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A LEADING VENDOR IN
MACHNATION'S 2017 IOT DEVICE
MANAGEMENT SCORECARD

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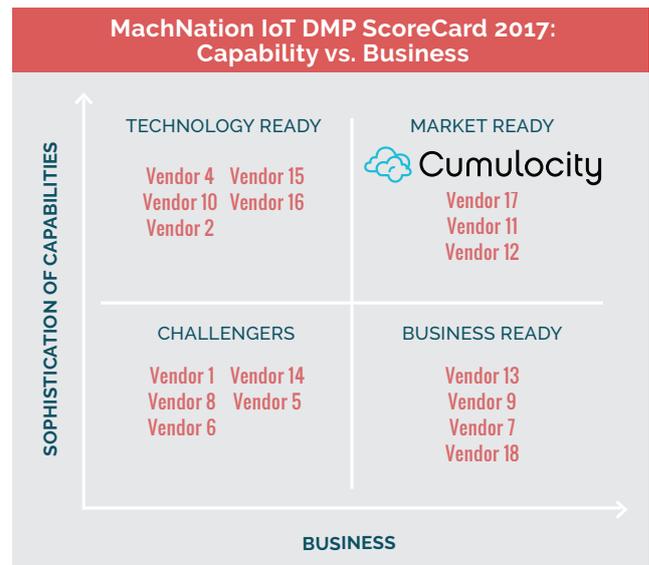
Introduction

The IoT device management space is one of the most important and complex technology areas of the Internet of Things (IoT). According to MachNation forecasts, worldwide IoT application enablement and device management revenue will be USD 2.0 billion in 2017 and will grow to USD 83.4 billion by 2025 at a compound annual growth rate (CAGR) of 59%. Enterprises realize that support for IoT devices in a heterogeneous environment enables them to launch new services, create revenue opportunities and minimize solution support costs.

IoT Device Management

An IoT device management platform (DMP) is an offering that provides device lifecycle management functionality associated with the deployment and management of IoT assets. Typical IoT assets include IoT gateways, retrofitted and new industrial equipment and Linux-based Arduino-like devices. Typical DMP functionality includes asset provisioning, firmware upgrades, security patching, alerting and reporting on specific metrics associated with IoT assets.

In its 2017 IoT Device Management ScoreCard, MachNation rated 18 IoT device management vendors across a set of requirements spanning four distinct categories. The four categories of requirements consist of 18 sub-requirements which are the underlying basis of MachNation's evaluation. MachNation scored each vendor's solution against



these sub-requirements to arrive at an overall score. The four categories are:

- Integration
- Lifecycle management
- Architecture and security
- Business and strategy

MachNation used the following category weights to arrive at the overall score: Integration 30%, lifecycle management 30%, architecture and security 25%, business and strategy 15%.

Based on MachNation's in-depth analysis of 18 vendors, MachNation rates Cumulocity as a leading IoT Device Management Platform vendor. On the next page are Cumulocity's unique strengths and differentiators from MachNation's ScoreCard.



Cumulocity Overview

Cumulocity, a Düsseldorf-headquartered Nokia Siemens Networks spin-off, offers an IoT platform available for public cloud, private cloud and on-premises deployments. Cumulocity provides functionality in key platform areas and integration with 3rd-party systems if built-in features do not satisfy all requirements. Cumulocity focuses its growth on indirect sales with systems integrators, carriers and engineering software companies. Cumulocity also focuses on OEM sales with a dedicated sales team and through partners. Cumulocity emphasizes its platform's ease of deployment, open integration architecture and configurability. Cumulocity has recently been acquired by Software AG.

Cumulocity has a particularly strong offering in the maturing IoT DMP ecosystem. MachNation believes this strength comes from highly extensible device management dashboards; class-leading documentation and excellent developer support; and the Cumulocity API's being both feature complete and highly extensible. In particular, MachNation cited Cumulocity's unique strengths in the following areas:

Cumulocity provides a highly extensible device management dashboard. Providing both user-customizable and developer-customizable monitoring and alerting interfaces, the Cumulocity DMP enables efficient tailoring of interfaces to match customer requirements. From a user perspective, dashboards and monitoring views can be easily changed within the web interface. From a developer

perspective, the entire monitoring and management application can be customized to fit exact customer requirements including the use of disparate interfaces for different end-user roles or functions. This flexible model ensures customers have easy access to exactly the interface needed to fulfill monitoring and alerting requirements.

The developer portal and developer documentation greatly aid in developer usability.

In providing both class-leading documentation and an excellent developer portal, Cumulocity reduces developer time and cost requirements needed to implement the DMP solution. Fully comprehensive platform documentation, many code samples and clearly defined API documentation helps increase developer usability and the degree of overall productization of the platform.

The Cumulocity API is both feature complete and highly extensible.

The Cumulocity API fully replicates all on-platform functionality in a clear and well-organized manner. With excellent documentation and a broad feature set, customers are able to quickly and easily build integrations with existing services or deploy new services leveraging the Cumulocity platform. Particularly for customers with complex integrations requirements, a well-designed API can be the difference between frustration and delays and an on-time/under-budget IoT implementation.

Conclusion

Based on MachNation's in-depth analysis of 18 IoT Device Management vendors, MachNation rates Cumulocity as a leading IoT Device Management Platform vendor.

MachNation is the only insight services firm exclusively dedicated to covering the future of Internet of things (IoT) middleware, platforms, applications and services. MachNation specializes in understanding and predicting these technology sectors including their impact on digitization, hardware, communication services and support tools. MachNation specialists have provided guidance to the majority of the world's leading IT and communications firms.



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