



Case study: How quickly build recurrent revenue from life-saving NB-IoT smoke alarms

This case study illustrates how mobile operators, security service providers, insurance companies and utilities can build a recurrent revenue business by integrating subscription-based, all-in-one smoke and carbon monoxide (CO) detector [muuun](#) into their smart home portfolios – exploiting existing connectivity technology such as NB-IoT.

Being 16 years in the business of alarm systems we've learnt that technology must serve people. Therefore we saw an opportunity and built smoke and CO alarms infinitely better than the average offering, enabling our partners' service offering to retain recurrent revenue business models. We ensured 30% customer base growth for our partner in Estonia, earning 7% market share in just 3 years and winning Marketing Act of the Year award for turning a product into a valuable national service. We also achieved success in Sweden, supporting our partner to build a business of fire detection monitoring for tens of thousands of customers.

Want to learn more about success cases and market potential?

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