

M2M Evolution 2014

Battle of the Platforms

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xivelyTM
by LogMeIn

**“25 billion devices by
2020...”**

**“Market impact \$4.5
Trillion by 2020”**

**“...will surpass the
mobile phone market...”**

**“1 Trillion devices by
2025”**

Largest Technology Market Ever



The Internet of Things is IRRELEVANT!

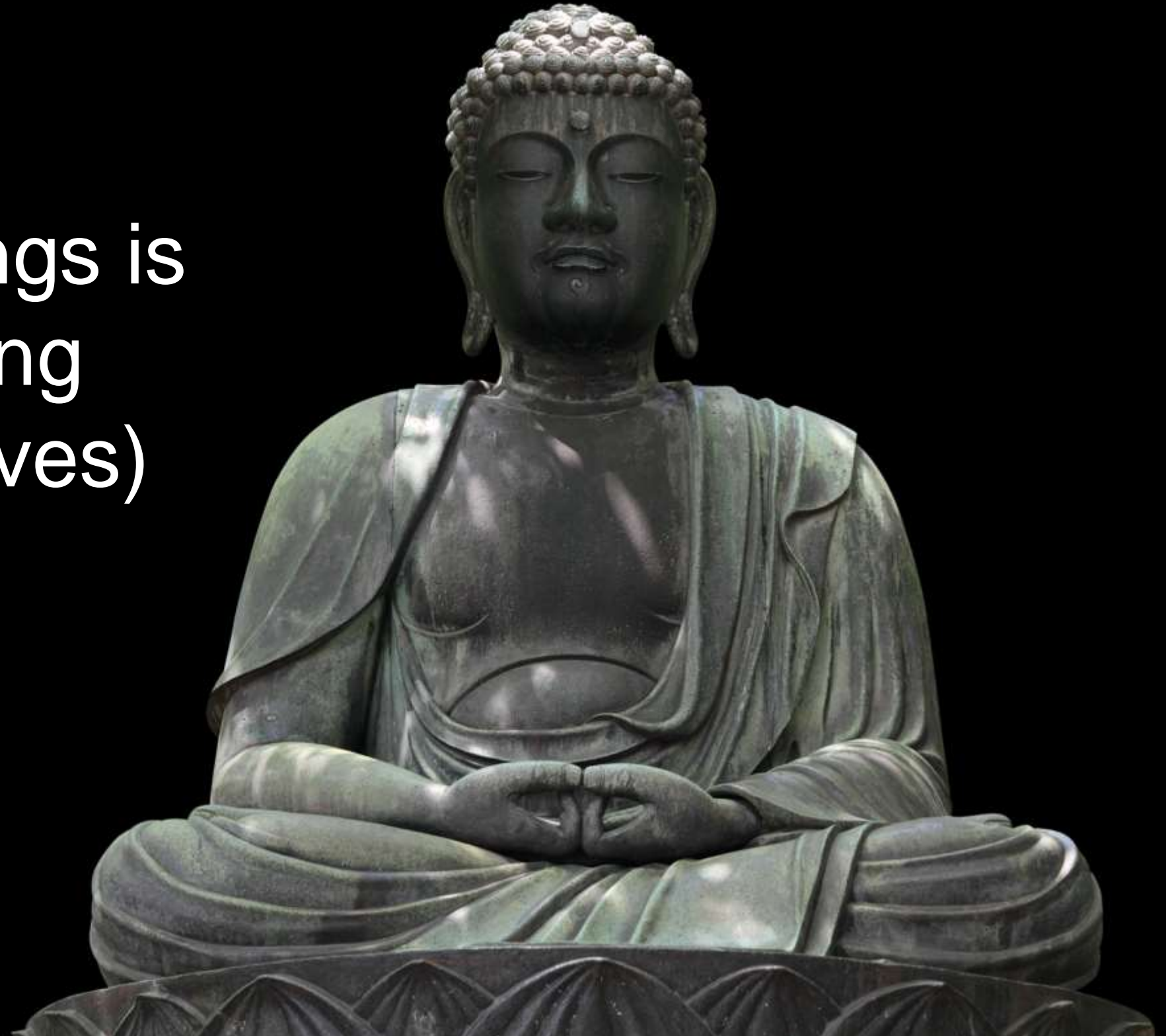
Goodnight and check out South Beach!!!



Simply
connecting
things on the
Internet is not
enough



The Internet of Things is
about transforming
businesses (and lives)



How is IoT different than M2M?

Power to the
people through
the revolution of
the cheap



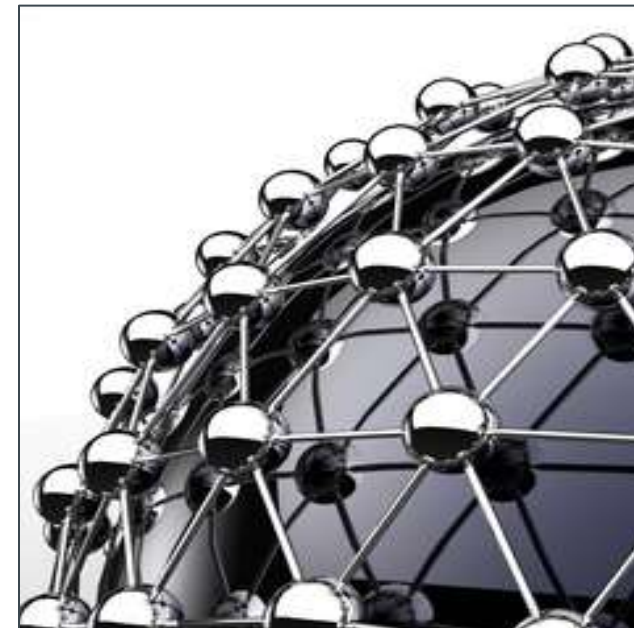
Evolved,
interactive
business
cooperative



Decoupled
and layered
hardware,
services, more...

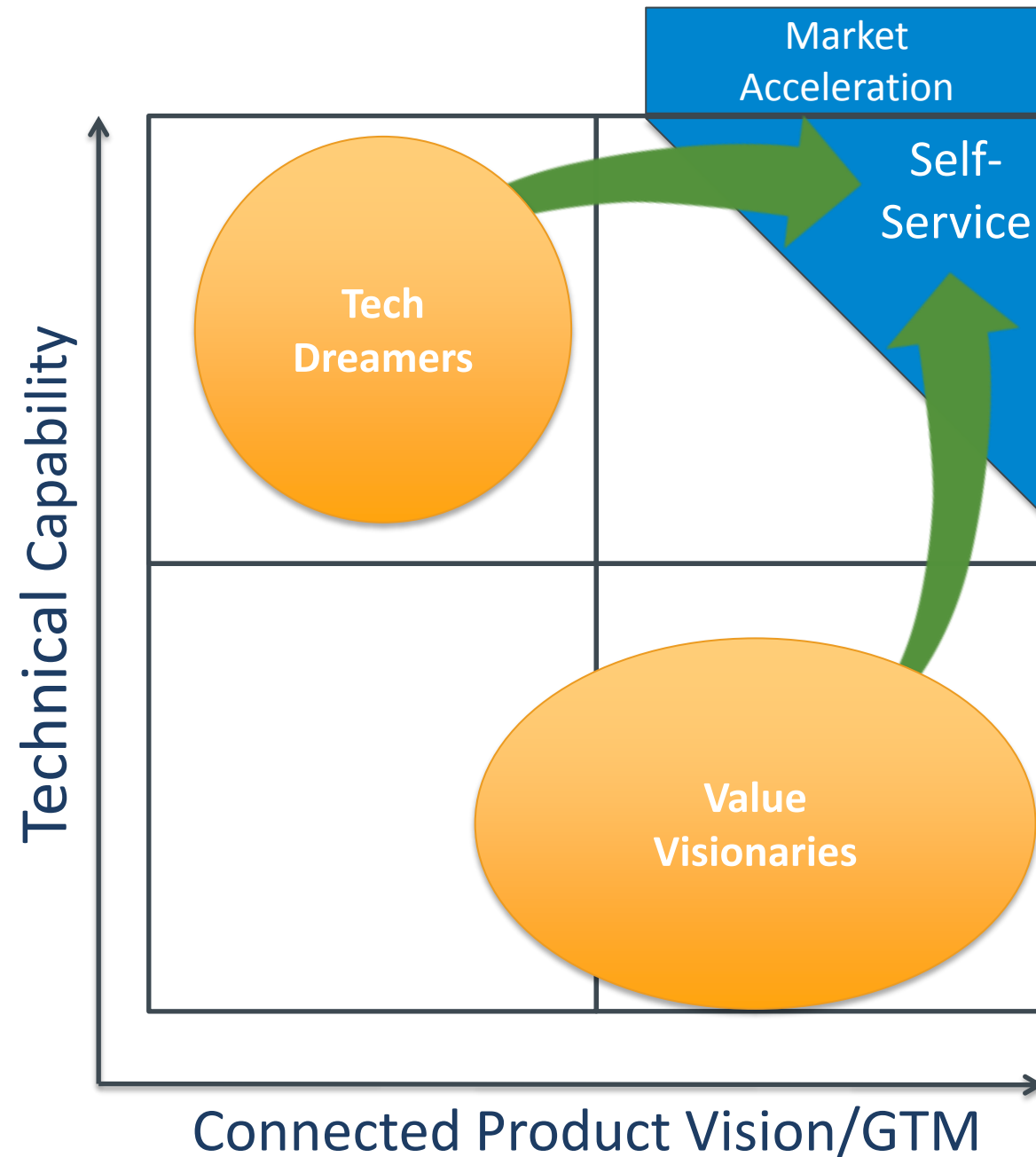


Interconnected
future is possible
(Network Effect)



Market Observations

- Everything that isn't connected (old or new)...WILL BE...
- Everything is eligible for connection...not just devices
- The best innovation leverages other innovation
- Customers still don't fully know what to do or how to get there
- Two steps forward, one step back
- Business motion integration is the key to business transformation



Fear, Greed or Vision

Tech Dreamers

- Lots of technical ability
- Lacking business savvy

Value Visionaries

- Understand business opportunity
- Lacking IoT technical ability

Self-Service

- Firms that have business and technical acumen
- Typically small companies or groups

The Connected Business Transformation

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Connected
Everything



Business
Omniscience



Integrated
Business Motion



Interconnected
Future

Transforming businesses into cooperative services that understand, service and anticipate business and customer needs

LogMeIn Evolution

xivelyTM
by LogMeIn

Internet Wave

1.1B PCs

LogMeIn
Free

LogMeIn
Pro

LogMeIn
Rescue

LogMeIn
Central

Connecting PCs

Mobile Wave

5.8B Devices

LogMeIn
Ignition

join
me

cubbyTM

Connecting People

Internet of Things Wave

50B+ Objects

xivelyTM

Connecting Everything

LogMeIn[®] GravityTM Platform

What is Xively?

platform

services

partners

An offering of Enterprise-grade solutions that make the Internet of Things real for business...today.

Xively Cloud Services

xivelyTM
by LogMeIn

LogMeIn[®] GravityTM Platform



OBJECT DIRECTORY

Searchable directory of objects and permissions



DATA SERVICES

Time-Series Archiving



BUSINESS SERVICES

Device provisioning, activation and management



MESSAGE BUS

Real-time message management and routing

XivelyTM API REST, Sockets, MQTT



XivelyTM Applications

Developer Workbench
Device Management Console



Customer Backend Services

Customer CRM Service



Applications



Connected Objects

platform

Xively is the Public Cloud specifically built for the IoT

Xively is the Public Cloud specifically built for the Internet of Things

platform

Libraries/APIs

Dozens of open-source libraries + public RESTful API w/ 50+ endpoints

Messaging

Platform built on robust **MQTT** protocol with group routing

Infrastructure

Built on LogMeIn's highly stable **Gravity platform**

Security

Secure provisioning and grouping using industry standard symmetric data encryption

Dev Center

Web-based workbench for **easy device control**

Firmware

Firmware expertise to connect with numerous chipsets

Connection

IoT VPN and Managed P2P Connections augment connection portfolio (future)

LMI Technology

Industry leading remote Break/Fix Tool (Rescue) will be applied to IoT devices (future)

Secure, Global Cloud

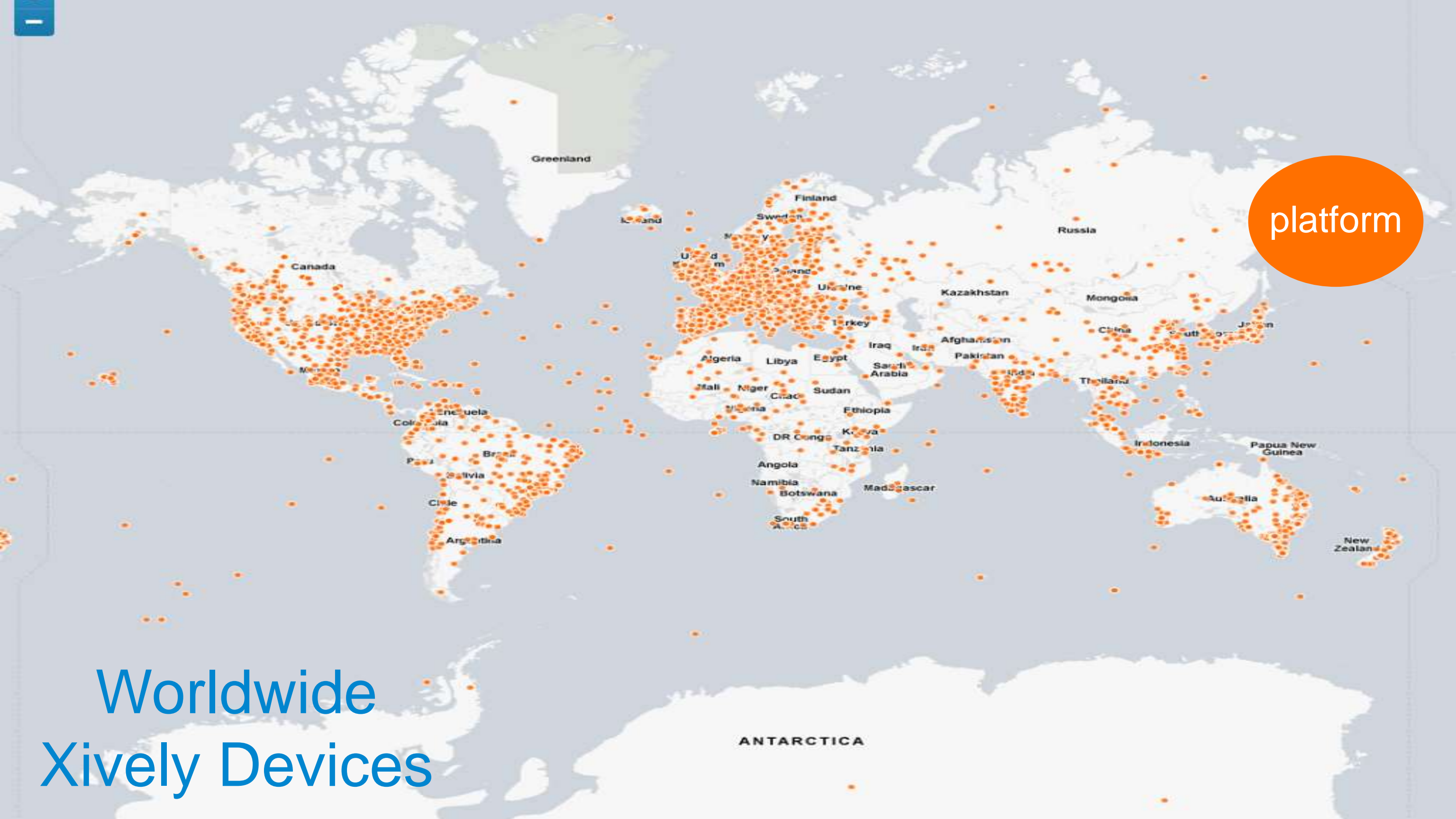
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platform



LogMeIn Gravity + Xively:

- Seven data centers WW
- 255+ million devices
- 55+ million users
- 1 million customers
- Optimized for the IoT



platform

Worldwide Xively Devices

Ready for Interconnected Future

xivelyTM
by LogMeIn

platform



- Selective, secure data & control sharing
- Enable interconnection effect



What are Xively Cloud Services?



services

Most customers need more than just a platform.
They want a trusted partner to help them actualize
a connected product from start to finish.

Concept

QuickStart
POC

Pilot

Productize
and Deploy

Training &
Support

Strategic Ecosystem

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Application Platforms



Analytics



Web Services



twilio



HTTP://



AppPlat / Dashboards

GoodData

ThingWorx

Hardware Platforms



RaspberryPi



econais

GainSpan

Enabling Business Omniscience



- Device, data, application interconnection
- Heterogeneous device support (last mile)



- Device provisioning
- Time-series data
- Triggers, alerting, analytics

partners



- Custom application platform
- Xively support library



- Xively integration with Sales Service & Marketing Cloud Business Motion

The Xively Difference



Strategic Ecosystem

Xively partners with key companies across platforms, integrators and innovators to provide maximum help and choice.



LogMeIn

LogMeIn Gravity + Technology

Xively has the presence and ability to globally connect people with LogMeIn products built on the fast, reliable and secure Gravity platform.



Solutions + Platform

Building a connected solution requires more than just a platform, Xively helps customers through the entire process.



Applications

Xively applications such as the development workbench, batch processing, device lifecycle management, analytics and reporting that give deeper product insight and control.



Open Philosophy

Xively offers open source APIs & libraries that leverage industry-wide innovation and readies you for the interconnected future



Pivot Friendly

Xively's unique approach allows companies to quickly develop their prototypes, but easily expand or pivot the solution as needed.



Case Study: Connected Lab

- Problem: Reduce experiment times through readily available reagents
- Solution: Connected reagent refrigerators
- 1:1 relationship with every researcher allowing predictive service and support
- Integrated Business Motion through Salesforce.com
 - Efficient sales with instant access
 - Predictive supply chain and refrigerator service
 - Upsell opportunities based on usage data



Case Study: Food Safety



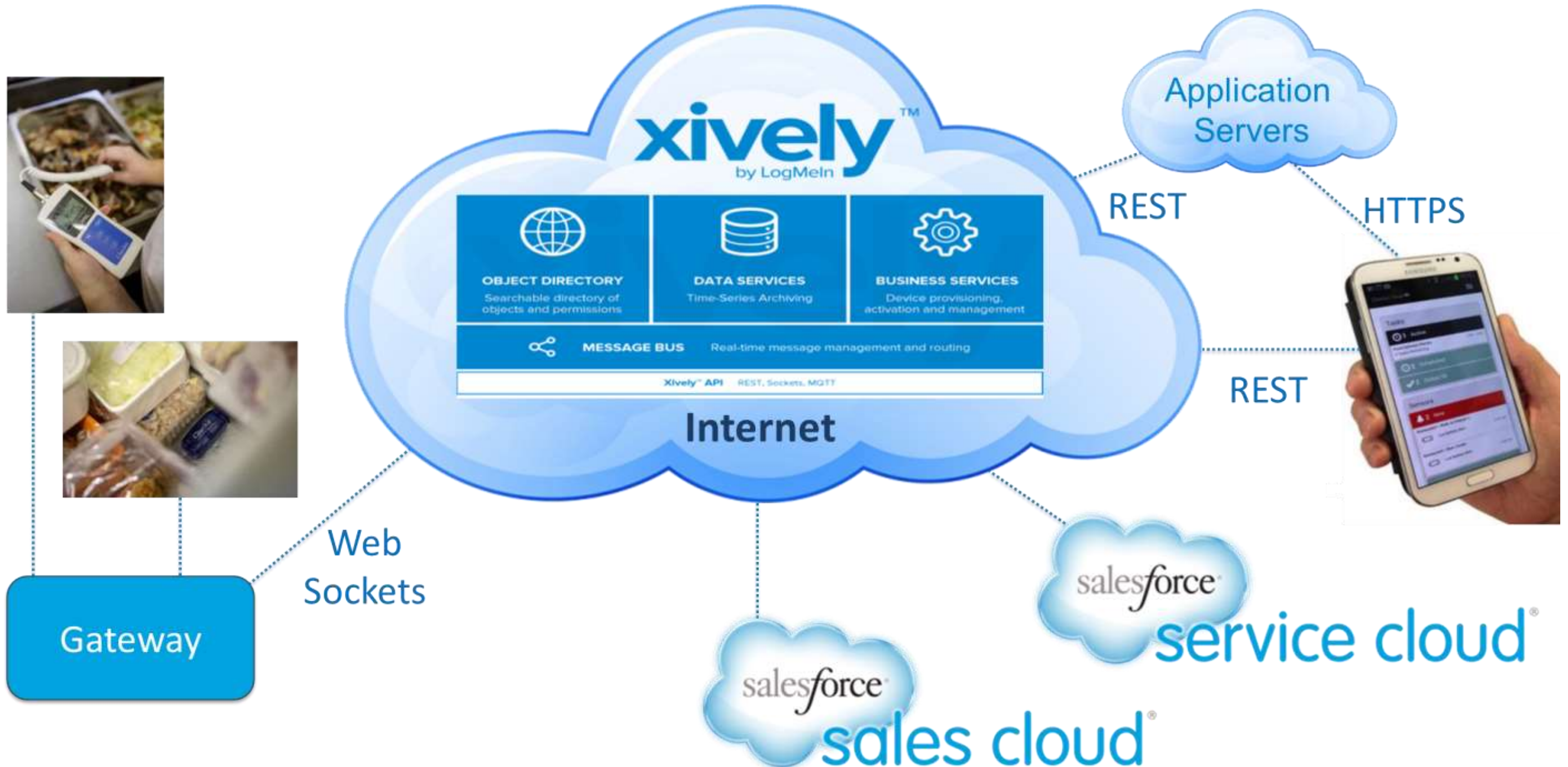
- Developer and manufacturer of leading brands in instrumentation & connectivity
- Focused on innovation
- Global sales & solutions

**Designing a
connected world**

Products that monitor, control and connect

CheckIT v2 Cloud Architecture

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Evolved Checkit into a Connected Customer Experience

- **Data Omniscience**
 - Multi-site centralization of data
 - Monitor 24/7 'everything from anywhere at any time
- **Deep Analytics**
 - Trend analysis & analytics from live multi-site data
 - Increased efficiency of business processes
- **Cooperative Service**
 - Self-service, multi-site roll-out
 - Integration sales & service motion



Making IoT Real for Business



Energy, Oil & Gas

- Smart energy
- Refinery equipment monitoring
- Gas disbursement optimization

Retail

- RFID inventory tracking
- BLE contextual marketing
- Smart shelves

Construction & Real Estate

- Equipment loss prevention
- Smart city development
- Building energy efficiency

Manufacturing

- Global supply chain tracking
- Machine energy efficiency
- Durability monitoring
- Robotics

Health, Pharma & Biotech

- Elderly assisted care
- Biotech inventory checks
- Patient drug dosages, inventory, neonatal RFID tagging for hospitals

Agriculture & Farming

- Hydroponic crop farming
- RFID tagging of livestock
- Industrial sprinkler systems



“What does
your heart
tell you?”

**Vote for
Xively!**



Thank You!

Come see us at booth #104

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