

# Flex83 | Business Focus: Democratizing IoT

**IoT83's mission of lowering the cost, risk, and time to market for IoT, and enabling any business to realize the benefits of IoT.**



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## INTRODUCTION

Our mission at **IoT83** is to dramatically simplify IoT application creation while maintaining the highest professional-grade application standards. In effect, our goal is to “Democratize” IoT – making it possible for large or small businesses, with or without significant in-house engineering resources, to be able to successfully build, deploy, scale and support successful IoT applications. We believe that our approach in achieving this is highly differentiated and provides our customers with distinct business advantages over alternatives.

**Why IoT is Hard ?** IoT is fundamentally “hard” for **three** key reasons :

1

IoT applications tend be unique with diverse devices, data, business logic, and use-cases.

2

IoT “big data” software components are numerous and complex with steep learning curves.

3

IoT applications need be cost-efficient and run with an “Always-On” utility-grade reliability.

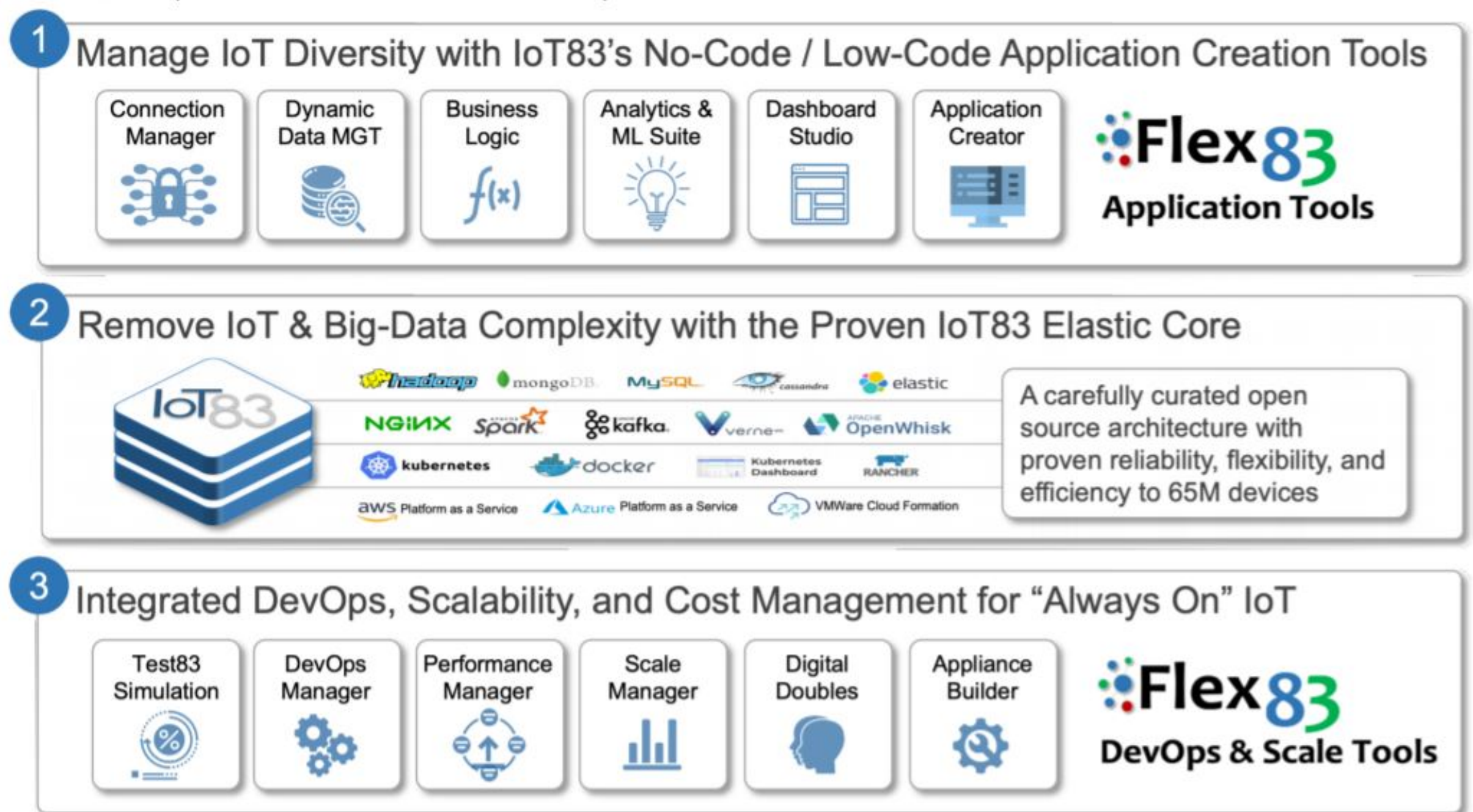
Because of this, without the support of a full-featured IoT platform, many IoT projects fail.

## The IoT83 Solution

Each of the IoT challenges above has been met head-on by adding best-of-breed application creation tools and workflows to enable the creation of custom IoT applications, by removing the underlying complexity with a full-featured and proven IoT elastic core, and by including a robust set of tools to manage IoT “Always-On”, cost, reliability, and security requirements.



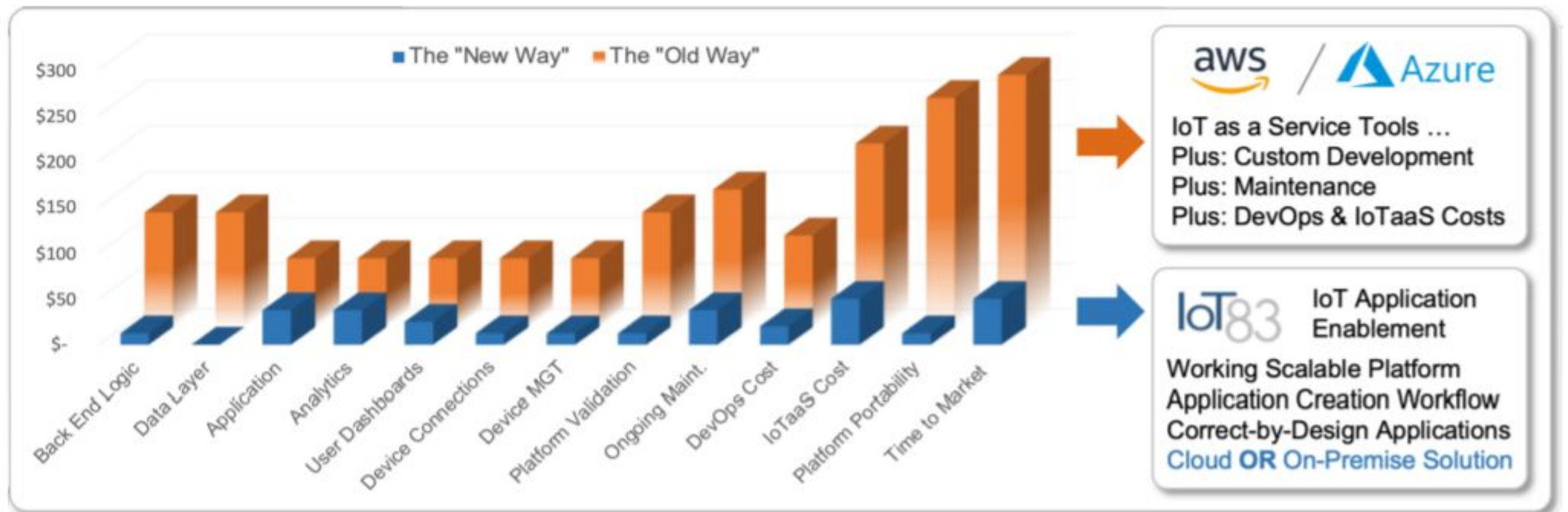
A view of this is provided here:



Combined, these components make up the IoT83 Application Enablement Platform (the AEP).

**Understanding the IoT83 AEP :** The "Old Way" to build IoT applications is to start from scratch (a bad idea for most businesses) or to use components from an "IoT as a Service" (IoTaaS) offering from AWS, Azure, or others, and build a bespoke solution. While IoTaaS offerings are extensive and powerful, because these offerings have to be "everything to everyone" the learning curve and effort to build a reliable, scalable and "always-on" solution is very high. Both approaches are expensive, risky, and slow. With an application enablement platform (AEP) you completely transform that equation The IoT83 AEP provides the IoT secure elastic core, the application creation tools to enable fast custom application creation, a library of components (like Identity access management, report builders, alarm management, and more), and the tools to launch and manage the "Always-On" IoT application – all for a dramatic lowering of the cost, risk, and time-to-market for IoT projects.

The chart below illustrates the multiple pieces of this equation and highlights this difference:



**No-Code / Low-Code / Full-Code Approaches:** The IoT83 AEP provides three paths

to IoT applications creation to fit the needs of different types of customers and IoT projects:

- No-Coding / Click-Through: Simply configure the AEP to connect the IoT flows, provision alarm & alert thresholds, set event triggers and actions and the AEP builds your application.
- Low-Code Customizations: Use your engineering or our service teams to build custom business logic, APIs, analytics, or algorithms all in a streamlined and efficient workflow.
- Full-Code: Use your engineering or our service teams to “lift the hood” and add new custom code directly on top of the IoT Core and leverage all of the flexibility



The result: “No-Code” workflow efficiency for rapid deployment and impact, but with all of the flexibility to add custom capabilities within a highly optimized framework with intuitive workflows to quickly deliver secure, reliable, scalable and powerful IoT solutions fast.



**IoT83 Application Creation Services:** Even with the dramatic improvements to efficiency and streamlined workflows of the AEP, some customers use IoT83 services to accelerate deployments of their IoT applications – at least initially. Here, we work closely with leadership teams to clearly understand your business needs and use-cases. And then, because our team is so familiar with the IoT83 AEP and IoT application “design patterns”, the time-to market and the application itself are even further enhanced. IoT83 has a very flexible services model to support customers on most any type of program.

**Your Application, Your IP:** Despite the multiple AEP features that the IoT83 platform provides, it is based on a carefully curated set of open source components, and the application creation tools where applications are built are based on open standards. While the underlying platform is the property of IoT83, your application, built using open standards and the programming languages familiar to your team – belongs to you. This is true if your team builds on top of the platform, or if you contract the IoT services team to take on this work. More, because of the API based nature of the application creation tool environment, should you ever wish to port your solution to another alternative you can freely do so. The only “cost” here is in effect “the savings” you had realized using a fast time-to-market AEP in the first place. And, even if you do migrate off the platform later, you realize the distinct benefit of having built and validated your solution using a low-friction path to fast results via the strengths of the AEP acceleration.

**Go-to-Market:** IoT83 has different products and pricing tiers to truly facilitate the “IoT83 democratization” of IoT:

- **Method83:** An ideal solution for enterprise-wide deployments, Method83 provides all IoT83 AEP capabilities, and is an ideal solution for OEMs committing to large-scale, possibly multi-tenant IoT deployments across multiple products or for multiple applications.
- **Flex83:** Used by most customers as a SaaS solution, Flex83 also provides all of the IoT83 AEP capabilities, but in a “pay-as-you-go” model. Customers can purchase only the resources they need to first build, then validate, then deploy their solutions. Flex83 includes No-Code / Click-to-Configure solutions for fast application creation, Low-Code tools and workflows for adding custom algorithms, analytics, connectors and dashboards, and a full-code solution where significant blocks of customer IP can be directly integrated.

- **IoT83 Applications:** Built by IoT83 using our own AEP, we have developed applications for fleet management, smart lighting, asset monitoring and management, and more. Customers can license these applications or leverage as the basis for custom solutions.

Both **Method83** and **Flex83** can be deployed in public or private clouds, as well as on on-premise IoT appliances (in a suitably constrained form). And as the Flex83 solution is also provided as a “pay-as-you-grow” SaaS solution, this flexibility provides our clients with a continuum of options as they build and evolve their solutions and their IoT deployment strategies.

Of course, this introduction only scratches the surface of what the IoT83 AEP and services provide. Accelerating the path from MVP, to validation, to first application launch, to scale, to interworking with other systems, to AI and ML enhancements – as well as extensive devOps tools to manage “Always-On” services – are all a part of the total package.

**IoT83 is the Easy Choice:** For OEMs, enterprises, or operators that want to IoT enable their product lines, streamline operations, or build new IoT-based services or revenue streams, IoT83’s application enablement platform is an ideal solution. The underlying IoT Core has been proven to over 65 million devices connected, the best of breed application creation tools provide tremendous advantages and flexibility, and the integrated application management tools assure application availability and uptime. IoT83’s different product offerings and pricing tiers let customers have exactly what they want, and the IoT83 services team can efficiently jumpstart your solution efficiency, elegance, and time to market. IoT83 is democratizing IoT. The easy choice! We love to show off what we have built – contact us for a demo at <https://www.iot83.com/>. You won’t be disappointed.

