Edge Connecting IOT devices at Scale

Meeting Enterprise needs

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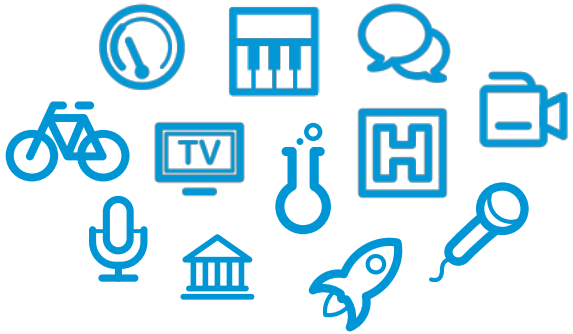
What & Where is the Edge?

FUNCTIONALITY & CUSTOMER JOURNEY→

ENTERPRISE	CLOUD	EDGE	DIGITAL TOUCHPOINT

Private & Hosted Datacenters

AWS, Azure, … Other CDNs



A FEW	TENS	THOUSANDS	BILLIONS

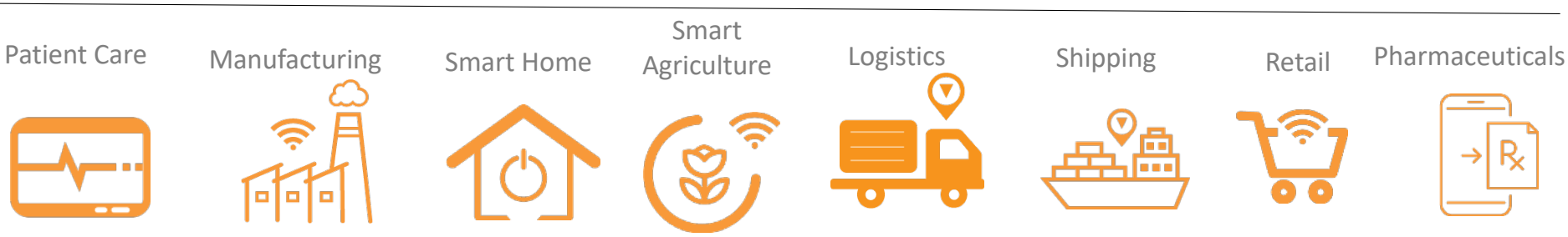
Consumer Vs Enterprise IOT needs

- Localized data collection
- Data compliance needs like GDPR
- Security needs (privacy and safety)
- Transparency of service
- Less computational and storage needs

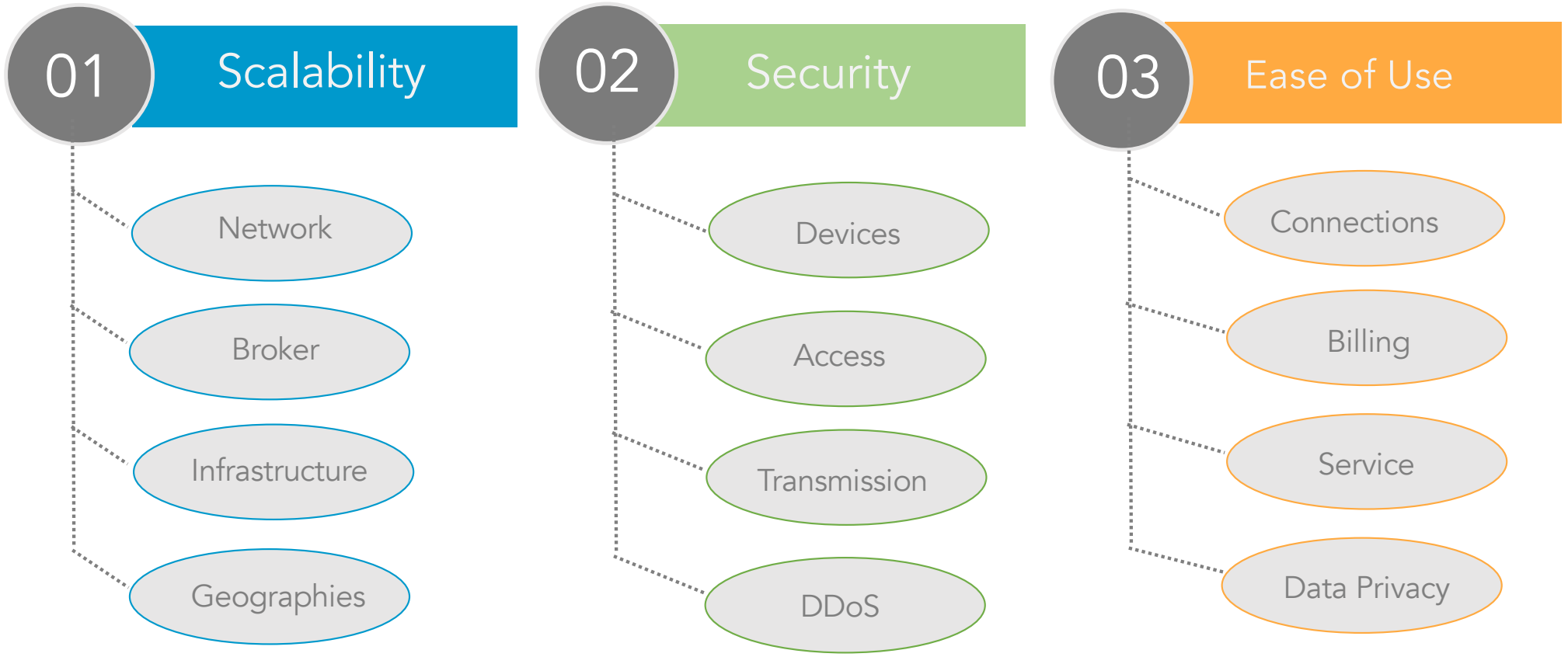
Enterprise IoT Across Industries

Consumer, Commercial and Industrial Connected Devices Markets

Connected devices is about data and how data is used to improve products, reduced costs or improve the customer experience.



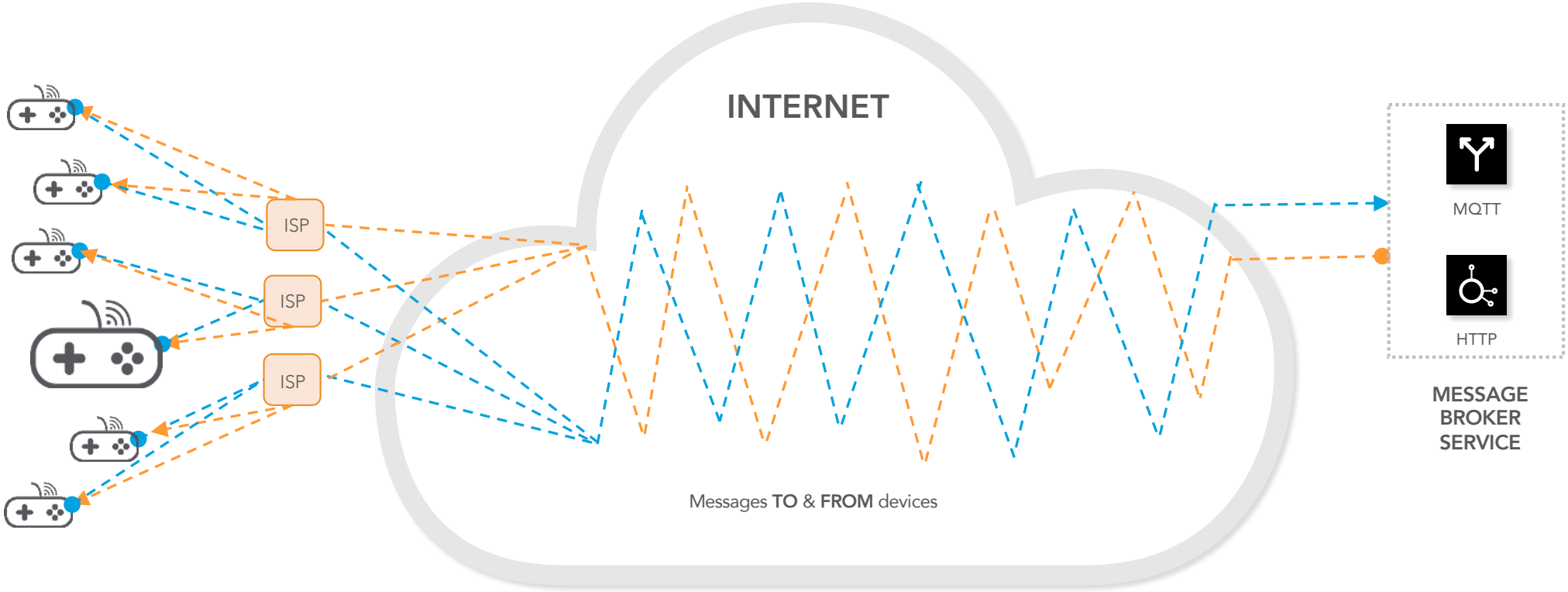
Enterprise IOT Challenges



Centralized Messaging

Not Optimized for Latency

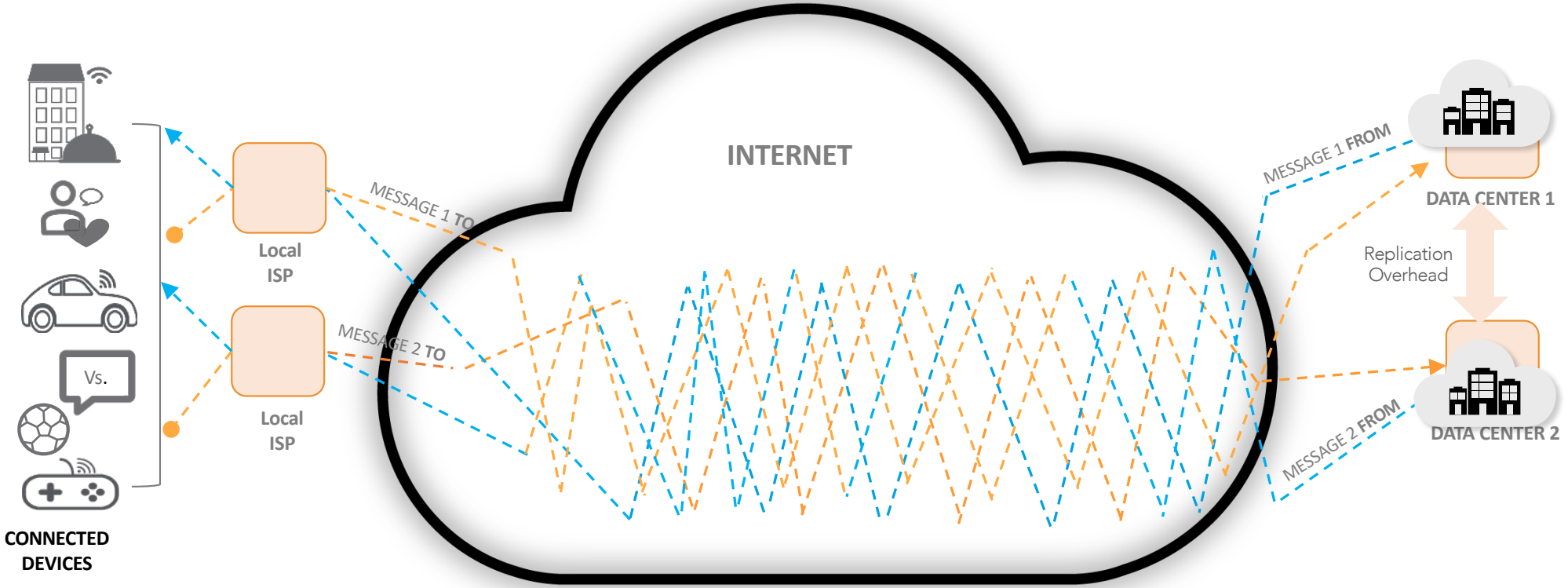
In centralized messaging, messages traverse the Internet to reach devices, causing congestion, latency & additional bandwidth consumption.



Centralized Data Collection

Not optimized for distributed connected devices

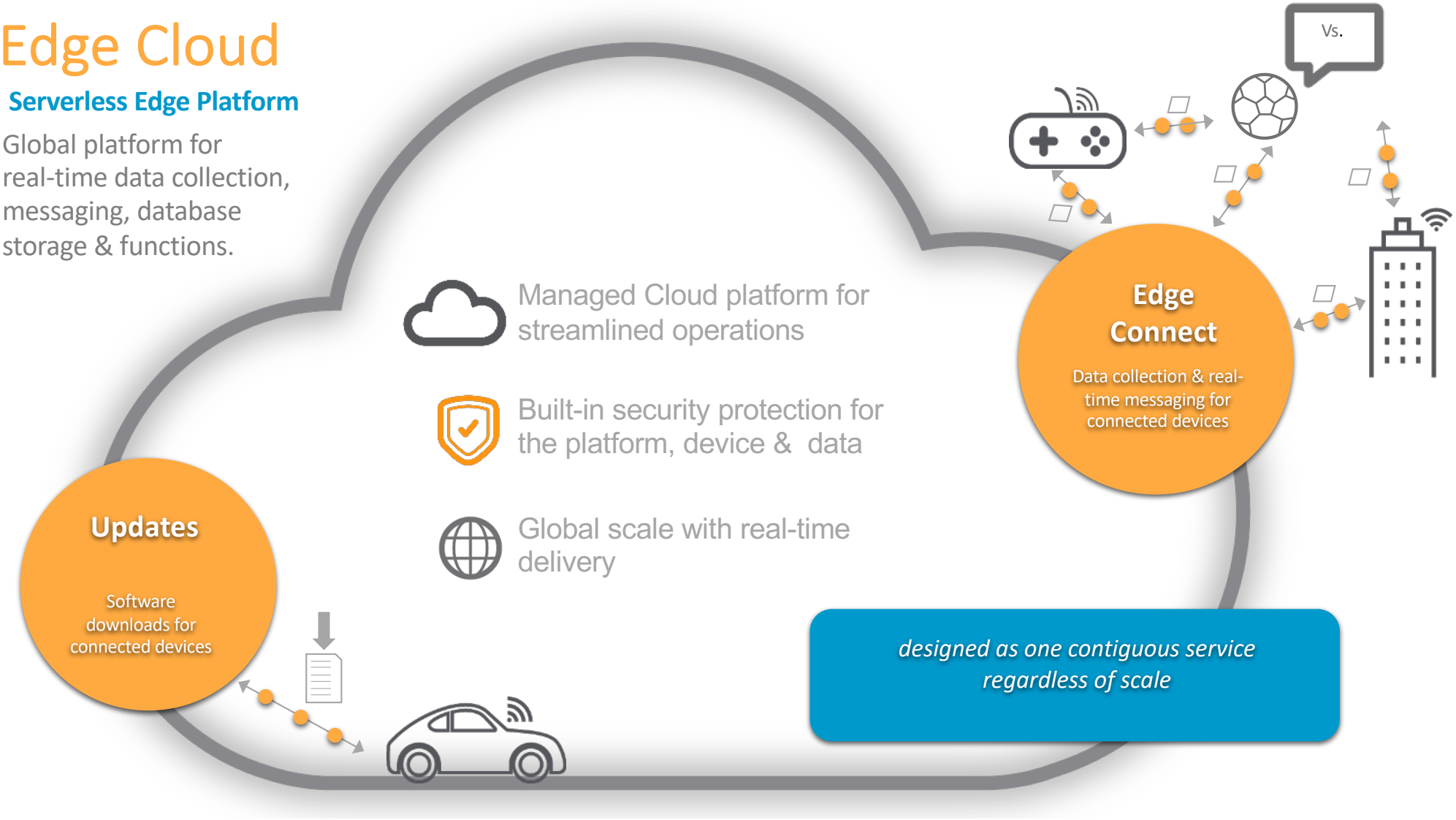
Data consistency is difficult & expensive across multiple data centers at scale without incurring extra client traffic



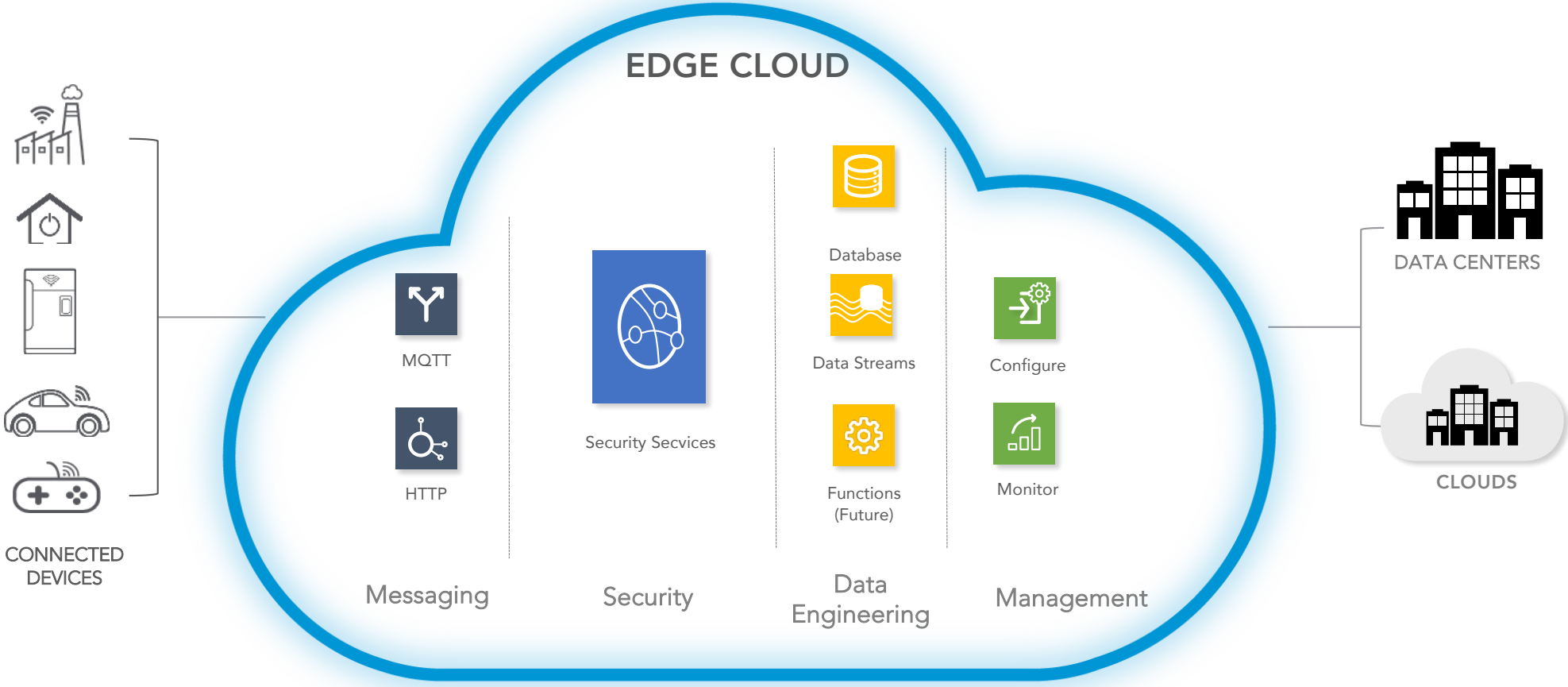
Edge Cloud

Serverless Edge Platform

Global platform for real-time data collection, messaging, database storage & functions.



Edge Cloud Architecture Overview

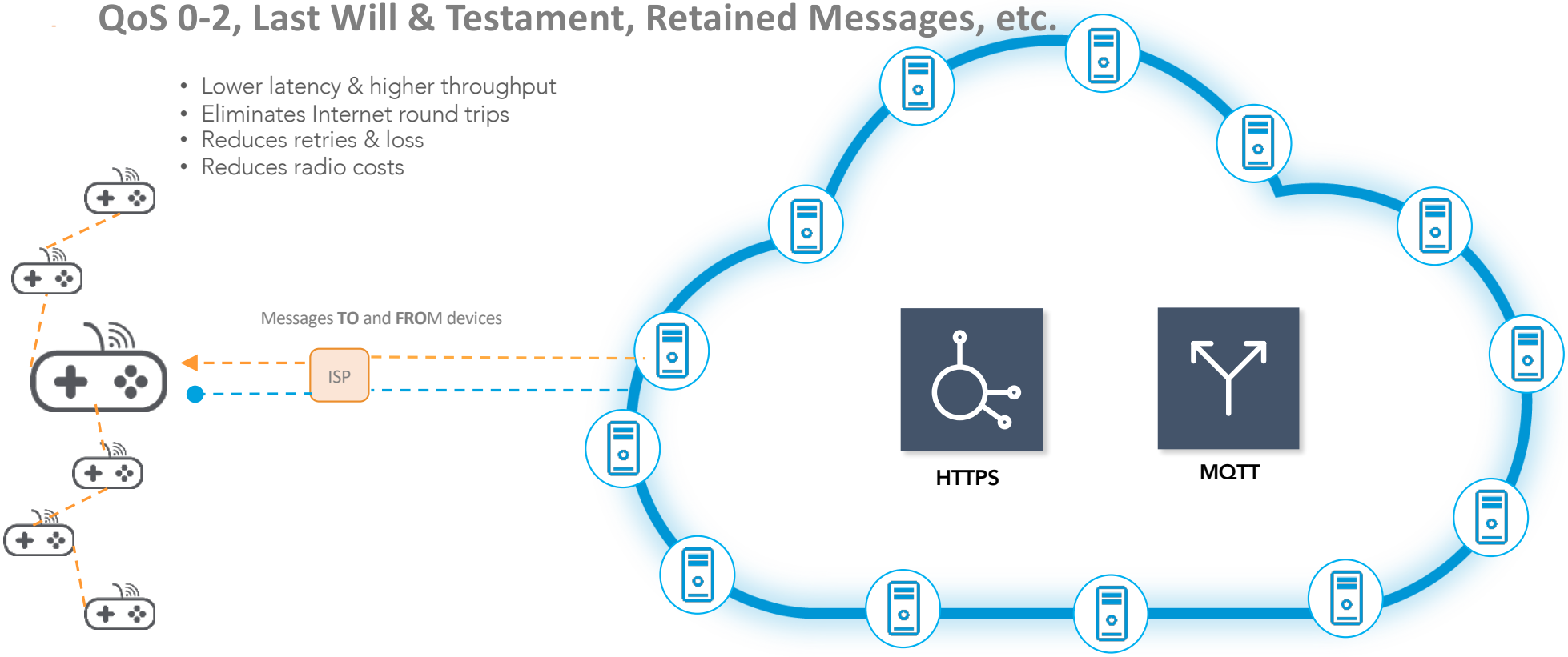


Edge Messaging

Global Messaging Fabric

- **Only 100% ISO-compliant MQTT cloud broker from a major cloud provider**
  - No client SDK required!
- **QoS 0-2, Last Will & Testament, Retained Messages, etc.**

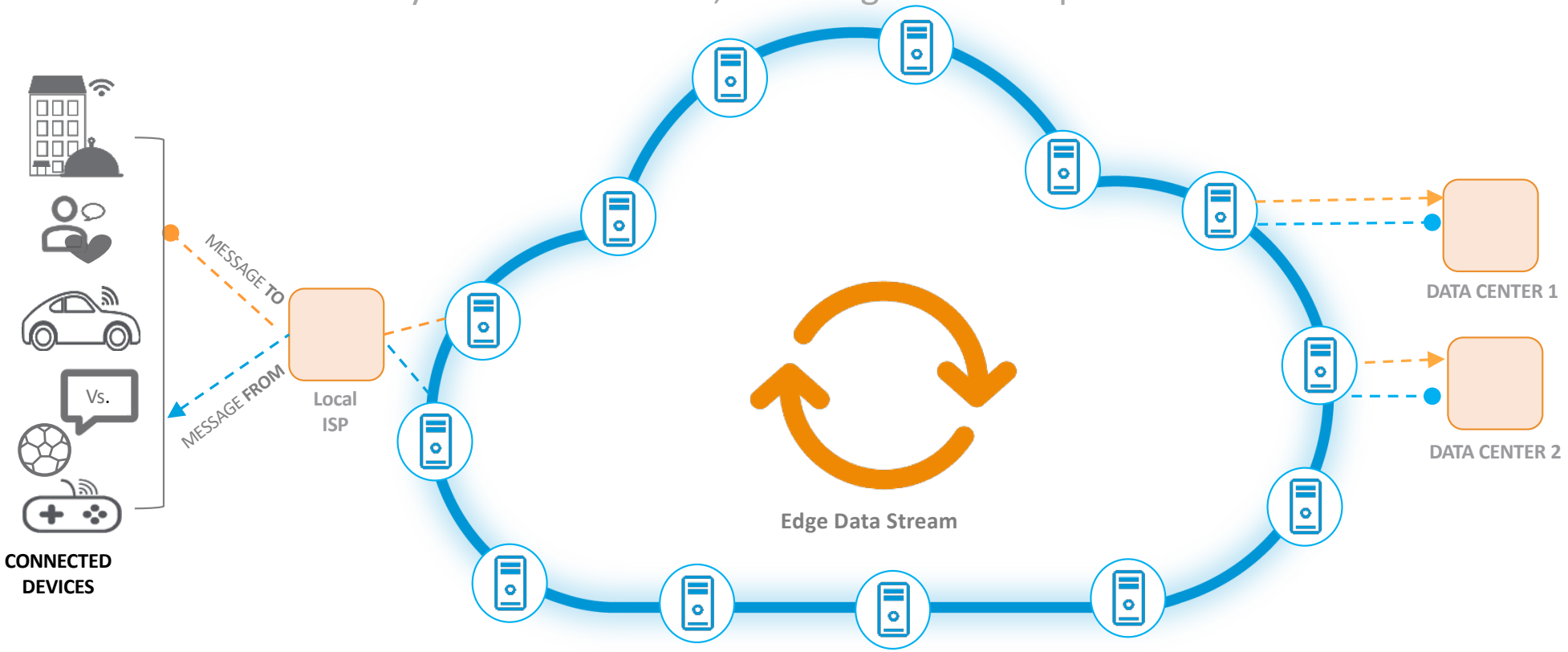
- Lower latency & higher throughput
- Eliminates Internet round trips
- Reduces retries & loss
- Reduces radio costs



Edge Data Stream

Decentralized data collection

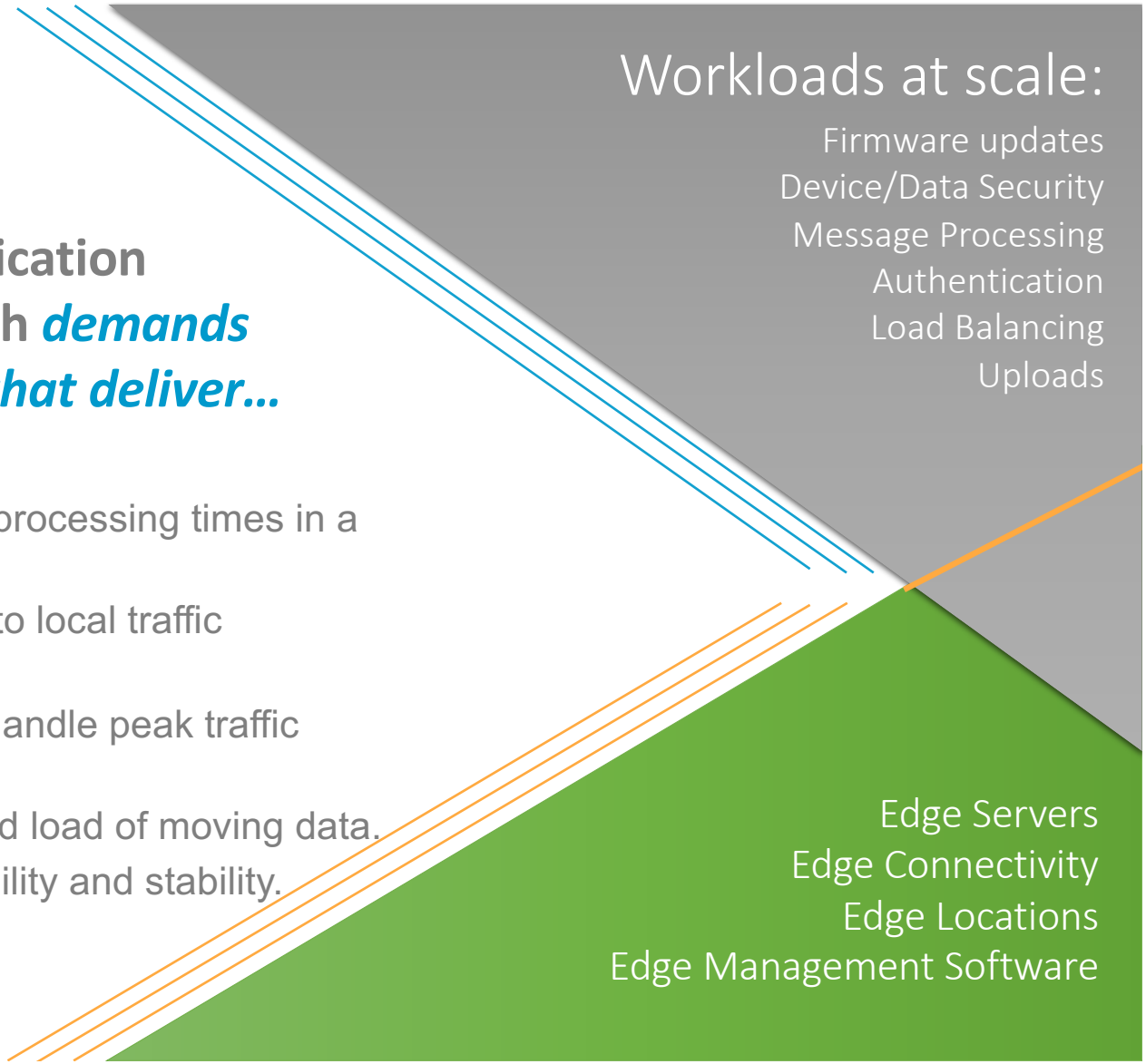
Each message can now be written once to the Edge Cloud and read twice by each data center, reducing cost on expensive access networks.



Edge Cloud Advantages

Connected devices and in-application messaging's exponential growth *demands infrastructure and operations that deliver…*

- Faster more reliable messaging and processing times in a distributed architecture.
- Decrease in infrastructure costs due to local traffic processing and storage offloading
- Dynamic scalability and mapping to handle peak traffic loads.
- Distributed workloads reduce cost and load of moving data.
- Improved system performance, reliability and stability.



Thank You

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