

# CIOReview

The Navigator for Enterprise Solutions

UTILITIES TECHNOLOGY SPECIAL

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## 20 Most Promising Utilities Technology Solution Providers 2016

Energy providers today are grappling with challenges of maintaining their ageing systems while catering to rising customer expectations. In the meantime, emerging trends such as distributed generation and Behind the Meter (BTM) on-site generation sources are having a greater impact on the landscape. This unrelenting pace of innovation in the utilities sector is dictating the requirement for solutions that augment efficient energy storage, mitigate the cybersecurity threats, and effectively reduce the need for costly infrastructure upgrades.

Meanwhile, the emergence of an increasingly decentralized and smarter power grid architecture, better known as the “Energy Cloud” is fast replacing the old infrastructure. Comprehensive solution providers that offer utility automation systems are keeping track of these new developments in the industry, and

are introducing innovative solutions for real-time management and optimization of production, transport, and delivery for utilities. The presence of thousands of solution providers offering advanced data driven application technologies and smart grid communications make it quite toilsome for the CIOs to zero in on the best solution for their enterprises.

To help CIOs in navigating the utilities technology landscape, CIOReview is presenting to you a special edition on the utilities technology. In our selection we have evaluated the vendor’s capability to fulfill needs of the utilities sector—both providers and consumers—through a wide array of solutions that support core business processes, including the integration of innovative technologies like big data, cloud and analytics.

In this edition of CIOReview, we bring to you “20 Most Promising Utilities Technology Solution Providers 2016.”



**Company:**  
Omni-ID

**Description:**  
Delivering comprehensive IoT-based asset tracking and material flow management solutions with their RFID and e-paper technologies

**Key Person:**  
Ed Nabrotzky  
Chief Solutions Officer

**Website:**  
[omni-id.com](http://omni-id.com)

# Omni-ID

## Smart Tagging in Harsh Environments



Ed Nabrotzky

**T**oday, the Internet of Things (IoT) revolution has redefined business-to-consumer (B2C) industries such as media, retail, and financial services. IoT is drastically transforming the ways we interact. However, its applications are not yet realized in utilities. “The concept of IoT is applicable to every industry, but to a large extent utilities have not utilized any of the IoT technologies,” begins Ed Nabrotzky, Chief Solutions Officer, Omni-ID.

From telephone and electric companies to oil & gas organizations, tracking assets is a challenge. New York based Omni-ID is steering the IoT revolution in utilities and helping these customers meet the challenge of connecting with their user base. The company delivers comprehensive asset tracking and material flow management solutions with their Radio Frequency Identification Devices (RFID) and e-paper technologies. “Creating smart assets that can be easily counted, inventoried, deployed and billed adds a lot of value. This is especially true when high value assets spread around wide areas or multiple yards like utilities

do. Adding to this automatic location detection, ability to track maintenance or replenishment information by asset, and enhanced anti-theft/counterfeit protection—you have a real interesting proposition,” says Nabrotzky.

Omni-ID’s RFID based solutions are specifically designed to meet the unique challenges faced by utility customers. From temperature

hundred feet) like docks, construction areas or yards. To ensure a seamless process, Omni-ID’s system solutions also include professional services and asset tracking software options.

In an instance, Saipem, a transporter for large industrial equipment was not able to manually track their assets due to cost and time constraints. The firm was in need of a durable asset tracking system.

“**Our rugged products are specifically designed for ship containers, utility poles, pipes, casings and trucks**”

extremes to corrosive materials and explosive atmosphere, the company uniquely offers active and passive products that are certified for use in hazardous environments. “Ruggedized product designs are a key to opening new markets. Our rugged products are specifically designed for ship containers, utility poles, pipes, casings and trucks,” remarks Nabrotzky. These products can easily read from long distances without moving gear or clearing debris from barcodes—which often cause safety issues. Many of their customers use both in a system which can survive in outdoor yards full of rain, snow, and ice.

Passive tags are used are used for relatively close area inventory counts or tracking movement through gates or portals. Whereas, active tags are used to locate assets over widely dispersed areas (up to several

Omni-ID stepped in with ATEX-compliant, passive UHF RFID tags, to meet the system requirements. In addition, Omni-ID and ACM-e SRL then worked with Saipem to pilot the asset tagging system across a number of offshore oil drilling bases. In the end, Omni-ID aided Saipem with tracking locations of their valuable assets while saving money and improving control.

Omni-ID’s auto-identification solutions for utilities are used to automatically track and manage assets, store certification information and flag inspection or maintenance cycles—all without any paperwork. Responding to emerging trends including utility product authenticity through anti-counterfeit programs, and developing flexible solutions for open mobility devices at the software level are key themes for Omni-ID going forward. **CR**