

**Billion M120N**

LTE Industrial/In-Vehicle Multi-Carrier Router



GPS



VPN

Power Ignition  
Sensing

Fail Over



Dual SIM

**CASE STUDY**

# Advantages to Food truck by using Billion M120N Industrial Router

## Executive Summary

Many cities hosting events in parks and other public places also increase demand for food trucks, it can be seen that food truck will bring huge business opportunities in the catering industry. In addition, making use of social media opportunities in time to connect with their customers would have a good effect on customers' loyalty. By implementing Billion Industrial/In-Vehicle Router-M120N, reliable and stable communication equipment defines competitive advantages for food truck suppliers.

## Challenges

In order to increase customer traffic and increase sales performance, Bar company's dining car uses Wi-Fi hotspots to attract people and special operating systems to provide customers with online payment at major events.

Therefore, Bar company is looking for a vehicle communication equipment solution that can provide a stable and secure network with the best online payment connection capabilities.

**CUSTOMER**

Bar company-food truck at the big events

**CHALLENGE**

Secure and always-on financial/payment system connection and Easy Hotspot with pushing advertisement for a single event

**SOLUTION**

Industrial In-Vehicle VPN Router-Billion M100

**MARKET**

Food track / Bazaar / Fair

## How Product Helped

Billion M120N in addition to LTE broadband connection, dual-SIM redundancy, and VPN provides a stable and secure network with the best connection for online payment and uses Wi-Fi Hotspot, supported popup and frame, to attract crowds.

GPS real-time location tracking provides the location of the food truck. The GPS positioning system can cooperate with the system supplier's interactive food truck maps to keep followers informed of your location through social media feeds, or use smaller niche networks to attract new customers.

And, Billion M120N supports a Captive Portal function to deliver advertising to customers who are using the Wi-Fi Hotspot of food truck.

Billion M120N can create a separate public network for customers, so the food truck can provide customers with Wi-Fi Hotspot at any time without worrying about security. In addition, Billion M120N has flexible power input DC 10V~56V and ignition sensing. With the two functions, Billion M120N is suitable for any types of vehicle and can be automatically turned off to avoid vehicle's battery draining. Additionally, Billion M120N can work with Billion CMS (Central Management System), a centralized management system, to monitor the performance of Billion M120N.

## Conclusion

"The Billion M120N is a new product that boosts the food truck business efficiency and it provides an advantage over competitors", said Ted Ho, Chief Technology Officer of Billion Electric.