

J S POWER STRENGTHENS MARGINS AND CUSTOMER RELATIONSHIPS WITH SPITFIRE IOT SIMS

J S POWER LTD

J S Power Ltd specialises in the design, manufacture and service of high-specification diesel, biodiesel and hybrid generators.

With over 60 years of combined team experience, the company delivers bespoke power solutions across the UK and internationally, covering both permanent and portable machines.

Their services span generator commissioning, refurbishment, load testing, fuel polishing, thermal imaging and remote monitoring, all backed by technical expertise and project-level support, including high-voltage projects.

The Challenge

Remote monitoring of generators is a key part of J S Power's customer offering. Using DeepSea and WebNET gateways installed on site, the service team can track engine speed, battery voltage and other vital metrics, helping to identify issues before they escalate and giving customers peace of mind.

Until recently, this service relied on retail SIMs procured from major mobile operators, with data allowances of 500 MB to 1 GB.



Oliver Rawlings,
Project Coordinator,
J S Power

In practice, the monitoring units used only a fraction of this capacity. This resulted in wasted data, inflated operational costs, and reduced profit margins.

Because customers rarely examine the data themselves, it was also a difficult service to justify at a premium. As Oliver Rawlings, Project Coordinator, J S Power, outlines:

“Our customers don’t really look at the data directly because we monitor it for them. It was difficult to demonstrate the value of the remote monitoring service when the SIMs were so expensive.”

With monthly costs of £9–£15 per SIM, renewal rates suffered and the monitoring service became harder to sustain.

The Spitfire Solution

Spitfire introduced IoT SIMs, designed specifically for low-data, high-reliability applications like generator monitoring. J S Power only pays for the data each SIM consumes, eliminating wasted allowances.

“The cost savings are incredible, and integration into our system is seamless.”



Innovative • Flexible • Reliable • Supportive • Cost Effective



“Spitfire’s technical team showed us what information we needed to import and it was so simple to get going.”

J S Power also gained new flexibility: the refresh rate of monitoring data can be adjusted to balance visibility and cost. If needed, the company can cap usage to a target spend – often as little as £2 per SIM per month – without compromising service quality.

The operational benefits extend further:

- SIMs are delivered pre-configured in generators, meaning clients receive units ready to go.
- J S Power orders their SIMs in batches and installs them as and when required.
- Procurement is fast and straightforward, with Spitfire’s team on hand for immediate support.

Reliability

Reliability through coverage: with access to EE’s nationwide footprint, J S Power can confidently offer SIM-based monitoring even on remote sites.

Business Impact

- Cost efficiency: J S Power only pays for data actually consumed, cutting overheads by a significant margin.
- Higher profit per installation: Lower connectivity costs mean more revenue retained from each monitoring contract.
- Simplified renewals: Customers now see monitoring as affordable, boosting renewal rates and strengthening loyalty.
- Trusted partnership: Ongoing account management from Spitfire ensures transparent billing and responsive support.

Our customers are saving hundreds a year, which for small businesses is really significant. On larger sites with multiple generators it could be thousands.”



Looking ahead

J S Power currently monitors around 60–70 generators, with a plan to eventually migrate all SIM-based units to Spitfire. Even customers who previously used ethernet connections are now being offered mobile SIMs, thanks to the combination of reliable coverage, simple integration and low cost.

By aligning connectivity to actual usage, J S Power has made remote monitoring more affordable, more secure and more sustainable – strengthening both its margins and its customer relationships.



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