THE PACK IS BACK
So, You Want to Build Your Customer an IoT Network

Andy Barnes
What Is IoT

Is it a Device or Sensor?
Is it a Radio Transport Network?
Is it a Rules Engine?
Is it a Mobile App?
Is it a set of Reports run on captured Data?
Is it a Dashboard to View your Operation?

Yes..

It is all of these and more

IoT means different things
To Different People.
Customer Focus is on Data & Solutions not Technologies
Platform

Devices

Gateways

Control

Services

**IoT**

Controller

Central Management Server

Secure IoT Network & API Control

**INSIGHTS**

RUCKUS IoT Gateway AP’s

Multiple IoT Radio’s *(3 + Dual PAN)*

Application-Level Data Processor

Service and Solutions Platform
Architecture

IoT Solutions
Edge Application
Network Manager
IoT Gateways/AP’s
Sensor Network
IoT Devices/Sensors
Partnerships

Online Locks
- Access Control
- Wandering Access
- Key Management
- Mobile Keycard
- Lock Health
- Audit Trail

Location Services
- Panic Buttons
- Asset Tracking
- Occupancy
- Utilization
- Footfall Analytics
- Marketing

Safety Systems
- Vape/Bullying
- Tripline Monitor
- Wayfinding
- Gunshot
- Occupancy
- Left Item

Building Management
- Environmental
- Energy
- Occupancy
- Utilization
- Air Quality
- Cold Chain

Service Eco-System
- MDU
- SMB
- Education
- Cloud Analytics
- Mobile App
- Multi Tennant
Licensing

**IoT Controller 1.x**
- RTU+AP License
  - Right to Use
  - Per AP License
  - One Time Fee
  - 3rd Party needed
- 1 time Sell
- No Reoccurring
- No Services
- Fixed Costs

**IoT Controller 2.x**
- Instance License
  - Beacons Only (BASIC)
  - Connected (PREMIUM)
  - All Features (INSIGHT)
  - Vertical Alignment
- Device License
  - 1 for each Device
  - Connected Devices
  - Purchase in Blocks
  - Small to Large Scale
- Solution License
  - Per Solution License
  - API & Data Access
  - Marketplace Install
  - Solution Selling
- Expandable Containerization (Docker AP Firmware)
- Partner Services (Rigado (BLE), Samsung (Z-Wave), Salto (BLE))
- Deployment Revenue Sharing Model
- Variable Term Length Options 1,3,5 Years

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## Solutions

### Security
- Access Control
- Alarm Monitoring
- Visitor Access & Monitor
- Patrol Route Monitoring

### Management
- Building Operations
- Environmental
- Device Health
- Water Safety/Monitoring

### Location
- Asset Tracking
- Geofencing
- Wayfinding
- Restricted Access Alarms

### Occupancy
- Space Utilization
- Footfall Analytics
- Contact Tracing
- Resource Booking

### Efficiency
- Energy Management
- Environment control
- Staff/Contractor resource
- Building Maintenance

### Cost Savings
- Energy Used
- Space Optimization
- Contracted Services
- Lost Goods/Materials
**Staff Safety**
- Vibration, Panic, Help, Bullying Monitor
- SMS & e-mail Notification
- Audit Log & Event Search, Video Playback

**Occupancy Monitoring**
- Room, Floor Based Location Selection
- Utilization/Occupancy Analysis
- Time/Day/Date Reporting and Graphing

**Video Event Playback**
- Location/Sensor Based Video Mapping
- Recall Video for ANY IoT Event
- Instant Event Video Playback and Export
Conclusion

Market Migration
- Focus on End Need not Technology
- Services & Solutions Drive IoT
- IoT Has Intrinsic Value
- Radios are Free Solutions are not

Network Access
- 1st Vendor with Multi Standard Radio
- Only Vendor with Dual PAN
- Zigbee, BLE, LoRa & Zwave support
- Ethernet/WiFi Device Integration

Partnerships
- Industry Leading Partner Integration
- Assa Abloy, DormaKaba, Salto
- Leading Vertical Integration
- MDU, Hospitality, Education, SMB

Licensing
- More Flexible Platform based License
- Reduce Cost of entry for Verticals
- Tiered Vertical feature Offering
- Free Full feature 90 Day Trial License

SaaS
- Solve Problems for Users
- Networks Deliver Solutions
- Software always in Stock
- Easier to Add Solutions than Networks

Solutions
- In house Insights IoT Platform
- 3rd Party Service Integration Plugin’s
- Safety, Occupancy, Video, Analytics
- Increased Software Business Revenue