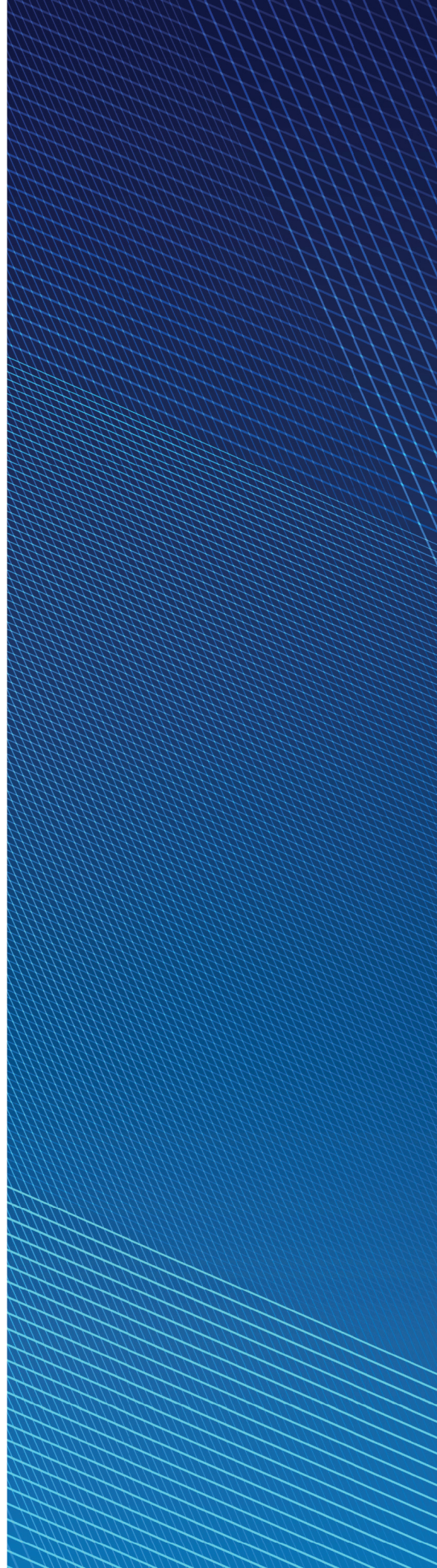


# UNABIZ RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the Asia-Pacific Internet of Things solutions industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. UnaBiz excels in many of the criteria in the Internet of Things solutions space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### UnaBiz: A Trailblazing Market Leader

Founded in 2016 and headquartered in Singapore, UnaBiz is a Massive Internet of Things (IoT) service

*“Driven by market demand, the company continuously upgraded its capabilities, establishing its leadership in designing and manufacturing sensors and device integration and management (with its middleware platform UnaConnect). As the new owner of Sigfox 0G technology backed by the expertise of over 100 in-house engineers and backend specialists in LPWAN technologies combined, UnaBiz continue to build its IoT connectivity prowess and has become one of the few companies with comprehensive domain expertise for effectively developing and deploying end-to-end IoT solutions.”*

**- Rubini Kamal**  
**Best Practices Research Analyst**

provider and integrator offering end-to-end solutions and services for smart utilities, smart facilities and building management, smart logistics and supply chain, and security verticals. The company specializes in deploying and managing large-scale IoT networks and devices, providing the brass tacks (hardware [sensors], network connectivity, device management platform, and software [through partnership]). Its cutting-edge solutions allow end customers to leverage their smart devices (e.g., utility meters, environment monitors, or asset trackers) to enhance business efficiency, optimize energy, reduce costs, and boost profitability.

As an industry pioneer, UnaBiz leverages its cutting-edge technology to build the IoT ecosystem. It also drives IoT adoption by promoting low-power wide-area network technologies (LPWAN),

designing and manufacturing sensors, establishing best practices for effective deployment, and developing customized solutions. The company's extensive domain knowledge acquired over the years, exceptional technological capabilities, customer-centric business strategy, and proven track record of successful IoT solution deployments favorably position it as a preferred partner. In 2022, UnaBiz acquired Sigfox 0G technology, a French global zero generation (0G) network technology. One of the industry-leading unlicensed LPWAN standards, Sigfox's 0G network leverages radio frequencies to communicate devices over long distances at low cost and with ultra-low power consumption. UnaBiz, therefore, inherited an extensive network spanning 75 countries, strengthening its vision of delivering Massive IoT and boosting its growth potential.

### ***Driving Convergence for Best-in-Class Solutions***

UnaBiz began operations as a Sigfox network operator in Singapore and Taiwan, providing unlicensed LPWAN connectivity solutions for IoT devices to enable businesses to benefit from IoT connectivity. Driven by market demand, the company continuously upgraded its capabilities, establishing its leadership in designing and manufacturing sensors and device integration and management (with its middleware platform UnaConnect). As the new owner of Sigfox 0G technology backed by the expertise of over 100 in-house engineers and backend specialists in LPWAN technologies combined, UnaBiz continues to build its IoT connectivity prowess and has become one of the few companies with comprehensive domain expertise for effectively developing and deploying end-to-end IoT solutions.

UnaBiz has earned a sterling reputation supporting its customers' paths toward their objectives by facilitating the best-suited solutions for their unique needs. Adopting a non-adversarial approach, UnaBiz leverages its deep understanding of various business verticals and collaborates with a range of internal and external stakeholders to build successful use cases. The company employs a hybrid of network communication technologies including LoRaWAN and LTE-M, in addition to Sigfox, offering customers the best connectivity solutions, ensuring successful IoT implementation. Since acquiring Sigfox, UnaBiz has increasingly focused on convergence and integrating competing technologies to provide customers with the most ideal and cost-effective solutions to optimize efficiency and promote business growth. In 2023, UnaBiz formed a strategic alliance with Semtech, the owner of LoRa® to enable Sigfox 0G technology on Semtech's LoRa Edge™ and the next generation LoRa Connect™ platforms. This ground-breaking move signals a paradigm shift in the future of LPWANs.<sup>1</sup> UnaBiz also announced several partnerships with competing LPWAN operator LoRaWAN partners (i.e., Lorient, The Things Industries, Senet, and Actility) to integrate its platforms and joined the LoRa Alliance®. Besides on the network and platform level, the company is driving device convergence by opening up the Sigfox library to the developer community, enabling the development of highly customized and cost and energy-optimized hybrid IoT devices and applications.<sup>2</sup> Next, UnaBiz is working on convergence on the sensor level, further promoting its vision of facilitating seamless interoperability (a key challenge in IoT), allowing customers to choose different technologies, devices, and systems, and creating hybrid solutions that fit the purpose.

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<sup>1</sup> <https://www.unabiz.com/semtech-unabiz-integrate-sigfox-0g-technology-lora-platforms/>

<sup>2</sup> <https://www.unabiz.com/unabiz-opens-sigfox-0g-technology-device-library-to-drive-technology-convergence-and-massive-iot/>

## Positioned for Growth

In 2022, UnaBiz announced it had raised another \$25 million in a Series B funding round and will channel it to dynamic initiatives, strengthening its value proposition and spurring future growth.<sup>3</sup> Besides persistent efforts to expand its global footprint, the company invests in research and development to further reduce costs for adopting the 5G global network to boost its position as the most cost-efficient technology to deploy massive IoT solutions. The company's research and development team is also working on delivering sovereign cloud solutions to expand into new markets. Furthermore, UnaBiz is investing heavily in sustainability-driven projects, including developing energy-optimized sensors (to

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lengthen lifecycle and reduce carbon footprint) and additionally optimizing the low-power, energy-efficient Sigfox network, leveraging over 220 patents inherited through the acquisition to help its customers to reduce their energy consumption further and achieve their environmental sustainability goals. UnaBiz is also working on building more intelligence and improving the analytical capabilities of its middleware platform to offer customers valuable insights from IoT-generated data (and to promote its net recurring revenue).

UnaBiz has great potential to become a key player in the global IoT solutions industry. Since its inception, the company has expanded its operations to Taiwan (its

hardware hub), Japan, France (Paris and Toulouse), and Spain. It has deployed 12 million connected devices, including close to 1 million devices in facilities and building management, more than 2 million devices in supply chain and logistics, and over 2.6 million in utility management. The company has also secured numerous successful use cases for stolen vehicle recovery, smart water metering, cold chain monitoring, and asset management across the globe. The company's impressive growth momentum and trajectory result from its customer-centric approach, innovative technology, and exceptional operational strategies, earning its clients' trust and loyalty and enabling it to capture more market share. Frost & Sullivan believes the company is well-positioned to drive the IoT solutions space into its next growth phase and sustain its innovative edge in the coming years.

## Conclusion

Challenges such as high costs and lack of interoperability hinder the adoption of Internet of Things (IoT) solutions. Hence, providers must help businesses integrate IoT solutions and design and deploy the best-suited solutions to optimize their market impact. Adopting a non-adversarial approach, UnaBiz collaborates with a range of par to provide customers with the best-in-class solutions. Through its convergence strategy, UnaBiz strategically partners with external stakeholders, facilitating seamless interoperability of its technologies to offer customers the freedom to choose the best networks, devices, sensors, and platforms to fit their needs. The company demonstrates high-growth potential due to its

<sup>3</sup> <https://www.unabiz.com/unabiz-raises-25-million-series-b-funding-sparx-group/>

proven track record across various industries, robust financial backing, and continuous innovative edge. The company's recent acquisition of Sigfox, one of the industry-leading unlicensed LPWAN standards, and continued investment in research and development to drive down costs, enhance its capabilities and promote sustainable solutions, is a testament to its leadership.

With its strong overall performance, UnaBiz earns Frost & Sullivan's 2023 Asia-Pacific Company of the Year Award in the Internet of Things solutions industry.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:** Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

