

EMnify

Case Study

Prepared for Urban.io



Urban.io

HQ: Melbourne, Australia

Employees: 11-50

Industry: Information Technology and Services



Challenge

Replace existing infrastructure



Solution

Utilize EMnify technology to create a fully virtualized connectivity management system

Urban.io Case Study

Urban.io, an Australian IoT company, provides a range of low-cost, industrial-grade IoT devices that provide real-time data from building systems, spaces and other remote field assets. Data from these devices is collected and displayed in a monitoring cloud platform as a turnkey-managed service.

The company has eight different types of sensors which measure light, humidity, temperature, vibration, utility consumption, the state of a motor or alarm, flooding and motion.

These have a variety of use cases for everything from helping businesses improve maintenance, enhancing fault response and performing longitudinal analysis.

Its entire software platform runs on Amazon Web Services (AWS), and the company wanted an IoT connectivity partner that could complement its existing processes.

EMnify



● Problem

Urban.io found that existing telecommunications providers have significant limitations and constraints in their technology architecture, with many still suffering from a background of legacy physical infrastructure. These limitations made them the wrong choice when working with and integrating with cloud networks.

The company wanted a provider that could offer easy integration alongside flexibility in technical, operational and commercial models. It was also important to Urban.io that it could get direct access to human technical support that could conclusively, and quickly, respond to requests and answer technical queries.

Urban.io had found problems with its previous provider's service which experienced frequent outages, nationally and globally, and substandard customer service during these times. Furthermore, Urban.io found itself paying for dormant SIMs and underuse of data due to the fixed data consumption budget allocated to each SIM, with no data pooling between SIMs possible.



EMnify is a 21st-century organization with technical expertise in leading-edge telecoms networking in the cloud. In addition, 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.

– Rob Cumming, CEO of Urban.io



● Solution

After performing due diligence on all the connectivity partners available to them on the market, Urban.io decided to partner with EMnify. The German-based connectivity provider develops technologies that support cellular IoT products and services worldwide. The company was founded to serve the growing needs of developers and enterprises who require secure, global connectivity for IoT/M2M applications.

The multi-carrier EMnify SIM can operate instantly in over 180 countries and across 540 mobile networks. This eliminates the need to swap SIM cards and deal with individual network operators in every country where devices are deployed, while also use of the best local network where and when available.

EMnify enables Urban.io devices to benefit from a purpose-built and fully virtualized mobile core network that, in turn, enables unique features like virtual private device cloud and dynamic regional Internet breakouts. EMnify's RESTful API allows Urban.io to manage, activate and deactivate over 1,000 SIMs, with scope for much more, as an integrated part of their existing business processes.

Thanks to EMnify, Urban.io can connect to cellular network providers from all around the world. EMnify's multi-carrier service enables the company to connect to more network operators per country and guarantees that its devices and infrastructure components receive and maintain the best possible signal.



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



Result

The EMnify platform provides Urban.io with control over connectivity and provides the company, and its users, with a high level of data security through EMnify Cloud Connect which integrates EMnify's Core network with Urban.io virtual private cloud using the AWS Transit Gateway, so data does not pass any public internet. Through EMnify's Data Streamer feature, they are able to leverage real-time information to monitor and manage events and incidents, which play a vital role in their business model and maintaining a competitive edge.

EMnify gives Urban.io full control over its own virtual network, which can stand alone without any need for static configuration. The company also benefits from EMnify's traffic pooling capabilities which allowed the aggregation of data usage across all its active devices.

EMnify was able to provide cloud services that matched the company's exact needs, including at a technical level since it proved to be more flexible and easier to integrate than other solutions. From an operational perspective, Urban.io found it much easier to use and manage a platform which was superfast and made the previous provider's three-tier web apps a distant memory.

The company found EMnify to be the perfect fit commercially as well, unlike other providers with laborious and rigid business models. EMnify was able to offer Urban.io a flexible business model to suit its exact needs.

With dedicated customer support high on the priority list, Urban.io found EMnify to be the perfect fit. This became clear when Urban.io wanted to get its dynamic network configuration right; the EMnify support team undertook a series of virtual workshops with Urban.io to diagnose and test the issues. EMnify worked with the company extensively until the configuration was perfect and did so without any additional charge.

Urban.io expects operational costs to reduce by a minimum of 40–50% as a result of the partnership. For this reason, the company has made plans for a complete roll-out with EMnify and decided to take the company on as exclusive IoT telecoms partner.



About EMnify:

EMnify is a Software-as-a-Service (SaaS) company, revolutionizing cellular Internet of Things (IoT). Our connectivity management service provides mobile network operators, enterprises, and developers globally with technology connecting 'things'. The first to provide a mobile core infrastructure as a cloud service, EMnify enables secure, reliable and scalable connectivity, in ways previously impossible. EMnify leads the way towards a future without communication barriers. Today we serve customers from more than 70 countries, enabling innovative business models and IoT use cases across the globe.