



Case Study

IoT Y2K Agri-Tech

Industry: Wildlife

Tootabi Hunting Safaris adopts a Y2K Agri-Tech Animal Monitor to track and capture data on one of its male buffalos at its Olifantskop Lodge in the Eastern Cape.

The Business Challenge

Apart from economic factors that are impacting the wildlife industry, diseases and animal demand form a large part of Tootabi's main challenges.

"We needed a solution that allowed us to monitor the animals' behaviour and capture data," explains Loodt Büchner, Tootabi International Relations Manager. "For health purposes, it was essential that we could get to them faster and deliver a healthy animal of value to client, and future game breeders."

About Tootabi Hunting Safaris

Built on privately-owned family land, Tootabi (meaning 'place of sweet honey') was founded in 2013 as a single hunting area and lodge. It has since expanded into covering over 1 000 000 acres of free-range terrain and operates six lodges and camps over five countries.

Tootabi is dedicated to environmentally conscious hunting activities, sustainable conservation and empowerment of local communities.

"The Y2K Animal Monitor is so much more efficient and it supersedes any other technology Tootabi has ever used before. We love everything about it and highly recommend it to any farmer who has a group or herd of animals."

Implementation

The Tootabi team have been using the Y2K Animal Monitor since the beginning of May 2018. **"We first practiced using the device on one of our horses,"** he explains. **"We then darted the buffalo, moved him to the reserve area, and placed the device on him rather effortlessly. It doesn't affect the animal at all - he doesn't even know it's there. It's brilliant."**


Büchner and his rangers then downloaded the Y2K IoT app on their smartphones, so that they could all track the animal. **"It was easy to install and navigate,"** he says. **"We all use the app with great efficiency."**

The Business Solution

Büchner was introduced to Y2K's animal tracking solution at the 2018 Wildlife Ranching South Africa (WRSA) Conference. He purchased one for one of Tootabi's male buffalos due to it being a high-value animal, and a social one.

"He runs in a herd of 50 other animals which means that if I track him, I track all of them," he says. **"They are worth a total value of between R10-15 million so knowing where to find the herd at any given time is hugely beneficial for my business."**

Thanks to the Y2K Animal Monitor, Büchner and his team are now able to monitor the buffalo's grazing patterns, track its movement, and monitor its temperature at all hours of the day.



"We are very happy with the way the Y2K Animal Tracker has performed, and would certainly consider investing in more - specially to track our rhinos in an anti-poaching effort."

Benefits

When it came to keeping tabs on their animals in the past, Büchner explains that Tootabi used cameras that proved to be expensive and difficult to monitor as they didn't track all areas that the animals would roam. They also had their rangers physically track the animal - which wasn't a viable solution.

"The Y2K Animal Monitor is so much more efficient and it supersedes any other technology Tootabi has ever used before," Büchner explains. **"While we still get the rangers to track the animals for anti-poaching purposes, the tracker is much more effective as we can check in with the animal in seconds through the Y2K IoT app that's very user-friendly. We love everything about it and highly recommend it to any farmer who has a group or herd of animals."**

Using the Y2K Animal Monitor has allowed Tootabi to:

- Set virtual boundaries on their buffalo - like geofencing watering holes - so they can collect data and notice behavioural patterns
- Monitor the buffalo and his herd's habitual activities like grazing, and predict when he is getting ill thanks to temperature control
- Promote the protection of the buffalo's herd
- Improve conservation efforts, tying in with Tootabi's philosophy

Additional Benefits

"Thanks to the Y2K Animal Tracker, I got a better insurance premium on the buffalo. Not only am I saving money, but thanks to the affordability of the Y2K Animal Monitor, I am saving all-round."

About Y2K

Innovation and insight combine in Y2K, a market leading end-to-end integrated ICT and telecommunications company. We have an enviable track record of meeting the needs of thousands of consumers, SMEs, large corporates, and public sector organisations. Thanks to our dedicated staff of more than 1 500 people - and our several hundred business partners countrywide - we set the benchmark for service delivery by connecting people through best-of-breed technology.

From data to voice, as well as cloud, business collaboration and conferencing tools, Y2K offers intelligent solutions that connect South Africans to the world, supporting entrepreneurs, customers and commerce, whilst practicing values of integrity, choice and service excellence in all of its dealings.