



# National Narrowband Network Co (NNNCo)



The National Narrowband Network Co (NNNCo) is Australia's longest-running LoRaWAN network operator with a carrier licence, providing a scalable IoT network service and platform to enable enterprise-grade solutions for businesses and government.

## What

Early in 2020, NNNCo won the contract to provide IoT network connectivity to some 600 farms participating in Agriculture Victoria's two-year IoT technology testing program. The trial seeks to address the lack of connectivity that frequently prevents farms from realising the potential of IoT to help improve productivity, efficiency and sustainability.

## How

To work within the project's exceptionally tight budget, NNNCo needed a partner with not just the regional coverage and technical knowhow to set up the network, but the ability to perform non-IT engineering in a 'non-carpeted' environment – and all as a productised service. Tony Tilbrook, NNNCo's CTO/COO, didn't hesitate to contact Best Technology Services. 'I'd worked with Best a number of times before and they have the most professional attitude you could wish for,' says Tony. 'Best's willingness to provide standardised pricing gave us predictability in terms of costs and time. It was an ideal solution which dramatically reduced the cost blowout risks associated with standard hourly rate practice.'





## CASE STUDY

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#### Result



Because Best has the size of engineering workforce and the ability to undertake projects at scale, partners such as NNNCo can enjoy predictable outcomes. 'We're now 25 per cent of the way through installing the network and it's all gone according to plan. As always when working in the field, there have been some complexities and we've addressed these with Best in a collaborative manner,' continues Tony. 'The Agriculture Victoria region of 5,000 km<sup>2</sup> represents 30 per cent of Australia's food bowl. The trial area represents 70 per cent of that, so the correct and efficient installation of the network – the whole backbone of the platform – is vitally important. Best's undeniable expertise and "first visit outcome" approach have instilled confidence across the board.'

But Best went even further, says Tony. 'Best offered to take on the supply of installation materials and for us, that was a really efficient way to work. By taking on the responsibility of sourcing the components, they removed the burden from us and added real value in the process.'

NNNCo couldn't be happier with their partnership with Best. 'Agriculture Victoria is delighted with the progress of installation and we're so impressed with Best's pricing model that we're taking it into other projects,' concludes Tony. 'We've got the conviction to price accordingly and know we won't get burnt.'

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