



Sherlock

An Orange IoT solution enables Sherlock to take its bicycle anti-theft security device worldwide

“ The idea of Sherlock was born after experiencing bike theft first-hand. Sherlock establishes a direct connection between the bicycle and its owner, giving the bicycle a voice to shout for help.

Pierluigi Freni
CEO
Sherlock

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Highlights

- Sherlock is an IoT startup based in Turin, Italy focused on designing security devices for mobile items
- The IoT device fits into the handlebars of any bicycle and connects to an app that identifies the location of the bicycle
- An Orange SIM card integrated into the device design enables easy and immediate connectivity
- Sherlock now has the global capability to ensure its bicycle security devices will deliver its brand promise anywhere in the world



IoT startup



Headquarters
in Turin, Italy



Business
Services



Issues and challenges

Sherlock is an Internet of Things (IoT) startup based in Turin, Italy. The company's vision is to help users keep safe the things they care about through a new family of IoT devices. Sherlock is a mobile device (100% made in Italy) containing a localization module, battery, SIM card, motion sensor and GSM/GPRS module and is Bluetooth smart – it connects to an app to let the rider know where his bicycle is at any time and to help retrieve it, if stolen.

Customer uptake is strong thanks, in part, to the design of the device that fits perfectly into the handlebars of any bicycle. To deliver on its brand promise of increased security and peace of mind from the fear of theft, connectivity needs to be easy and immediate so that the device is easy to use anywhere in the world.

The objective

To ensure successful global delivery of its innovative bicycle anti-theft security solution.

The benefits

Orange Business Services is enabling Sherlock to successfully deliver its service worldwide.

- The solution design supports the quick and easy installation of the device on any bicycle
- Increased business ability to meet new market opportunities
- Global connectivity via single provider
- Secure, reliable network service

The Orange Business Services solution

- IoT connectivity with management portal
- Orange SIM cards installed in the device during production and tested prior to shipping
- Program management

The results

- Secure, reliable global connectivity "out-of-the-box"
- Roams different networks for the best connection in any location

“ Orange Business Services will help us provide cyclists with the peace of mind they deserve, thanks to its robust, reliable connectivity, which is available seamlessly worldwide. ”

Pierluigi Freni
CEO
Sherlock

For more information about Orange Business Services, visit www.orange-business.com

For more information about Sherlock, visit www.sherlock.bike



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