

C-Lock connects field and office with Verizon Business Internet

Learn how the reliable, ubiquitous coverage of Verizon's LTE network helps C-Lock—and their customers—get the data they need in near-real time.

C-LOCK™

C-Lock is on a mission to transform data collection for ranchers and farmers, which can improve efficiency, cost control and sustainability in the process. Founded in 2005 by Dr. Patrick Zimmerman, C-Lock designs and builds cutting-edge science and engineering systems to monitor, analyze and control cattle biological parameters. “I wanted to do something that would change the way the world works in fundamental ways,” explained Dr. Zimmerman. “Agriculture was a great target.”

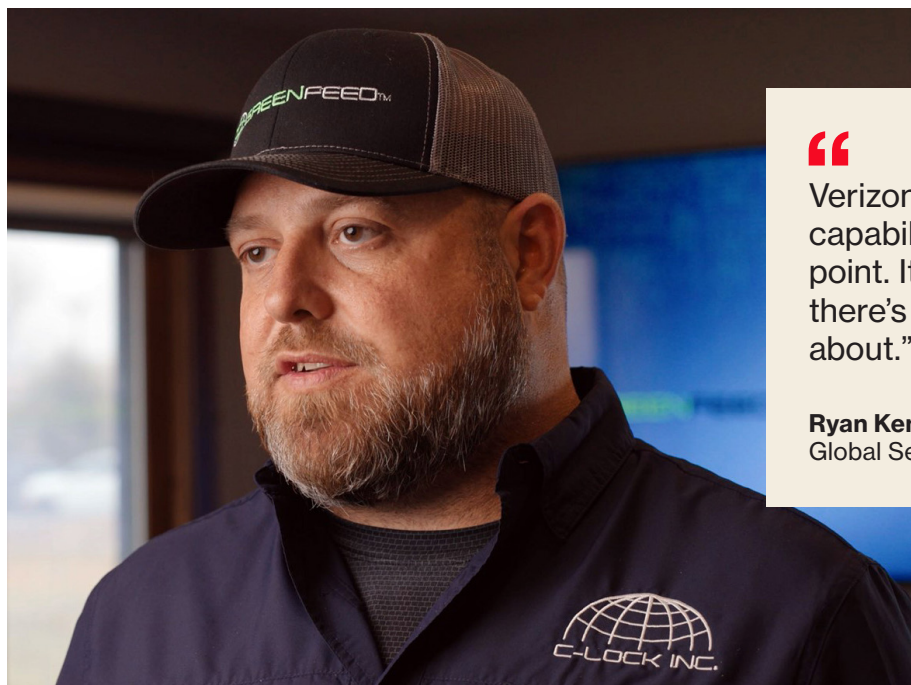


Dr. Patrick Zimmerman founded C-Lock in 2005 and having grown up on a farm, he realized he had the knowledge to help the community he knew.

“Our goal is to continue to change the way the world works for the better,” said C-Lock President Scott Zimmerman. “The human population is increasing, and the demand for high-quality protein from beef is increasing. We aim to help industries produce food in a more sustainable way so they can more effectively feed a growing population.”

C-Lock's innovative GreenFeed, SmartFeed and SmartWater systems are placed in the same fields where cattle live and graze—rural areas where reliable connectivity is not always available. In Verizon, the agriculture innovator found a partner that could provide the crucial connectivity it needed to help C-Lock deliver reliable service to its customers—all while helping the company steadily advance Dr. Zimmerman's mission.

verizon
business



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Ryan Kent
Global Services Director, C-Lock

Business Internet solutions power C-Lock's growth

C-Lock and Verizon began working together 15 years ago with machine-to-machine (M2M) and Internet of Things (IoT) solutions. Although the relationship was positive, C-Lock briefly switched to a competitor that promised lower rates.

When C-Lock reunited with Verizon, the environmental science firm secured a reliable and powerful Fixed Wireless Access (FWA) business internet solution. This solution utilizes a FWA router to provide internet access to collect the data from C-Lock feed and water stations.

C-Lock can now leverage Verizon's high-performing business internet to provide a great customer experience. “We have a cellular modem in almost every one of our machines. We utilize Verizon Wireless SIM cards for those. It's very reliable. Our clients don't see the issues. We essentially see them and fix them,” said C-Lock Global Service Director Ryan Kent.



Mobile solutions connect C-Lock employees

The C-Lock and Verizon partnership also includes mobile solutions like Verizon One Talk to enhance interoffice connectivity. This full-featured, mobile-first phone solution connects C-Lock's team members, enabling them to call and collaborate from virtually anywhere. “I was able to branch that out into a mobile network that we use for traveling technicians,” said Kent. For example, C-Lock uses the Verizon Business Internet solution so that technicians can wirelessly share their network connection across devices while traveling.



C-lock also expanded into client infrastructure development. Kent explained: “We started really branching out into the mobile space offering mobile broadband for our clients through modems. We’ve even implemented larger infrastructures at client sites where we can house 70 plus C-Lock units on essentially one wireless access point through Verizon.”



Reliable rural connectivity supports C-Lock customers

Since farmers and ranchers represent the majority of C-Lock’s customer base, reliable connectivity in rural areas is an essential business requirement. C-Lock’s feed and water machines are often placed in remote pasture areas where animals graze. At these edge locations they need reliable connectivity to collect accurate data on livestock performance, health and emissions. C-Lock’s feed and water machines are often placed in remote pasture areas where animals graze. At these edge locations they need reliable connectivity to collect accurate data on livestock performance, health and emissions.

Connectivity is key to happy customers. And customer satisfaction is a top priority for Kent and his team of 12 support specialists and five server administrators strive to meet the service needs of his clients seamlessly. “We could not do that if our systems weren’t communicating,” he said. “Verizon’s communication and network capabilities allow us to make that a selling point. It puts our clients at ease, because there’s one less thing they have to worry about.”

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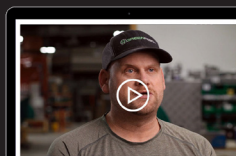
Dr. Patrick Zimmerman
CEO & Founder, C-Lock



A strategic partnership powers C-Lock's bold mission

C-Lock sees a bright future ahead as its strategic partnership with Verizon continues to flourish. “We are only scratching the surface when it comes to all the powerful AI models and decision support trees that we’re able to start implementing with this data that we’re collecting on farms,” said C-Lock Chief Scientific Officer Dr. Meredith Harrison. “We’re really going to be able to change the agricultural industry.”

And as Kent explained, Verizon is always there to power this innovation. “Partnering with Verizon has been nothing but a resounding success on our side.”



Hear from the
C-Lock team in
this video.

Watch now >

Wireless business internet solutions, including both LTE Backup Internet and LTE Business Internet services, are available within the U.S. on Verizon's 4G LTE network, providing either primary or backup/continuity connections. Compatible LTE-enabled router required (Verizon-provided or Customer-provided). Various data plans available; terms apply.