

URBAN SENSING

CUSTOMER CASE STUDY

A traffic management solution with an uninterrupted data relay, working day and night to ensure a city stays safe, smart and connected.

STAYING CONNECTED

Urban Sensing manufactures counting systems, all of which are exposed to outdoor and sometimes harsh environments. It was with this in mind that they knew they needed a SIM card solution that was not only adaptable, but also wasn't going to let them down.

They had previously been using SIM cards from O2, which meant if the network had a system failure then the SIM cards would be completely out of action. It was after one of these blackouts that Urban Sensing decided to look for a multi-network solution that would limit the risk factor. It was this multi-network need and the fact that [Global M2M SIM](#) was able to offer personal and timely customer service, that led them to purchase SIM cards for their UK devices and some additional cards for devices that are about to launch in Barcelona.

THE SMART CITY SOLUTION

[Urban Sensing](#) is an innovative organisation focusing on the 'Internet of Things' and the critical elements required for a complete Smart City solution. They offer a wide range of IoT data solutions for tracking things such as indoor and outdoor footfall, automatic passenger and vehicle counting and data acquisition sensors for Smart Cities in the UK and Internationally.



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Within the traffic management policy of the city, there was a need for a reliable vehicle counting system; using sophisticated sensors tied to data collection in real time, that helped to monitor the build-up of the city's traffic. Not surprisingly, the capturing and relaying of this information needed to be uninterrupted, working both day and night, otherwise the safety and visibility of road traffic becomes a threat. Global M2M SIM was able to offer a solution that Urban Sensing and the city of Barcelona could depend upon.

Prior to using Global M2M SIM, Urban Sensing would have also had to ask international clients to provide their own SIM cards for the devices, as they were not able to offer a multi-network solution overseas. This is not an issue with Global M2M SIM and all cards can be used internationally as well as in the UK with the same effect.

"We are really pleased with the relationship with Global M2M SIM, it means we are able to supply our product in the UK and internationally as a whole unit. We no longer have to ask for client input on the SIM cards and the support we get from Global M2M SIM is always very personal and timely. We will certainly be purchasing more SIM cards as we grow and look forward to a continued relationship."

- David Collins, Director Urban Sensing

THE BENEFITS

-  A multi-network solution that limits blackouts and disruption
-  Cost effective international solution
-  Timely and personal customer service approach
-  Simple, easy-to-use and allows Urban Sensing to supply its devices with a SIM card already fitted
-  Allows for growth into international markets



Global M2M SIMs values are Integrity, Honesty and Truth. We do our best to do what we say we will do and ensure that our products and services will suit your requirements.

We strive to offer a personal service in an "impersonal industry".

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