Driving smart city innovation

SenSen Networks leverages CenturyLink Cloud® to
expand the reach of its AI-powered smart city applications

Overview

SenSen Networks is a market-leading provider of analytics and artificial intelligence (AI) software solutions that empower businesses to automate and improve the speed and accuracy of their decision-making processes. Founded in 2006 and based in Australia, the company's proprietary cloud-based AI software platform (SenDISA) has been widely deployed in smart city applications such as parking operations, casino gaming and facilities management.

SenSen Networks: Empowering smart cities with disruptive software solutions

The SenDISA software combines video intelligence and AI data analytics into a highly scalable and configurable platform that delivers accurate and actionable insights for customers in Asia Pacific (APAC), Europe and North America.

SenSen Networks' efforts to expand its capabilities include its latest breakthrough GeminEYE app. The AI-powered application promises to offer city councils and authorities the convenience of access to asset management and real-time monitoring tools in a smartphone app.

As the company deploys even more innovative technologies to meet new market opportunities, it needed a reliable and highly flexible cloud platform and trusted partner to manage bandwidth needs in an efficient and cost-effective manner.

sensennetworks®
Making Cities Smarter

At a glance

Industry
Analytics and artificial intelligence software

Challenge
To succeed in a fast-changing digital landscape, SenSen Networks needed a reliable, scalable cloud infrastructure platform to support its IoT application growth

Solution
CenturyLink Cloud

"As smart city developments evolve, SenSen GeminEYE promises to be a game-changer to make cities safer and businesses more productive."

- Peter Larbalestier, Director, IT Systems, Sensen Networks

CenturyLink®

Finding a reliable cloud partner to accelerate business growth

With smart city technology gaining momentum worldwide, SenSen Networks is in a rapid growth phase. The technology and business development teams at SenSen understand the importance of partnering with a trusted technology leader to support business expansion initiatives.

"Accelerating time to market and having a modernized and efficient IT infrastructure was vital for us to roll out our smart city solutions with confidence," said Larbalestier, Director, IT Systems, Sensen Networks.

SenSen Networks required a scalable, highly elastic public cloud platform to host and rapidly deploy applications globally. Besides cloud flexibility, another consideration was having an IT infrastructure that was optimized to provide high availability and maximum uptime to ensure a differentiated customer experience.

Delivering product innovation on an enterprise-ready cloud

SenSen Networks was able to tap on the reliability of the CenturyLink Cloud infrastructure to maintain a high level of application performance without downtime.
With its comprehensive portfolio of technology solutions, CenturyLink proved to be well-positioned to support SenSen's growth aspirations.

Cost savings was another important factor: CenturyLink does not charge for any intra-node or inter-region data transfers contained within the platform, as compared to other public cloud service providers. This allowed SenSen to better manage the cost of their global environment. Furthermore, CenturyLink Cloud has a unique defense-in-depth (built-in, not bolted on) security approach with safeguards at multiple levels, which other cloud providers may charge for.

Realizing greater IT agility with improved uptime and cost control

The deployment of CenturyLink's cloud infrastructure at SenSen has scaled up by 400% since its initial deployment. Larbalestier explained: "As our application workloads evolve, our footprint with CenturyLink has continued to grow in support of our changing needs. CenturyLink Cloud platform gives us the agility needed to scale up our business with ease."

The CenturyLink Cloud data centers' Service Level Agreement (SLA) of 100% uptime availability on public/private network services and 99.99% uptime availability on virtual servers rank among industry leaders. So far, SenSen Networks has not experienced any downtime and continues to deliver uninterrupted service to its end-user customers.

Another advantage is the simplicity of the CenturyLink Cloud interface. With greater ease and control of virtual servers, SenSen's IT team can avoid the administrative hassle of managing computing resources.

"With the support of CenturyLink's engineers, our teams can focus on building a business strategy without being bogged down by infrastructure provisioning and management issues."

- Peter Larbalestier, Director, IT Systems, Sensen Networks

As a result, SenSen Networks did not have to devote resources to train or hire additional staff to manage its own infrastructure. The company is further supported by CenturyLink's team to mitigate the risks of data sovereignty, especially for public sector projects.

Future plans

Looking ahead, SenSen will continue to drive new innovative capabilities through its growing portfolio of smart city solutions—making its solutions more mobile and accessible to the everyday end-user across multiple markets.

"The outstanding support and prompt service responses provided by CenturyLink has been pivotal in enabling us to focus on driving new product innovation. It has been a great collaborative relationship, and I look forward to working closely with CenturyLink and its team of engineers to achieve our digital business vision."

- Peter Larbalestier, Director, IT Systems, Sensen Networks