



EverSmart™ Rodent

Transforming the Pest Control industry with 24/7 remote monitoring

[Learn more about EverSmart™ Rodent](#)



EverSmart™ Rodent

Award-winning 24/7 remote monitoring solution





advantages of the EverSmart™ Rodent remote monitoring system

- Onsite efficiencies and greater revenue
- Bundled alerts for preventative action
- Universal sensor adaptability for trap retrofits
- 'Outside of the box' traffic data
- Lower carbon emissions and rodenticide use
- Stable, SOC 2 cyber compliant platform



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ADVANTAGE 1

Onsite efficiencies and more revenue



- Spend less time bending down to checking bait stations and more on preventative measures.
- More time to engage customers and focus on new service offerings.
- An improved service to please and retain customers and give you an advantage in the market.

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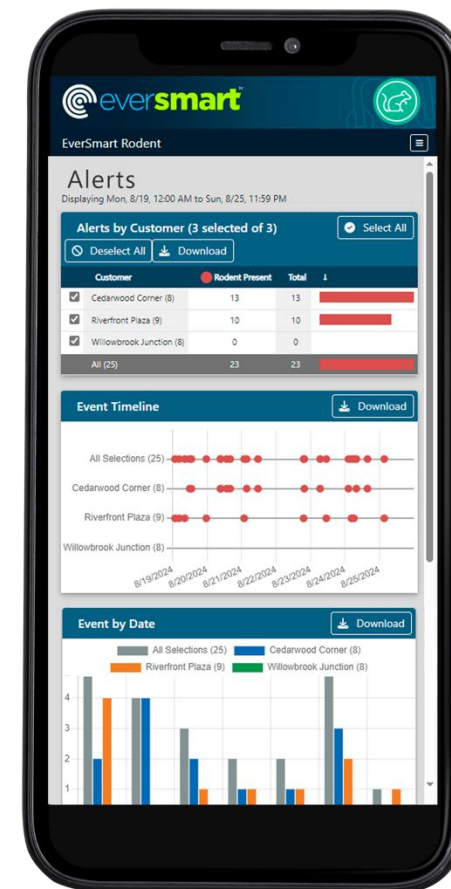
ADVANTAGE 2

Bundled alerts for preventative action



Our software makes sense of sensor data

- EverSmart™ Rodent won't overwhelm you with constant, meaningless alarms. Our AI-driven algorithm bundles alerts based on actual activity
- Our alerts minimize false positives to avoid the problem of data spam that frustrates techs and undermines other systems
- EverSmart™ Rodent is also designed to defeat adaptive behavior by rodents or random penetration by insects or wind-borne debris



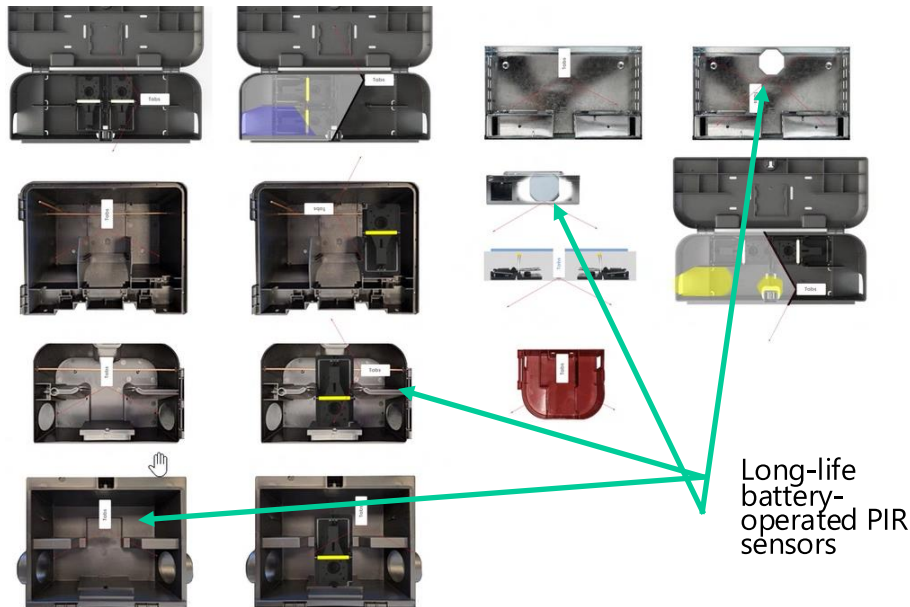


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ADVANTAGE 3

Universal sensor adaptability retrofits existing inventory

EverSmart™ Rodent works in most existing bait station and trap inventory so you can leapfrog into the future without major capital expenditures



Long-life
battery-
operated PIR
sensors

- We've retrofit the world's leading traps and bait stations at scale in Europe and North America
- Our Deploy-M app scans, connects and maps your stations quickly and accurately
- Our cyber-safe LoRaWAN® gateways provide stable and long-range coverage indoors and out and are performing in Saudi heat and Canadian Arctic cold

Check out our sensor retrofitting [video guide](#)

Startup video

Retrofitting bait stations and traps with sensors

ever smart
by microshare





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ADVANTAGE 4

'Outside-the-box' traffic data for sharper intel

Deploying EverSmart™ Rodent sensors outside bait stations can reveal traffic along rooftops, cross beams, in crawl spaces and in other difficult places.

- Monitor drop ceilings, behind appliances and other areas where a bait station isn't be feasible.
- Prove out your suspicions about where and when rodent activity is highest to plan exclusion, baiting and other actions
- See what's happening when you're not around





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ADVANTAGE 5

Lower carbon emissions and fuel costs



SCOPE 3
EMISSIONS
CAN REPRESENT
80-97%
OF EMISSIONS CREATED BY A COMPANY

PWC report:
"Tackling the Scope 3 challenge."

- Remote monitoring enables a more flexible response model which can mean fewer truck rolls and a lower energy spend.
- For our customer Elis Pest Control in Ireland, that meant a 35% reduction in Scope 3 carbon emissions, helping them win multiple RFPs with multinational clients
- Rodent activity data can reduce rodenticide use and pinpoint the need for exclusion services, leading to additional revenue.



ADVANTAGE 6

Stable SOC 2 cyber certified platform



The dedicated LoRaWAN[®] network and our software has state-of-the-art cyber defenses and creates a plug-and-play ability to add other remote monitoring capabilities.

- Your clients can be assured that hackers cannot use EverSmart[™] Rodent's LoRaWAN[®] system to access sensitive corporate information
- Our LoRaWAN[®] gateways create a plug-and-play ability to add new features like leak detection, washroom feedback or open/shut alerts

Other capabilities powered by the Microshare[®] Platform's Alert Engine[™]



EverSmart™ Rodent: Knowledge is power



EverSmart™ Rodent provides a 24/7 record of rodent activity, revealing patterns and providing Pest Control Organizations (PCOs) a new predictive and preventative capability.

- Knowing what's happening at a customer site before you set out to visit makes you more efficient
- Rodent activity patterns, transit paths and sudden surges can all be detected before infestation takes root
- Adding a digital layer to your business increases margins, differentiates and adds to your exit valuation



'Remote monitoring systems like EverSmart Rodent are a vital component of Integrated Pest Management.'

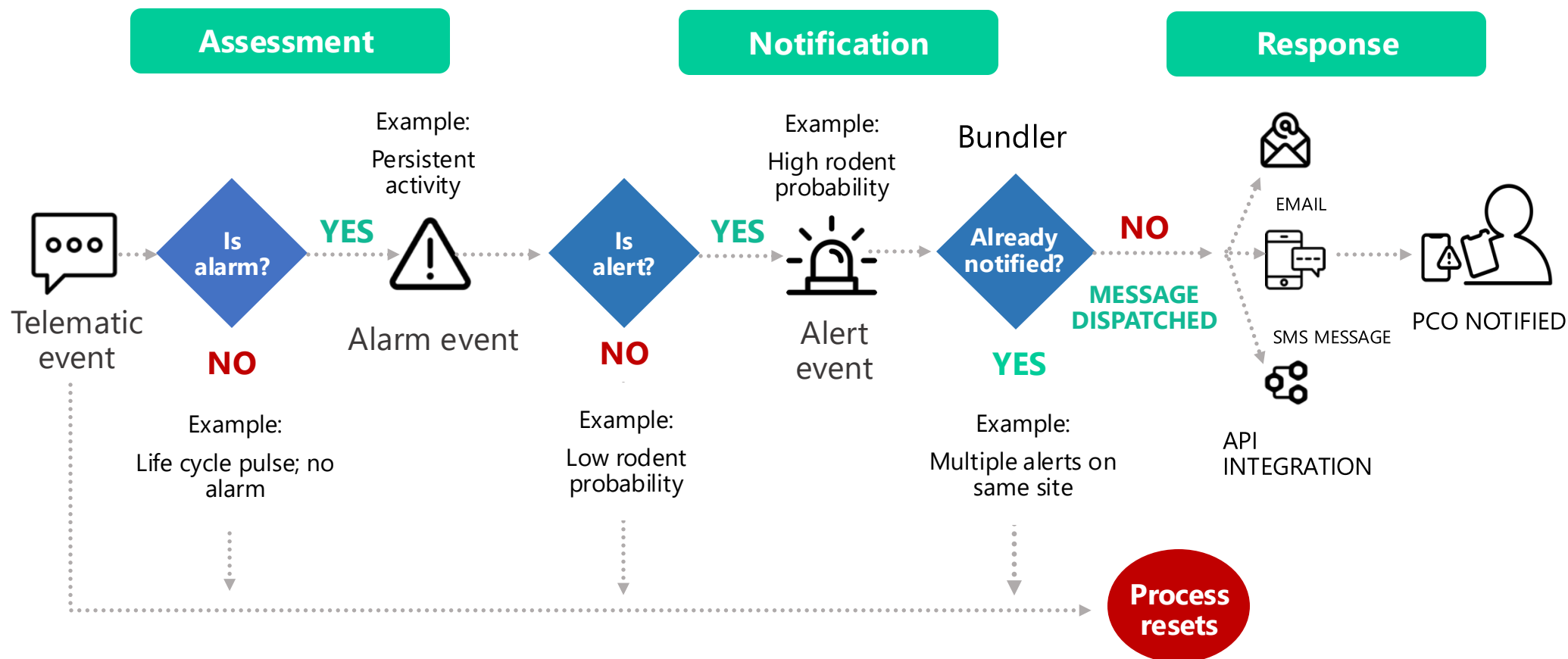
Dr. Bobby Corrigan
Consultant to NYC, Boston
Microshare board of advisors



How it works: Software not just sensors



EverSmart™ Rodent uses AI to determine if sensor event suggests the presence of a rodent or something else. We know products that rely on sensors alone tend to produce false positives. We assess our alarms in the cloud and, if rodent activity is the most likely source, only then send an alert.





Notification and integration options

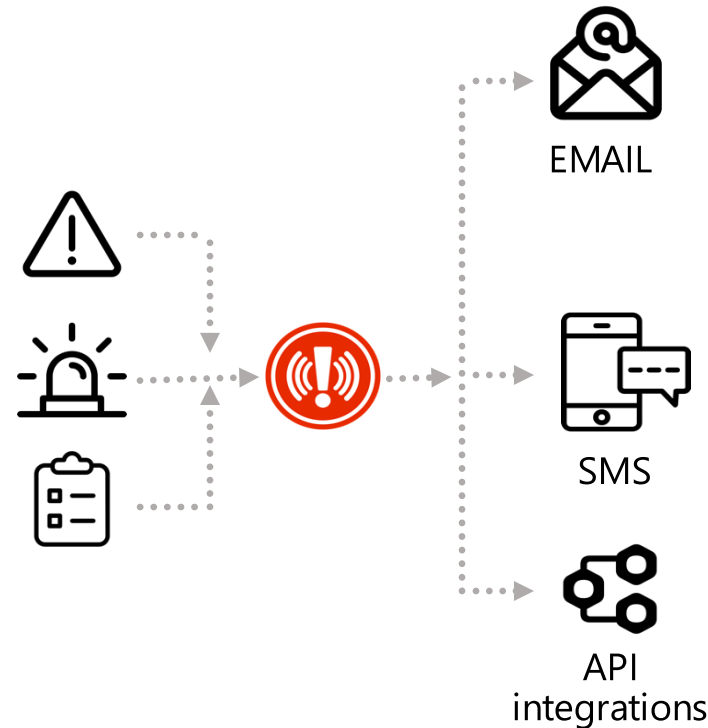


EverSmart client administrators (admins) use the EverSmart dashboard to configure notifications and choose techs and other staff to receive alerts from various deployed units or client sites. Or we can integrate with commercially popular CRMs. Here's how it works:

Once an alert has been assessed and triggered by EverSmart™ Rodent's AI algorithm, the system sends it to dedicated staff.

EverSmart™ Rodent notifies

- the right person
- with the right data
- at the right time.



Notifications of incidents and updates can be delivered as emails, SMS messages or via mobile apps such as React-M.

Alternatively, they can also be integrated using APIs into other CRMs like Clipboard, WorkWave, Field Routes, Capterra, Power BI or IBM Maximo.

Award-winning and proven at a national scale



Following a year-long pilot in Ireland involving 20,000 bait stations and traps monitored by Microshare® technology, our partner Elis Ireland **won top honors in the 2023 Operational Excellent Awards**. Some 30,000 now deployed in Ireland with a full rollout across Europe expected in 2025.

The product – Elis Connect, powered by Microshare® – has proven deeply disruptive, driving down costs and energy costs, driving up demand and revenue and allowing Elis Ireland to **win a bigger share of the market against larger competitors**.

“What Microshare have delivered is having a massive impact on our sector. Now, we can reduce our site visits and get accurate data to help us deliver a better more effective and sustainable service.”

▪ **Marc O'Connor**, Elis Ireland

- **Efficiency:** Switch commercial customers from routine site checks to on demand model puts fewer trucks on the road and heads off infestation with superior response times
- **Revenue & profit boost:** A steep increase in revenue and profit reflected by higher demand and 24/7 pricing adjustments.
- **Sustainability:** Fewer trucks means a lower energy spend and a 35% reduction in Scope 3 carbon emissions. The largest customers care about such things, and Elis won several new clients as a result.

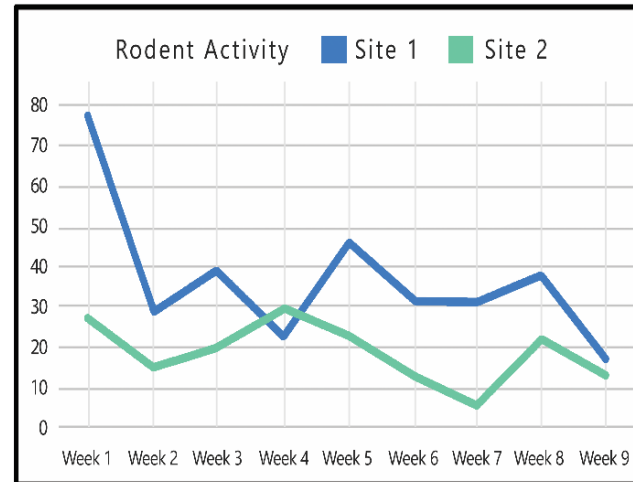
EverSmart™ Rodent: High performance on the streets of Philadelphia



Working with Aardvark Pest Management, we field tested EverSmart™ Rodent at two particularly difficult sites: a urban university campus cafeteria and the commercial kitchen in the inner city's largest hospital. The results?

The nine-week study reduced rodent activity at two sites:

- Site 1: Full-service cafeteria and kitchen setting in a major urban university campus. Rodent activity decreased by 56%, from an average of 41 instances per week to 18 instances.
- Site 2: Busy kitchen and cafeteria in a large urban hospital. Rodent activity decreased by 39%, from 23 instances per week to 14 instances.



'I have been just amazed, after decades in pest control dealing with rodents, at what EverSmart Rodent helped me to see. It literally kept me up at night getting my mind around it. But once I did, the results were a game changer.'

▪ **Marty Overline**, Founder, Aardvark Pest Management

White paper Download now!

A full-service university cafeteria showed **rodent activity decreased by 56%** in an eight week period

ever smart rodent

In their own words: Elis on the transformation of their business



Elis Ireland has taken a leading chunk of that country's Pest Control market by deploying Microshare's EverSmart™ Rodent sensors and software.

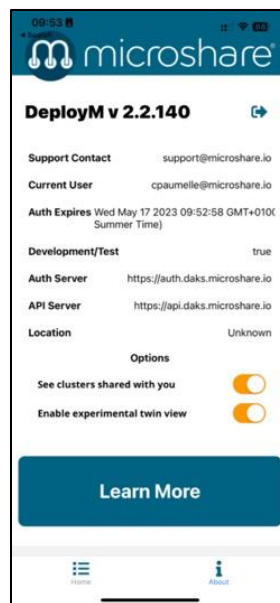
Watch the video and learn how they grew revenue, market share and won bigger customers while cutting labor and operating costs, carbon emissions and rodenticide use.



View the [Elis Connect powered by Microshare video](#) on YouTube



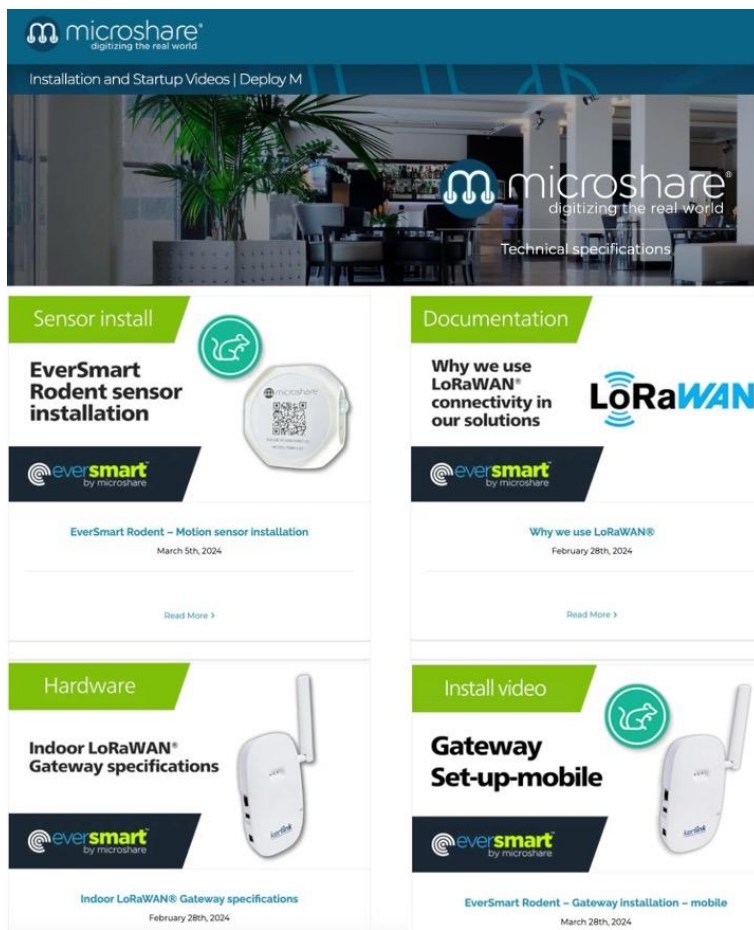
Sensor installation: Quick scan and twin with Deploy-M



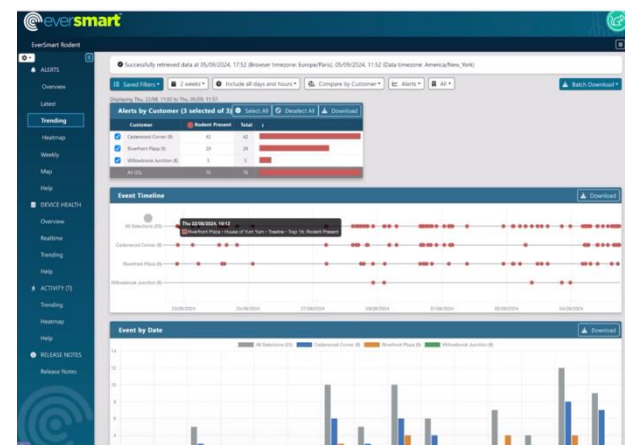
The Deploy-M mobile app enables installers to easily scan a sensor and associate it ("digitally twin it") to its installed location.



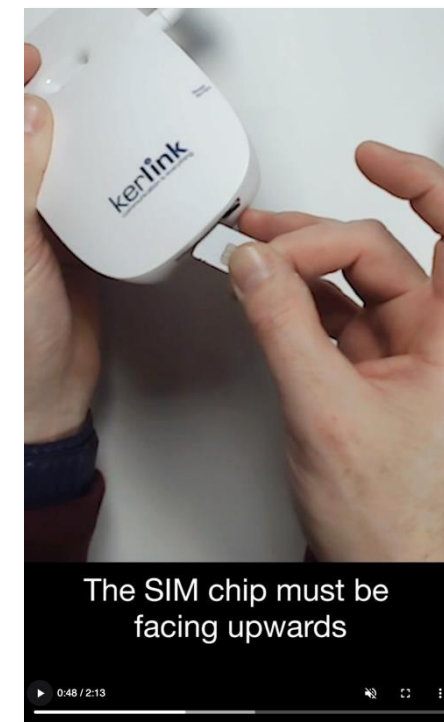
Video onboarding guides and dashboard demos



Digital twinning with Deploy-M



EverSmart Rodent dashboard demo



Gateway setup guide

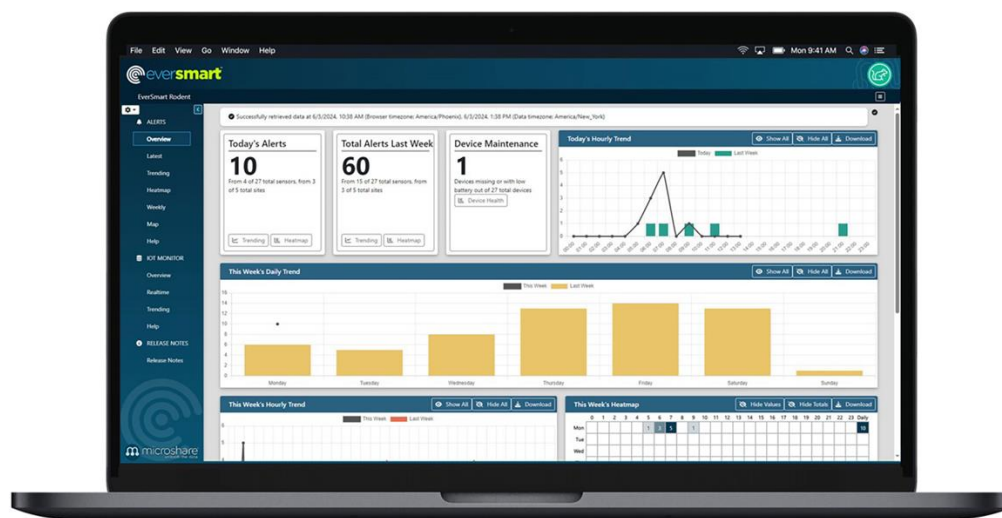


Dashboards and data analysis: Where the rubber meets the road



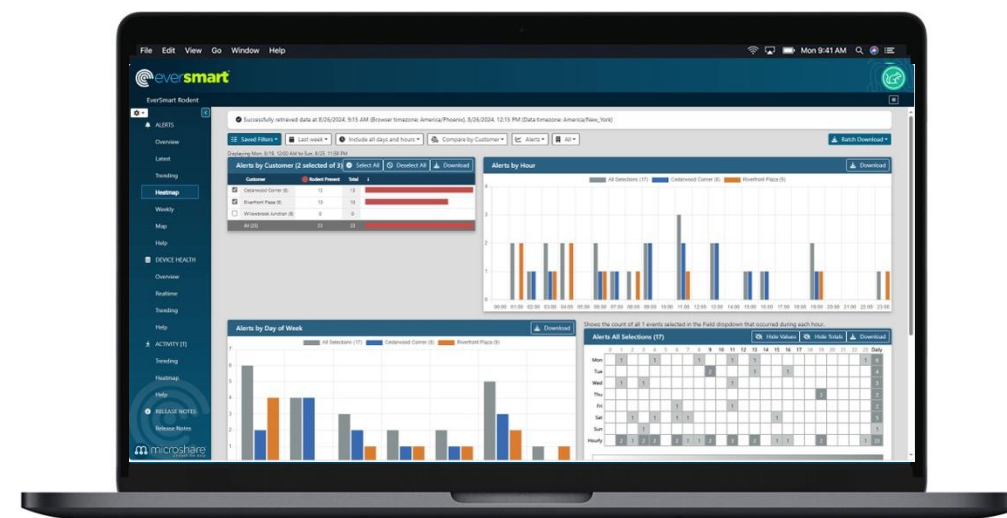
DASHBOARD HOME (default view)

- Today's alerts
- Total weekly alerts
- Device health
- Today's hourly trends
- Trends for the week
- Weekly heatmap



HEATMAP VIEW

- Traffic by hour
- Traffic by day
- Traffic by site
- Traffic by customer
- Traffic by customer sites
- Traffic by individual unit





Focusing in on specific customer sites

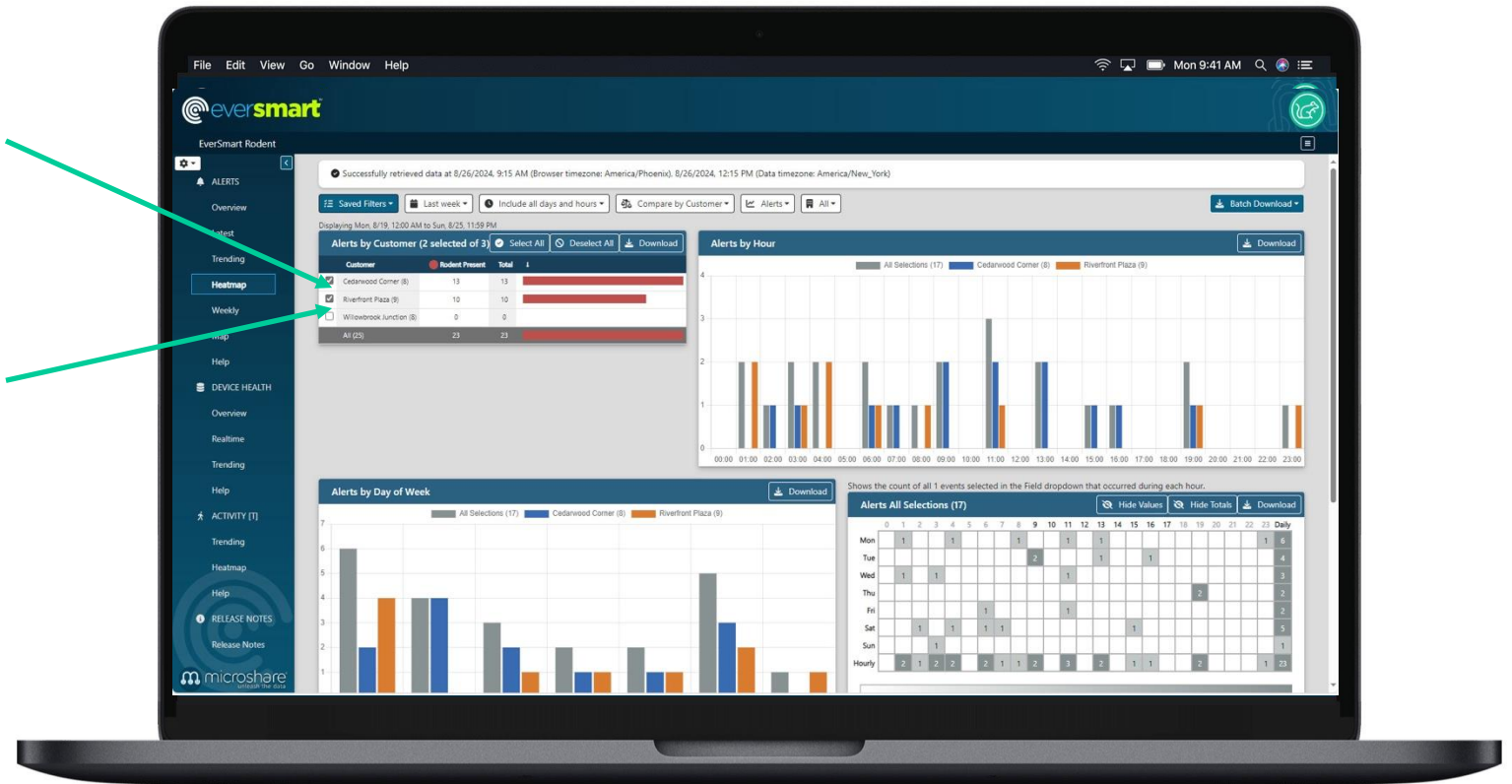


Looking at real-time, recent and historical data for a particular customer helps you understand the impact of things like days of the week, time of day, weather and seasonal changes. It also tells you which should probably be visited first.



Cedarwood Corner: More frequent and recent activity alerts

Riverside Plaza: Lower activity of late





Digging further: Right down to specific deployed sensors

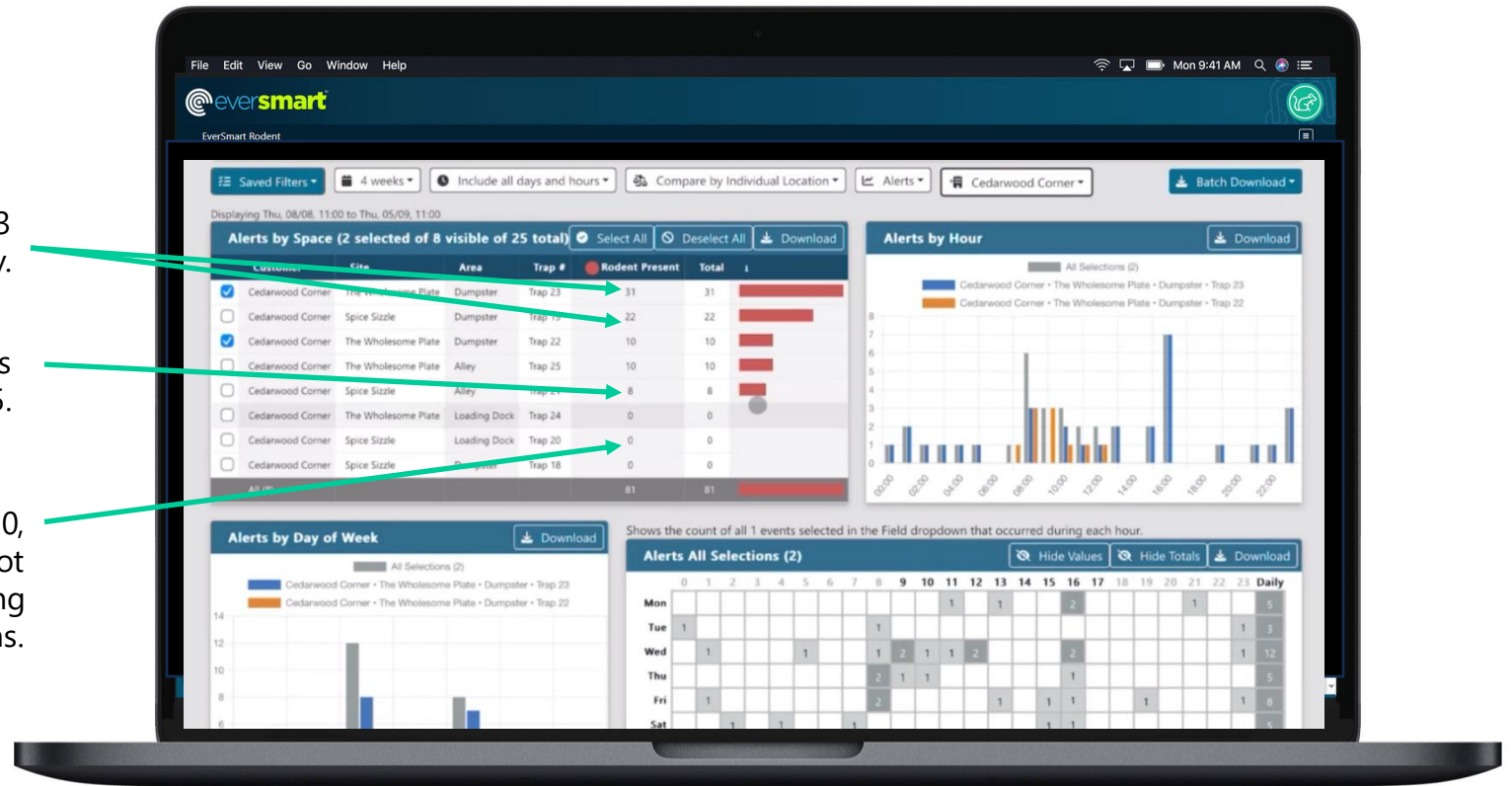


Here we're discovering which units on the PCOs Cedarwood Center site had the highest levels of activity which had none, a valuable bit of intelligence before the tech even hits the road.

At **Cedarwood Center**, units 23 and 19 have the most activity.

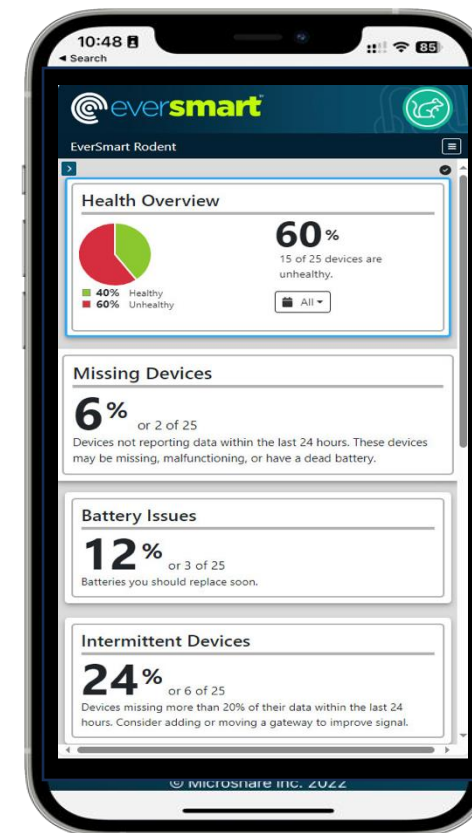
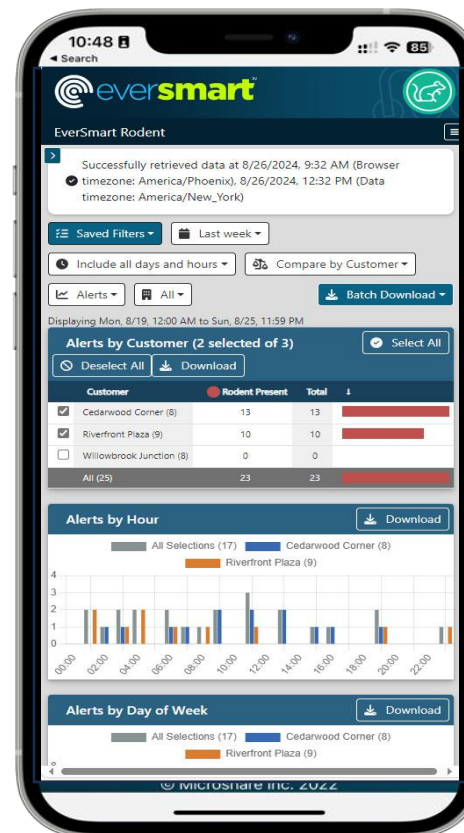
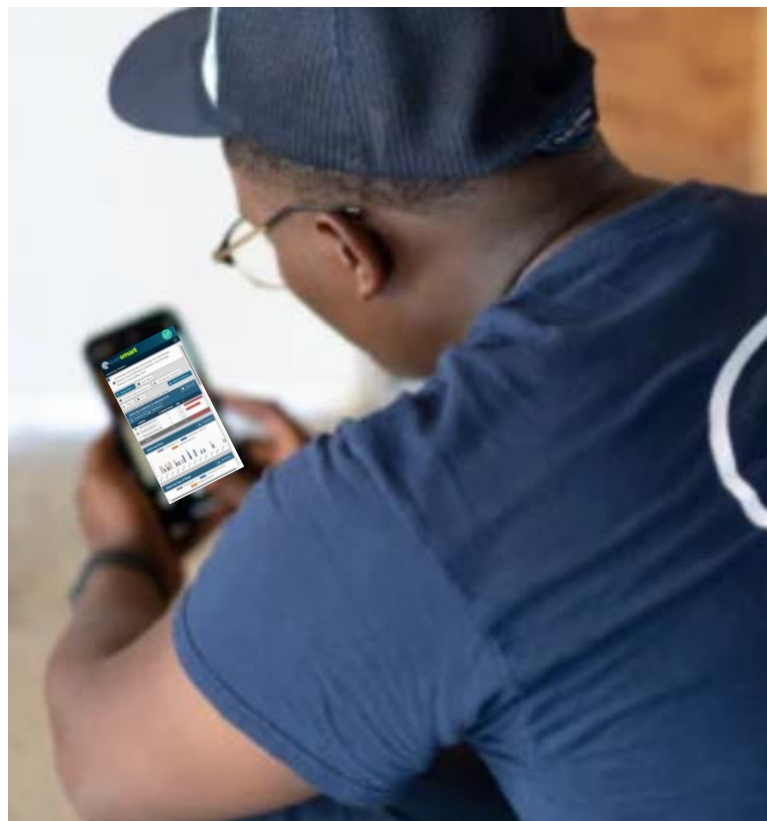
Moderate activity at units 21, 22, 25.

No activity at all at units 18, 20, 24, meaning the tech does not need to spend time checking those particular locations.





Dashboard data also available on your smart phone

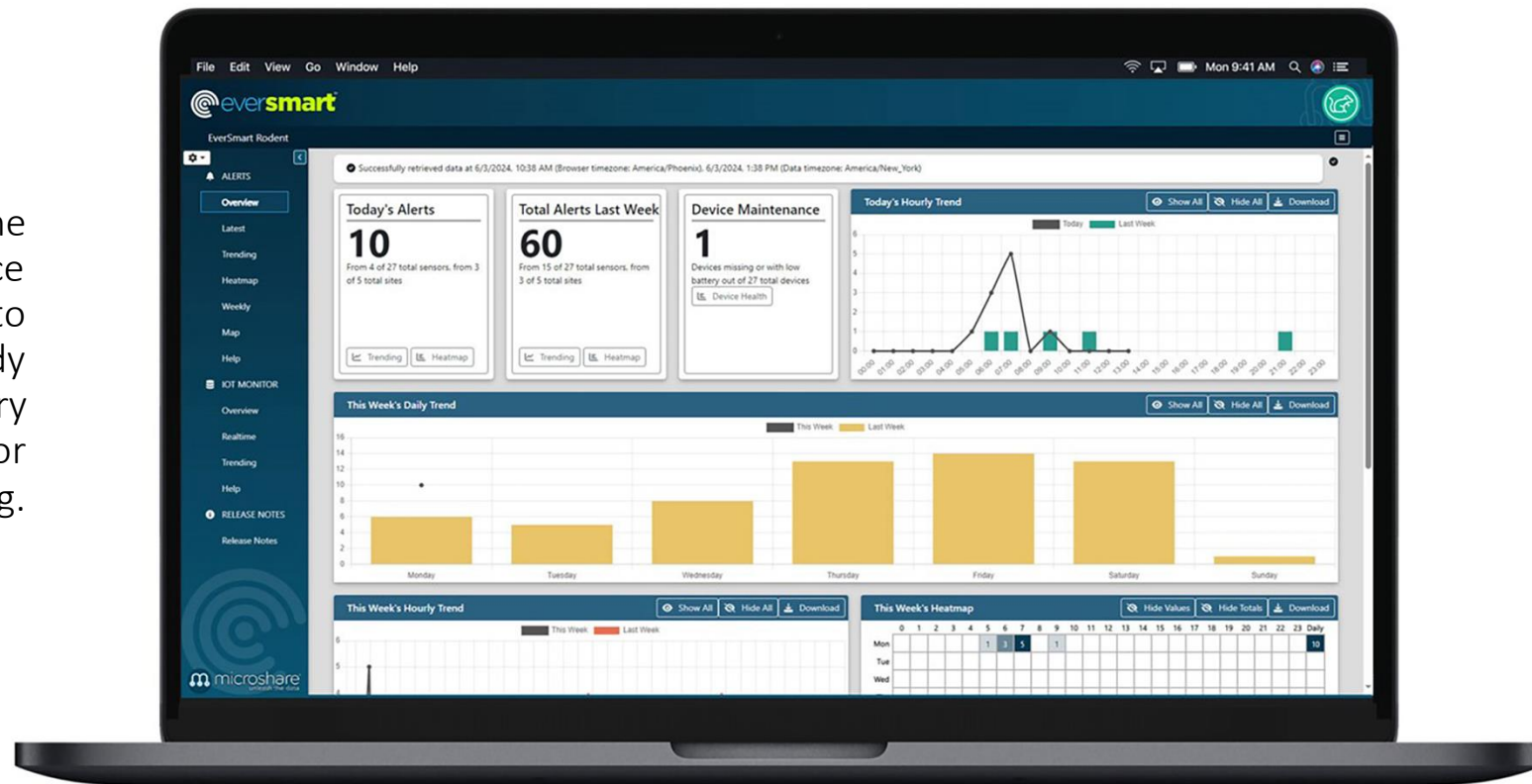




Device management: Battery life and online status



The Microshare[®] online dashboard monitors device help to enable PCO's to quickly identify and remedy devices that show low battery power, have a poor signal or may have gone missing.



About Microshare®

Microshare® is a digital transformation and data sharing company with customers around the world. Serving blue-chip clients in Pest Control, Airports, Hospitals, Stadiums, Universities, Warehousing and Commercial Real Estate.

We leverage data from Internet of Things (IoT) sensors and ingest them into our patent-pending EverSmart Alert Platform. Raw data is processed by our AI/ML algorithm into alerts that deliver the right notification to the right person at the right time.



Zurich
Airport

PELIAS®





Thank you



Philadelphia



London



Geneva



Boston

For more information on **EverSmart™ Rodent** or other Microshare products, contact us.



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