

# CASE STUDY

**SIERRA WIRELESS**

HEART OF THE WIRELESS MACHINE®

**AirLink™ Mobile & M2M Products**

## Norse Pipeline

*Norse Pipeline is a 320-mile system of high-pressure steel pipeline spanning 2.1 million acres in western New York and northwestern Pennsylvania. The pipeline is situated in the northern Appalachian basin, an area of prolific gas production with over 11,000 wells. Whether delivering local gas into interstate pipelines or to points for local distribution, 16-year-old Norse Pipeline's goal is to provide local producers with innovative, reliable, flexible and quality services. Norse Pipeline remains committed to the progress and prosperity of the community it serves.*

### Business Challenge

Norse Pipeline, LLC, needed a wireless solution to provide real-time information to remotely monitor and manage its pipeline meters. The company had previously employed field technicians to manually check pressure, load, temperature and consumption data by visiting remote terminals and reporting their findings using written charts. Often it would take more than a month to retrieve and analyze data obtained by a field technician.

The company initially turned to a web-based service, but discovered its limitations within a few years. Problems with analog cellular service arose, and the proprietary monitoring software was a closed-end system with few growth options. Polling of the meters became less reliable, and data collection on the remaining charted meters was affecting gas billing. To reduce expenses and improve operations, Norse needed a more intelligent solution in the field to enable the non-intelligent legacy machines and improve the consistency and accuracy of metering data retrieval.



### Sierra Wireless AirLink™ Solution

Norse Pipeline turned to Mobile Electron, a consultant and distributor in the M2M and mobile wireless data communication solutions market. Mobile Electron recommended the Sierra Wireless AirLink Raven rugged, wireless modem, featuring ALEOS™ embedded intelligence, deployed on Verizon Wireless' CDMA networks. The integrator also provided the technical and logistical expertise to select, source, deploy and test upgraded utility meter hardware and communications software to round out the solution.

Powered by ALEOS, the core technology available only from Sierra Wireless, the AirLink Raven modem's robust set of features is specifically designed for complex mobile data and remote management applications. With the exceptional intelligence of ALEOS and its ability to be upgraded over-the-air, Norse Pipeline was able to deploy a reliable, always-on, always-there solution and realized an immediate and significant improvement in operational efficiency and time-savings.

"The 24/7 information that we can access with our wireless system is invaluable," said Larry Swanson, operations manager at Norse Pipeline. "Not only can we easily monitor and manage our pipeline at all meter locations, we can also provide critical real-time data to our gas suppliers, which adds tremendous value for them. Sierra Wireless and Mobile Electron have been excellent partners, helping us through every step of the wireless technology adoption, with the end result of making our company more efficient and better equipped to meet the needs of our customers."



Powered By: 

Today, Norse Pipeline is running fully operational metered locations using its progressive remote monitoring and management solution. The AirLink rugged, wireless Raven devices generate updated, flawless information every 15 minutes for Norse's technicians, giving them more time to spend on necessary field maintenance. In addition, Norse has been able to reduce its reoccurring costs by over \$8750 per month and eliminated its lost gas costs for an estimated annual savings of over \$36,000.

# CASE STUDY: Norse Pipeline

## Results

The wireless remote monitoring and management solution using The Sierra Wireless AirLink Raven rugged, wireless device featuring ALEOS embedded intelligence is both an operational and financial success for Norse.

### Operational Improvements

- **Flawless meter reads – 100% uptime**
- **Reads every 15 minutes or on-demand vs. only once per day**
- **Improved relationships and customer service to producers**
- **More time available for technicians to dedicate to field maintenance**

### Financial Improvements

- **Reduced monthly recurring costs by \$8750 (over \$100,000 per year)**
- **Eliminated 'lost gas' – saving an estimated \$36,000 per year**
- **Experienced dramatic ROI that is both real and verifiable**

## Sierra Wireless - Connecting people and systems to mobile broadband networks around the world

Sierra Wireless modems and software connect people all over the world with mobile broadband networks that keep them in touch, informed, and productive from wherever they need to be. The Company offers a diverse product portfolio addressing enterprise, consumer, original equipment manufacturer, machine-to-machine, and specialized vertical industry markets. Sierra Wireless also provides professional services to customers requiring expertise in wireless design, integration, and carrier certification. For more information, please visit our website, [www.sierrawireless.com](http://www.sierrawireless.com)



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