



## Case Study

### **Monnit Corporation's Wireless Sensors Save Commercial Property Management Company's Fears of Heating Problems From Boiling Over**

*- Monnit's low-cost, reliable sensors provide an immediate Return-On-Investment by saving thousands of dollars in costly repairs -*

#### **Situation**

The winter of 2011 has seen record low temperatures and snowfall. The severe cold combined with the duration of the plummeting temperatures has caused a rash of problems in every industry across the United States.

#### **Challenge**

Southeast Michigan is in the lower peninsula of the state of Michigan. The largest city in the region is Detroit. With more than 4.4 million residents, Detroit is the eleventh largest city in the United States. The nine counties that make up Southeast Michigan boast a population of more than 5.3 million people.

The majority of Detroit and the surrounding area is comprised mainly of manufacturing, specifically the Big Three U.S. car manufacturers, General Motors, Ford and Chrysler. There are about 4,000 factories in the region and more than 81,000 people work in downtown Detroit.

Southeastern Michigan has a humid climate. Winters are typically very cold with nighttime temperatures routinely dropping below zero degrees with an average daytime temperature of 24.5 degrees. The region usually receives about 43 inches of snow each year, mainly between December and February.

Florida based ICARE Wireless ([www.icarewireless.com](http://www.icarewireless.com)) provides temperature monitoring solutions for buildings, condominiums, computer rooms and transformer rooms. The company specializes in monitoring for temperature, water, humidity, open and or closed doors, light and vibration in condominiums, residential homes, condo and building management companies, bank owned properties, lodging, restaurants, convenience stores, churches and schools.

ICARE Wireless provides indoor climate monitoring for one of the largest commercial property management company's in Detroit, the Farbman Group. Like many other commercial property management companies, the Farbman Group is looking for new solutions to better protect its assets, especially against the severe weather in the region this year.

#### **Solution**

"We recognized a tremendous need for a wireless sensor that could help our commercial property management clients monitor everything from frozen pipes and boiler failure to water leaks and open doors," said Paul MacDonald, CEO of ICARE Wireless. "I had been researching the wireless sensor network industry for over a year when I found Monnit, and after reviewing all of the information on their site, and speaking directly with the Monnit team, it became obvious that with the solutions they offer that they were the best company to partner with."

A recent report from the industry analyst firm ABI Research shows that the demand for wireless sensors is on the rise with chipset shipments expected to grow from nearly 10 million in 2009 to more than 645 million in 2015. Monnit's addressable market is about 15% of this overall market.

Monnit is the leader in low-cost, wireless sensors designed for commercial, industrial and consumer applications. Monnit's wireless sensors are designed to detect and monitor every function critical to business or personal life, including, the presence of light, water, humidity, temperature, movement and distress.

Monnit's WIT sensors are especially unique due to the sensor core design which allows for a very low cost per sensor, extensive sensors offering including water, temperature, motion, light, open/closed, humidity, to name a few as well as full integration with an online user application. Also, the sensor core has proprietary intellectual property that provides superb power management and best of class RF range.

No other company offers so many types of wireless sensors, at such a low cost, with such long battery life, that transmit over a comparable distance and which all tie in to a feature rich internet based software program that allows for easy configuring of the sensors and setting up of notifications to the sensors users.

ICARE Wireless is not alone in its desire to find a sensor that can alert them to potential problems. The need is to notify people when their assets may be in trouble or need attention is on the rise. Businesses want to know when there is a leak, whether it's water detected on a bathroom floor, a temperature spike in a freezer or cooler, a door or window being opened or left open or in ICARE Wireless's case whether or not a furnace or blower has stopped operating.

## Results

In 2010 ICARE Wireless partnered with Monnit and began reselling its wireless sensors to critical acclaim.

"Based off of our research we were blown away by Monnit's ability to provide everything we want and need from a wireless sensor," continued MacDonald. "Our first client installation was initially for twenty-one buildings and when the sensors detected three separate instances of boiler failure within the first two weeks saving them thousands of dollars in costly repairs, our client instantly realized the tremendous Return-on-Investment (ROI)."

ICARE Wireless has had a number of success stories since installing Monnit's wireless sensors at twenty-one Farbman Group buildings.

"One of the Farbman Groups buildings is a four-story office complex that had a boiler failure over a weekend," explained MacDonald. "Monnit's wireless temperature sensors immediately detected and alerted the maintenance staff that the temperature had dropped below a specified temperature. By the time the maintenance staff arrived at the building the indoor temperature had dropped to 34 degrees. If the staff had not been notified the building would have dropped below freezing and more than likely plumbing would have burst due to frozen pipes. Instead they were able to avoid the damage and fix the issue allowing employees that work at the office building to return to a warm office on Monday."

According to MacDonald, the Farbman Groups initial order was to have ICARE Wireless indoor climate monitor twenty-one of its properties. However, once the installation process started, and more specifically after the sensors caught these two instances of boiler failure, they saw first-hand how the sensors work and increased the order to install networks in over fifty properties of its properties.

"In another occasion, two separate instances were caught at a warehouse where heat failure allowed the temperature to drop to a level where the fire suppression system could freeze and potentially burst," said MacDonald. "These instances were caught immediately by the Monnit wireless temperature sensors and the maintenance staff was alerted in time to fix the heating issue before any damage occurred."

In a building the size of this warehouse, costs to repair frozen pipes would easily exceed tens of thousands of dollars.

“In yet another example of how Monnit sensors are being used by the Farbman Group, Bingham Farms, a high-end office building is now using Monnit’s wireless sensors in the mechanical penthouse suite as a fore-warning system,” said MacDonald. “The building had heating issues in the past where the penthouse suite’s temperature went from 80 degrees to 40 degrees within an hour. Maintenance will now be notified via Monnit’s alerting system and will be able to fix issues before any damage occurs.”

## Conclusion

Monnit’s wireless sensors help its customers and partners make fewer assumptions and minimize mistakes when balancing the temperature, humidity, light and a number of other variables. This ability allows users to save money and get better results while providing an immediate return-on-investment (ROI).

“Plain and simple, Monnit’s alert system notified our customers of impending danger and saved them tens of thousands of dollars in repairs due to frozen pipes,” concluded MacDonald. “ Now we’re exploring other markets and targets for installing Monnit’s sensors, including condominiums, auto dealerships and marinas with many more to come. I am most excited about placing a combination of Monnit sensors in school buses and daycare vans which will allow Monnit sensors to save lives and not just money.”

For more information about becoming a strategic partner or reseller of Monnit wireless sensors, call (801) 561-5555 or visit, [www.monnit.com](http://www.monnit.com).

## Additional Resources:

Facebook: <http://www.facebook.com/monnitsensors>

Twitter: <https://twitter.com/monnitsensors>

For more information about Monnit Wireless Sensors, contact us at 801-561-5555.

Visit us on the web at [www.monnit.com](http://www.monnit.com).



Monnit Corporation  
7304 South Cottonwood  
Suite #204  
Midvale, Utah 84047  
801-561-5555  
[www.monnit.com](http://www.monnit.com)