

CASE STUDY

Sonim XP Pro Thermal



Helping search and rescue teams see more clearly with the Sonim XP Pro Thermal

Turning a Rugged Device into a real operational advantage. When a UK reseller approached us looking for support on a specialist opportunity, the challenge was clear. Their customer, a search and rescue organisation operating in some of the toughest environments imaginable, needed technology that could do more than simply survive harsh conditions.

They needed a device that could help teams make faster decisions, navigate safely and locate people, or animals

more effectively when visibility was poor and every second mattered.

Rather than positioning another rugged handset on specifications alone, we helped the reseller build a solution-led conversation.

The answer was the Sonim XP Pro Thermal.

THE CHALLENGE

Finding a heat signature is not the same as finding the right target.

Search and rescue teams often work in environments where visibility is compromised, in areas such as dense woodland, snowfields, collapsed structures, disaster zones and night-time terrain.

Thermal imaging is valuable in these situations, because it highlights heat signatures that may otherwise go unnoticed. But thermal imaging on its own can also create uncertainty.

A glowing heat source does not automatically tell a rescuer what they are looking at

It could be:

- ✓ A missing person
- ✓ An animal
- ✓ A vehicle engine
- ✓ A heat retaining rock
- ✓ A fire risk
- ✓ Debris still holding warmth

Without visible context, rescue teams can waste valuable time investigating false positives or moving towards targets without understanding the surrounding hazards.

The reseller understood the technical capabilities of the device, but needed help translating those features into a message that would resonate operationally with the customer.

OUR APPROACH

Focus on the outcome, not the spec sheet

We worked closely with the reseller to shift the conversation away from rugged hardware features and towards real-world performance.

The key differentiator was the Sonim XP Pro Thermals blending mode, also known as alpha blending. This feature allows users to overlay the thermal image onto the visible camera image, adjusting the intensity depending on the environment and task at hand. At lower blend levels, users can clearly see the surrounding scene while still identifying heat signatures.

At higher blend levels, the thermal view becomes dominant when maximum heat detection is needed. Rather than explaining this as a technical imaging feature, we helped the reseller simplify the message into something meaningful. 'Resecure teams can see both the heat source and the surrounding environment at the same time.' That single shift in positioning changed the conversation completely.

The solution in action

Through the reseller, the search and rescue customer deployed the SONIM XP Pro Thermal into operational field use.

The ability to blend thermal and visible imagery gave rescue teams a much clearer understanding of what they were seeing and where it was located. Instead of isolated heat signatures, teams could interpret heat in context.

In practical terms, that meant that they could identify heat signatures in relation to:

- ✓ Terrain and pathways
- ✓ Trees and woodland cover
- ✓ Rubble and debris
- ✓ Snowbanks
- ✓ Vehicles and structures
- ✓ Hazards and obstacles

The outline of a person hidden within the environment.

This significantly improved situational awareness in complex and low-visibility conditions.

The Outcome: Faster Target Identification, Faster Response

For the end customer, the impact was immediate.

The blended imaging capability helped teams:

- Identify potential targets faster
- Reduce false positives
- Navigate more confidently towards heat sources
- Improve awareness of surrounding hazards
- Avoid missing individuals concealed by terrain or debris
- Operate more safely in low-visibility environments

In search and rescue operations, small delays can have serious consequences. By making scenes easier to interpret, the device helped teams respond more quickly and with greater confidence under pressure.

Why the opportunity worked for the reseller

This company succeeded because the reseller was able to move beyond a product-led sales approach.

With our support, they positioned the device as a practical solution to a clearly defined operational challenge.

'How do rescue teams identify heat sources while still understanding the environment around them?'

The outcome-focused positioning gave the reseller:

- ✓ A stronger customer conversation
- ✓ A clearer value proposition
- ✓ Greater credibility with the end user
- ✓ A repeatable use case for other public sector customers

Our role extended beyond product supply. By combining our technical understanding, channel expertise and practical sales support, we enabled the reseller to confidently demonstrate value where it mattered most.

THE OUTCOME

This project demonstrated how the right technology, paired with the right positioning, can solve operational challenges.

By helping the reseller focus on real-world outcomes, we transformed the SONIM XP Pro thermal from simply another rugged device into a pivotal tool for search and rescue operations.

The result was a solution that improved visibility, enhanced safety and supported faster decision-making in some of the most high-pressure situations and most demanding environments possible, while helping the reseller strengthen customer trust and win a valuable opportunity.

If your customers are looking for a specialist device that can withstand harsh environments, water, dust and drops, then we can help. Target new markets and conquer new challenges by adding our Sonim range to your portfolio.

Contact our b2b team to find out more

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