



Costs and carbon emissions down, profits and customer acquisition soar

EverSmart™ Rodent's transformative impact on Elis Pest Control in Ireland

EverSmart™ sensed bait boxes being deployed at an Irish golf course.



Microshare® and Elis, a Top 10 Pest Control firm in Europe, conducted a nationwide pilot of our EverSmart™ Rodent remote monitoring rodent control technology starting in 2022.

Today, with over 40,000 Elis Connect traps in the field, Elis is has quickly become Ireland's market leader.

The results are dramatic:

Customer growth (2 yrs)	+20%
Scope 3 carbon emissions	-35%
Rodenticide use	-80%
Fuel savings	-22%
Staff retention	+29%



"The way we were doing pest control, checking bait stations, roaming around from site to site on monthly schedules, hadn't changed much in two thousand years. Now we're done with all that."

● Marc O Connor, Head of Pest Control, Elis Ireland



The challenge

Deploying remote monitoring technology across a busy Pest Control operation requires thought and carries risk. How do I sell it and train my staff? How do we get minimal disruption and maximum speed to ROI and new business acquisition? And we don't want to have to buy all new bait boxes, either!



The solution

EverSmart™ Rodent's unparalleled experience in designing and scaling remote monitoring ensures you will receive experienced, onboarding expertise, sensors that retrofit existing inventory and work outside boxes and software and tech support that's proven its value in thousands of environments.



The outcome

Happier customers, happier staff. Improved resolution times and techs don't miss doing deep knee bends over empty traps! You provide 24/7 service and charge customers accordingly. You save on fuel and labor, plus your new digital chops and data readouts allow you to go after bigger commercial customers.

Providing a superior service

Traditional Pest Control

Transactional model

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



Integrated Pest Management

Relationship model

- Monitoring & excluding
- Proactive
- Prevention-driven
- 24/7 (Continual)
- Efficient
- Engage & Upsell
- Environmentally friendly
- Relationship-based

VIDEO: See how Elis sells remote monitoring to its customers



<https://www.youtube.com/watch?v=NiiAckq3ail>

'If you're not monitoring when you're trying to control pest populations, you're not fully practicing Integrated Pest Management.'

- *Dr. Bobby Corrigan, Microshare Advisory Board Member and EverSmart™ Rodent customer*