urban·io

5000+ IIoT Sensors   **250** Remote Locations   **500** Active SIMs

Data Gathered from IoT Smart Meters Transferred to Business Applications & Systems.

Urban.io is an Australian IoT company offering low-cost, industrial-grade IoT devices and sensors that transfer real-time data from building systems, spaces and other remote field assets.

Urban.io provides a wide range of sensors which help businesses improve maintenance activity, enhance fault response, and perform longitudinal analysis.

The Challenge

Urban.io was looking for an alternative to telecommunication providers to meet their IoT requirements.

Urban.io's existing telecommunication provider had significant technology architecture limitations. There were issues with frequent national and global outages and substandard customer service during these outage times.

In addition, Urban.io had to pay for inactive SIMs plus pay for data they didn't use because of the fixed data usage budget that was allocated to each SIM.

Urban.io set about searching for an IoT partner who offered:

- Easy integration
- Technical and operational flexibility
- Configuration customization options for differing commercial models
- Human technical support who respond quickly to requests and answer technical questions
- Amazon Web Services (AWS) built in to complement Urban.io existing AWS processes

About:
- Headquarters in Melbourne, Australia
- 11-50 Employees
- Information Technology and Services

Challenge:
Replace existing infrastructure

Solution:
Utilize EMnify technology to create a fully virtualized connectivity management system

Rob Cumming
CEO Urban.io

"EMnify provided us with direct access to its engineering experts so we could jointly design a solution which enabled us to continue innovating at both an operational and commercial level. Nothing has been too hard for the EMnify team, it is a pleasure to work with them"

EM*nify*

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The Solution

Urban.io decided to partner with EMnify for the following reasons:

- EMnify eliminates the need to for individual network operators in every country where devices are deployed. EMnify operates in over 180 countries and across 540 mobile networks.

- EMnify's RESTful API allows Urban.io to manage, activate and deactivate over a thousand SIMs as an integrated part of their existing business processes.

- EMnify guarantees that its devices and infrastructure components receive and maintain the best possible signal.

- EMnify offers a purpose-built and fully virtualized mobile core network; this core network enables unique features like virtual private device cloud using the AWS Transit Gateway, so data is not routed over the public internet.

- EMnify's dynamic Regional Internet Breakout (RIB) infrastructure enables data transfers while significantly reducing the ping time to a fraction of traditional MNO's latency.

- Data collected with EMnify can be displayed easily in a monitoring cloud platform, Urban.io's turnkey managed service.

Urban.io **manages over 1000 SIMs** integrated into their business processes

> *The team have been, and still are, invaluable. They are always there to help, nothing is too much trouble. Urban.io will be a customer for life with EMnify because of that experience.*

Rob Cumming, CEO of Urban.io

The Result

Gained a competitive edge
With EMnify's Data Streamer feature, Urban.io can leverage real-time information to monitor and manage events and incidents. This plays a vital role in the business model and maintaining a competitive edge.

Saved Money
Urban.io took EMnify on as exclusive IoT telecoms partner thanks to the large cost savings – EMnify's traffic pooling capabilities allows data usage aggregation across all active devices. This resulted in significant (40-50%) reduction in operating costs for Urban.io.

Full Control
EMnify gives Urban.io full control over its own virtual network, which can stand alone without any need for static configuration.

Flexibility
Unlike other providers which have laborious and rigid business models, EMnify was able to offer Urban.io a flexible business model to suit their exact needs.

Saved Time
From an operational perspective, Urban.io found it much easier to use and manage a platform which was extremely fast compared to their previous provider's three-tier web apps.

Cloud Service was a Perfect Fit
EMnify was able to provide cloud services that matched Urban.io's exact needs, including at a technical level since EMnify proved to be more flexible and easier to integrate than other solutions.

Customer Service
EMnify's dedicated customer service was a perfect fit. This was evident when the EMnify support team worked extensively with Urban.io by undertaking virtual workshops to diagnose and test issues so Urban.io could get their dynamic network configuration right.

EM*nify*