

REVOLUTIONIZING RODENT CONTROL

A Better Mouse Trap Can Be Built



CASE STUDY

THE COMPANY

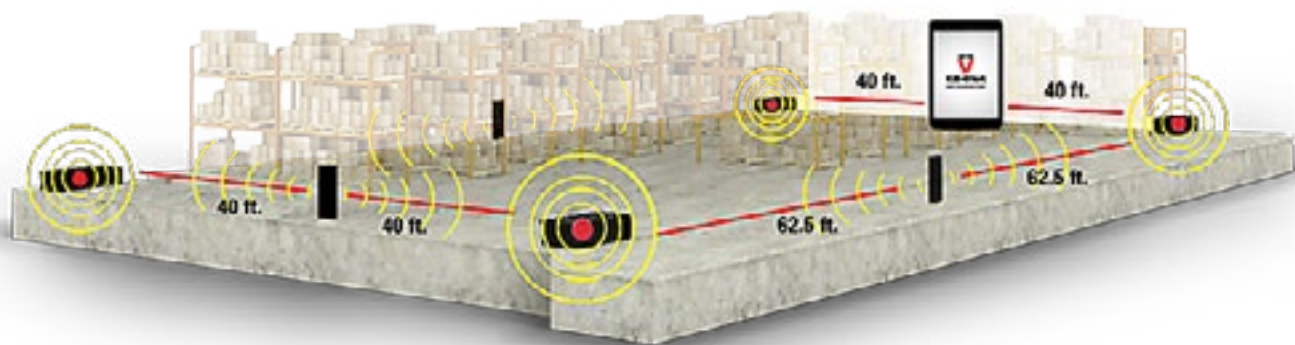
Recognized as a world leader in rodent control, Victor® has been a trusted brand for more than 115 years. The company revolutionized rodent control in 1898 with the invention of the spring-based Victor® mouse trap. Today, Victor has produced more than one billion of the iconic mouse traps and now offers the broadest line of rodent control products on the market, including traps, repellents, and poison.



VICTOR'S
ORIGINAL,
REVOLUTIONARY,
SPRING-BASED
MOUSE TRAP

THE BUSINESS CASE

By continuing to embrace and harness technological advances and applying them to their products, Victor has remained at the industry forefront of defining state-of-the-art technology for rodent-control solutions. Looking to change the game forever, Victor has spent years carefully planning their latest innovation, The Kill-@lert Remote Notification System. The new system uses radio frequency to link electronic rodent traps with an Internet-based control center, allowing users to remotely monitor the status of their traps and receive notifications when a trap has been tripped from anywhere in the world.



THE OPPORTUNITY

From pet- and child-safe traps, to touch-free and live-catch rodent control solutions, Victor continues to stay committed to producing superior products that meet the varying needs of today's pest control professionals. And, with a long standing history supporting customers in the food processing, service, and retail settings, Victor knew that strict regulations were costing organizations thousands of dollars in excess overhead trying to manage their rodent-control solutions. Trap inspections in these environments are often difficult and time consuming, requiring personnel to manually check a trap's status multiple times per day, amounting to over six hours of manual labor. Looking for an innovative way to increase operational efficiencies with the use of technology, Victor worked with Exosite to develop the world's first wireless rodent trap. Now, from any smart phone or device, service personnel are alerted by a text message when a trap has been tripped and can check in real-time the connectivity, battery life, and kill status of one or many traps anytime through an online control center, eliminating the need to perform random trap inspections.

"With the help of Exosite we were able to harness the power of the Internet of Things to revolutionize the rodent control industry forever.

— **Boris Bajlovic, Senior Category Development Manager**

THE SOLUTION

A revolution in rodent control, the Victor Kill-@lert Notification System employs wireless technology to automatically notify owners when trap has caught a mouse or rat. The online control center gives users the power to track trap performance and optimize the results of the rodent control system.



HOW IT WORKS

1. The trap kills the rodent with a high-voltage electric shock.
2. The trap transmits an alert to a USB device over a low-power radio signal. The USB device then sends that data to the Exosite platform.
3. The Exosite platform receives the signal and dispatches a notification by text or email to the user reporting the kill.
4. The user control center—built on the Exosite platform—displays a kill history and allows the user to download the system data.
5. System data, along with the information displayed in the control center, allows the user to optimize the placement of the traps and maintain a rodent-free space.

THE RESULTS



REVOLUTIONIZED A CENTURY-OLD INDUSTRY

The Kill-@lert Remote Notification System revolutionizes modern-day pest control by using wireless technology to inform users when a trap has been tripped. This will forever change the way consumers, business owners, and pest control managers take care of rodents.



TIME AND COST SAVINGS

The Kill-@lert system automatically sends a text or email when the trap needs to be checked or serviced. No longer is it required to send out personnel to randomly check the status of traps daily.



INCREASE OPERATIONAL EFFICIENCIES

A unique product design allows for traps to be reused. The online control center leverages the Exosite platform to track trap performance, identifying high and low traffic areas for placement optimization.



CONSUMER EASE OF USE

Striving to manufacture an innovative and high quality product that will be sold into both the commercial and consumer space required creating a simple and intuitive product that just works. The simple design allows users to simply turn on the Kill-@lert tablet, add Kill-@lert traps, and start receiving notifications via email or text message when the trap has been tripped – it's really that simple.



INCREASE PRODUCT SAFETY

With the use of a high-voltage electronic shock, no longer are chemicals or poison needed to eliminate rodents. A new design also allows for no-touch, no-see rodent disposal.

CASE STUDY