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IoT pioneer powers growth through skills and support

A forward-thinking technology company is proving that the Internet of Things (IoT) can unlock energy efficiency and smarter decision-making, thanks to its digital journey with Made Smarter.

Sustainable Smart Technologies, formerly IoT Horizon, based in Rawtenstall, helps businesses optimise the performance of their buildings by connecting, monitoring, and controlling key assets and systems. Its solutions give clients real-time visibility of how their spaces are used, enabling them to cut costs, reduce energy consumption, and improve occupant comfort.

Since partnering with Made Smarter, the business has accessed funding to develop its own commercially viable IoT platform and built a strong foundation of talent.

“Made Smarter didn’t just help us invest in our tech and grow our team,” said Managing Director Niamh Allen. “It laid the foundation for long-term partnerships, skills and leadership development and innovation.”

The Challenge

Founded in 2017 by Deyrick Allen, an experienced tech leader, Sustainable Smart Technologies set out to help businesses harness the power of IoT and data.

Having built its first environmental sensor, Deyrick and his daughter, Niamh, then sales director, needed help investing in the technology, getting the product to market, and embedding digital skills in the company.

Niamh explained: *“Like many early-stage businesses, we were rich in ideas but short on capital.”*

The Solution

In 2019 the business was one of the first to access Made Smarter, then a pilot programme testing the idea that SMEs needed financial backing to unlock digital transformation.

SST secured £20,000 towards a £93,000 technology project to further develop its custom-built sensors and analytics platform, Neronis®, equipping companies with tools to monitor energy use, occupancy patterns, and environmental conditions.

The funding supported integration with third-party technologies and the development of in-house sensors, making the platform more versatile and commercially scalable.

The company also engaged with Made Smarter’s digital internship programme which offers manufacturers the support of a student or recent graduate with specialised digital knowledge, on a funded, short-term placement.

In 2019, Kamran ‘Kammy’ Nawaz, a University of Manchester student, joined Sustainable Smart Technologies as an intern. Initially supporting a number of tech projects, Kammy quickly proved himself a valuable asset.

“Kammy’s short-term role evolved into a 4.5-year journey,” said Niamh. “He grew into a trusted and valued Operations Manager, taking charge of our largest and most complex installations.”

The Benefits

From start up to scale up, Sustainable Smart Technologies is reaping a multitude of benefits from its enduring relationship with Made Smarter.

Revenue has increased by 460% over the past six years, and the team has doubled in size to eight since 2019.

With energy costs rising and the demand for smart building solutions growing, the company continues to grow its platform and services, empowering businesses with clear, actionable insights.

Made Smarter’s digital internship programme not only helped the business find and develop a key team member, but also sparked a lasting partnership that has endured even after Kammy moved on to a new role.

Niamh explained: *“As a start up, bringing someone into a business carries financial risk, but the programme allowed us to assess if someone had the technical skills, the mindset, the work ethic, and if they were a good team fit. Kammy joined with a background in software, and we supported his transition into operations. While he has moved on, we still work closely with him as a partner. And we couldn’t be prouder of how far he’s come.”*

The internship also strengthened team dynamics within Sustainable Smart Technologies.

Niamh explained: *“Hosting an intern encouraged collaboration and mentorship within our team. Kammy’s presence enriched our team culture, fostering innovation and teamwork in a way that benefited the entire organisation.”*



As for Kammy, he now works as a Technical Field Manager for a company specialising in LoRaWAN technology, a field he first encountered during his internship.

“The internship helped me find my feet in the corporate world and transition into operations,” Kammy said. “It gave me a platform and helped me find my passion.”

The business also credits Made Smarter with helping it address wider digital skills gaps in the industrial and manufacturing sectors.

“There’s a real lack of knowledge around data science, robotics, design engineering, and systems integration,” said Niamh. “Made Smarter gives traditional businesses the tools and talent to evolve—whether that’s automating a paper process or connecting legacy systems.”

The Future

At a strategic level, Sustainable Smart Technologies continues to deepen its involvement in the programme, with founder Deyrick contributing insight from an SME perspective through the Made Smarter North West Steering Board.

He is encouraging other SMEs to take the same leap.

“Digital transformation isn’t about knowing everything,” said Deyrick. “It’s about being willing to try something new, and finding the right support to help you do that. Made Smarter gave us that support at a critical moment.”