

SOCIAL MOBILE AND  
T-MOBILE FOR BUSINESS:

# **BUILDING A CUSTOM MOBILITY SOLUTION**

## THE CHALLENGE

From telemedicine to wearable devices, the future of healthcare is going to be digital—and increasingly at home or remote.

But getting to that next level of innovation can be difficult to do alone.

Enterprise mobility solutions provider, Social Mobile, was approached by the T-Mobile for Business partner team to take on a unique challenge: InfoBionic.Ai, a virtual cardiac telemetry company, needed a new device that could act as a relay to send health data from its MoMe ARC® sensors to care providers, allowing for better remote patient monitoring and hospital-level care at home.

InfoBionic.Ai had previously built their own device for this purpose, but managing public health industry regulations, device and carrier certifications, and the security updates needed to maintain the devices proved challenging. On top of that, it quickly became clear that manufacturing the custom devices was not optimally efficient for InfoBionic.Ai in the long run.

So, the company had a choice: manufacture off-the-shelf tech that didn't quite live up to their expectations or develop a new custom device with a partner. Knowing the exemplary work that Social Mobile had done for other customers, T-Mobile for Business connected the two companies to start creating an improved solution.



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**Together, T-Mobile for Business and Social Mobile built an entire end-to-end enterprise mobility solution just for InfoBionic.Ai.”**

– Robert Morcos, Founder and CEO, Social Mobile





## THE SOLUTION

It was clear that an off-the-shelf device wouldn't be able to deliver on InfoBionic.Ai's specific goals, while the lifespan of those pre-built devices would lead to unnecessary downtimes for updates and validations. So, despite the complexities that come with building a custom solution—from compatibility with FDA-approved solutions to device validation—Social Mobile was able to step up to meet these requirements.

Collaborating with T-Mobile for Business, they were able to develop a fully custom, enterprise-grade handheld device that was purpose-built for InfoBionic.Ai: the **MoMe Gateway®**.

A few features included:

- Custom 6" handheld device, designed and ready for mass production in under 90 days.
- Removal of the camera and a custom case for drop protection.
- Eliminated staging costs to insert T-Mobile SIM cards with eSIM solution.
- Securing users' health data by managing devices through both the T-Mobile Control Center and Social Mobile's Mambo EMM.
- Guaranteed product availability and security updates for a minimum of five years.

Throughout the process, T-Mobile for Business and Social Mobile collaborated to provide InfoBionic.Ai with the right level of expertise and support. But one element that stood out to Social Mobile was T-Mobile's willingness to step back and trust them to take the lead in the solution-planning process, tapping T-Mobile for assistance as needed. This arrangement was evidence of a trusting partnership, ensuring that T-Mobile and Social Mobile were both able to play to their strengths and deliver the best possible outcome for the customer.



**With T-Mobile for Business and Social Mobile, we have the ability to do large-scale manufacturing, without having to activate the devices until we're ready to connect them to a patient, which is a big cost saving for us. We're also able to manage those devices through both the T-Mobile Control Center and Social Mobile's Mambo EMM."**

– Dave MacCutcheon, Chief Operating Officer,  
InfoBionic.Ai

## THE RESULTS

The new MoMe Gateway® is expected to reduce InfoBionic.Ai's total cost of ownership over the next five years, helping them streamline their operations and divert precious resources into other areas of the business. They'll also be able to save months of device validation time.

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**When you think about the multiple teams that you have to employ to procure, test, and validate a single device every single year, you're talking about months of product validation and significant costs. We eliminate the consumer device lifecycle by allowing clients to validate a device once and use it for five years.”**

– Jai Kishan Rao, Chief Product Officer, Social Mobile



While this solution hasn't been fully launched yet, its positive impact on the customer relationship speaks for itself. InfoBionic.Ai already plans to double their activations after the first year. And that number could increase even further, creating a recurring, high-volume opportunity—for both T-Mobile for Business and Social Mobile.

Discover how T-Mobile for Business can help partners empower their customers and achieve their goals.

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