-life battery-operated  
LoRaWAN® PIR sensor



# 4

## ADVANTAGE 4

### **Universal sensor adaptability for existing inventory**

The EverSmart Rodent can be purchased with or without traps, meaning you can retrofit most existing inventory and leapfrog into the future without major capital expenditures. And our support team and technicians will work with you to help you understand the data and to optimize connectivity with our cyber-safe LoRaWAN network gateways. No cyber risky Wi-Fi or expensive cellular required.





Resilient and reliable LoRaWAN® Passive Infrared (PIR) sensors integrate seamlessly with the Microshare Platform and run on a long-life 3.6V battery.

# 5

## ADVANTAGE 5

### **Track traffic and access points outside bait boxes**

Deploying EverSmart sensors outside bait boxes can reveal traffic along rooftop beams, in crawl spaces and in other places where traps rodenticide may not be appropriate. Monitor access spots, behind appliances and other areas where rodent and other wildlife activity may persist despite a well-configured remediation plan. This monitoring can also help prove out your diagnosis and provide evidence your efforts are winning the war.



**SCOPE 3**  
EMISSIONS  
CAN REPRESENT  
80-97%  
OF EMISSIONS CREATED BY A COMPANY

PWC report:

*"Tackling the Scope 3 challenge."*

# 6

## ADVANTAGE 6

# Lower environmental impact and carbon emissions

Remote monitoring enables a more flexible response model which can mean fewer truck rolls and a lower energy spend. It also lowers deployment of rodenticide. For our customer Elis in Ireland, that translated to a 35% reduction in Scope 3 carbon emissions. These facts helped win an RFP with a multinational grocery chain which, like many large companies, are eager for data showing they have reduced emissions.





#### ADVANTAGE 7

## **Differentiate with remote monitoring and win new business**

EverSmart Rodent signals to the market, your customers and staff that you are in the vanguard of the digital revolution, engaged in a constant effort to improve services and hold down labor intensive operating costs. It's a key step on the Integrated Pest Control journey and will tell potential acquirers and customers alike that you are ready for the future.



## Remote monitoring vs ‘traps with apps’

- Remote, 24/7 monitoring with data available immediately on rodent activity
  - Flexible response with site visits based on data and demand not routines
  - Staff who arriving knowing exactly which traps to bait or check, leaving them more time for customer engagement and sales
  - Real-time and historical data to understand outbreaks with greater depth and drive preventative action
  - Low-cost LoRaWAN connectivity to prevent risk to customer Wi-Fi or other customer networks
- Traditional reactive process management requiring close proximity for data capture
  - Rote scheduling that can leave activity unnoticed and untended for weeks
  - Staff who must walk perimeter to enable Bluetooth data capture before they know if there are issues or not
  - ‘Snapshot in time’ data with little preventative or diagnostic value and no historical data
  - Some ‘Smart traps’ run on cyber-vulnerable Wi-Fi or expensive cellular connectivity, putting you clients’ business at risk.





## CASE STUDY

# Award-winning innovation in Ireland

Following a year-long pilot in Ireland involving 20,000 bait boxes monitored by Microshare technology, our partner Elis Ireland won top honors in the 2023 Operational Excellence Awards.

The product – Elis Connect, powered by Microshare – has proven deeply disruptive, driving down costs and carbon emissions, driving up demand and revenue. Bait boxes are checked when activity occurs, not on a pre-set schedule.



*“What Microshare has delivered is having a massive impact on our sector. Now, we can reduce our site visits and get accurate data to help us deliver a better more effective and sustainable service.”*

□ *Marc O’Connor, Elis Ireland*

## CASE STUDY

### Proven cost savings, efficiencies and sustainability

- Efficiency: The switch from routine site checks to on demand model puts fewer trucks on the road and heads off infestation with superior response times
- Sustainability: Fewer trucks means a lower energy spend and a 35% reduction in Scope 3 carbon emissions.
- Cost savings: Precision data on rodent activity led to a 40% reduction in rodenticide use and purchase.
- Revenue boost: A steep increase in revenue reflected by higher demand and 24/7 monitoring subscriptions