

A man with a beard, wearing a blue cap and a blue polo shirt, is shown in profile, looking at a smart device mounted on a wall. He is touching the screen of the device. The device has a small display and several buttons. The background is a blurred indoor setting, possibly a kitchen or office.

# ANTICIMEX POWERS IOT WITH

# IFS APPLICATIONS™

Anticimex is a leading specialist in preventive pest control and related services, with operations in 17 countries and around 5,500 employees. It has shown growth every year since its inception in 1934 as a Swedish bed bug control company. Driven by strong organic growth and over 80 acquisitions, it has increased its revenue by more than 60 percent over the past three years.

The market for pest control is growing fast. Trends such as increased travel, urbanization and increased waste production are driving this growth. However, the **service industry** today faces strict regulatory controls over the types of chemicals it can use. These developments provide opportunities for those pest control companies that have the capacity and scale required to develop and offer digital and scalable preventive systems.

## THE GROWING PAINS OF PEST CONTROL

Anticimex has a varied offering for home owners and businesses. It carries out pest control covering a broad range of creatures—mostly rodents and insects, though in the far east the firm regularly deals with exotic dangerous animals such as cobras.

## ABOUT ANTICIMEX

Founded in 1934 Anticimex started out as a bed bug control business. It soon diversified to offer a wide range of pest control. Today Anticimex operates in 17 countries around the world providing not only pest control but also food safety, building environment services, fire protection and insurance.

[www.anticimex.com](http://www.anticimex.com)

It carries out housing inspections when people buy or sell property which includes fire prevention, dehumidification, energy inspections, title transfer and insurance against latent defects. It also offers hygiene and washroom services; however, these are run separately from the pest control business using different vehicles and technicians, and not necessarily delivered at the same sites.

Out of 5,500 employees, 3,000-3,500 are technicians working in the field at customer sites. Anticimex technicians use handheld mobile solutions enabling them to stay out in the field rather than having to go back to the office to file reports. With such a broad reaching offering and a highly-distributed network of technicians and customers, Anticimex needs a highly robust and scalable ERP solution.

In Sweden, which represents Anticimex's most sophisticated business operation, IFS has delivered a fully integrated ERP solution for more than 10 years with Anticimex taking advantage of the full scope of services and modules on offer. The firm's Finnish operation uses IFS Field Service Management™ and IFS Financials™. A large challenge for Anticimex, says Group COO Ebba Bonde, has resulted from the company's relatively recent rapid expansion and its fragmented IT landscape. "We've expanded extensively over the last five years and we haven't slowed down," says Bonde. "to support our rapid expansion we have chosen IFS Applications as one of our preferred solutions."

While Anticimex faces universal challenges associated with ensuring excellence in customer service across a rapidly growing business, it is also faces challenges unique to the pest control industry. First, a rising need to be more environmentally sensitive in terms of the pesticides it uses—this is both a regulatory and customer demand. Second, pests over time are becoming a lot more resilient to traditional pesticides.

## IoT AND IFS DELIVER SMARTER SERVICES

To address the challenges posed by pesticides and help control rodent activity, Anticimex has developed and manufactures Anticimex SMART high-tech digital traps, sensors and cameras. The traps are humane, environmentally friendly, and effective. In addition to this, they are also fully connected. This means that technicians are no longer required to visit traps in the field to check whether they have been triggered. The data is fully integrated into IFS Applications across Finland, letting technicians know which traps to visit in addition to providing the optimal route. Cutting out unnecessary travel has also helped reduce Anticimex's environmental footprint.

Not only has the Anticimex SMART IFS Applications-enabled Internet of Things (IoT) solution, the **IFS IoT Business Connector**, created a tremendous amount of efficiency for the business, it has also enabled Anticimex to analyze data in a completely new way. Supplying power to IoT devices, particularly in remote locations, is a common challenge. Connectivity between devices enables them to automatically let technicians know when power is running low and when batteries need to be recharged.

## IN PARTNERSHIP WITH MICROSOFT

Anticimex is transforming its business with an IoT solution from IFS, including the IFS IoT Business Connector, which utilizes plug-and-play connectivity with the Microsoft Azure IoT Suite for device communications and data analytics.

## ABOUT MICROSOFT

Microsoft (Nasdaq "MSFT" @ Microsoft) is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more.

[www.microsoft.com](http://www.microsoft.com)



By analyzing the patterns of when and how often certain traps run out of power, Anticimex is able to discern which batteries should be taken out of commission altogether rather than recharged. This saves Anticimex money and helps improve customer service since traps last longer between charges.

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**BY INTEGRATING IFS APPLICATIONS WITH OUR IOT PLATFORM WE CAN ANALYZE OUR DATA, INTEGRATE THE DATA INTO OUR ECOSYSTEM AND VISUALIZE WHAT WE'RE DOING WITH THAT DATA BY COMBINING IT WITH OTHER SOURCES. WE HAVE A COMPLETELY DIFFERENT DIALOG WITH OUR CUSTOMERS, WE CAN ANALYZE OUR OWN FIELD TECHNICIAN SERVICES AND APPROACH THE MARKETPLACE IN A COMPLETELY DIFFERENT WAY. IT'S FURTHERING OUR SALES, IT'S GOING TO IMPROVE OUR FIELD EFFICIENCY AND IT'S GOING TO MAKE US GROW AS A COMPANY.**

**JUSSI YLINEN. CEO, ANTICIMEX, FINLAND**

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“Rather than technicians scrambling around trying to figure out which trap they need to address, they now know exactly which trap to address and when they need to go out to which customer,” says Jussi Ylinen, CEO, Anticimex Finland. “All this makes the technicians agile, but also us as a company and we can address our customers’ issues a lot quicker. Working with IFS in the IoT project they were responsive, they were very cognizant of what we wanted and they listened to us a lot so they could adapt quickly to our needs.”

## WHAT'S NEXT?

In addition to moving its systems into the cloud over the coming years, Anticimex is currently upgrading IFS Applications in Sweden. “We did a scan of the whole marketplace and couldn’t find another solution that would provide us with route-based services that fit as well as IFS Applications. We are aiming to carry out a lot of automated routing, which includes workforce scheduling. IFS provides a very robust solution with IFS Planning & Scheduling Optimization™,” says Bonde.

## BENEFITS

- Highly robust solution
- Scalable
- Efficient route planning tool
- Integrated with IoT platform

## FIND OUT MORE

Further information, e-mail to [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

