The IoT Marketplace: is your solution ready to the market?

Ana Bernal – Business Development Manager

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Ana Bernal
Business Developer Manager, Libelium

Powering the IoT Revolution

The IoT Marketplace: is your solution up for the challenge?

libelium
The IoT Marketplace: is your solution up for the challenge?

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• Is your solution ready for the IoT Marketplace?

• Questions and answers (chat).
Libelium overview
Quick numbers

- Founded 2006.
- 5M (€) revenue (2016).
- 20-30% annual growth for 5 years.
- Customers +120 countries.
- 90% revenue international.
- 43 distributors in America, Europe, Asia, Africa, Pacific...
Libelium overview
Market position. Brand Awareness

- Referenced as key players by analysts Gartner, Forrester, IDC, Navigant Research, ABI Research, Beecham Research, Altimeter Group, IHS, Machina Research, Harbor Research, Stephenson Strategies and Redmonk

- Libelium has been considered a “unicorn” company in technological sector in Spain by Financial Times.

- Distinguished by Gartner as Cool Vendor 2014

- 38 Tech and business awards
Chain of value in the IoT World
Libelium technology. Waspmote, Meshlium and Plug & Sense!

New IoT sensor platform worldwide certified
Connect any sensor
Through any communication protocol
To any cloud platform
Chain of value in the IoT World
Libelium Technology. Our position.

¡Join us at any point!
What users need in the IoT World
A new world of possibilities
What users need in the IoT World
A new world of possibilities. What to choose?

There are so many actors in the IoT World and customers are not trained to choose:

• Sensors manufacturers.
• Wireless communication protocols.
• Telcos.
• Cloud Platforms.
• Data specialists.
• Software final applications...
What users need in the IoT World
A new world of possibilities. What to choose?

ADVANTAGES OF PACKAGED SOLUTIONS

1. Don't get lost
   Prevent customers from getting lost while designing their IoT projects.

2. Ready to Use
   Choose the right hardware and the cloud components in a simple process.

3. Certifications
   Only certified products. CE / FCC / IC.

4. Integrated Solutions
   Cover the lack of integrated solutions from hardware to application level.

The IoT Marketplace
Make it real
The IoT Marketplace as an IoT Solutions Platform

The solution.

A complete IoT Solutions offering:

- 68 packaged out-of-the-box kits.
- 43 partners.
- 9 verticals.
- 6 connectivities.
The IoT Marketplace as an IoT Solutions Platform

Verticals

Solutions

- Smart Buildings
- Smart Cities
- Smart Environment
- Smart Factory
- Smart Parking
- Smart Agriculture
- Smart Water
- Air Quality Index
- eHealth
The IoT Marketplace as an IoT Solutions Platform

Type of kits. Targeted customers

- **Type**
  - Application Development Kit
  - Solution Kit

Developers

End-Users
The IoT Marketplace as an IoT Solutions Platform

Connectivity

LoRaWAN
Sigfox
ZigBee / 802.15.4
4G / 3G / GPRS

LoRa™
RF sub-1 GHz

RF 2.4 GHz

sigfox

libelium
The IoT Marketplace
Make it real
The IoT Marketplace as an IoT Solutions Platform
The Kits. Out of the box.

Qty: 1  Buy Now!  €5,500.00

Indra offers 1 month free trial

The IoT Marketplace
Make it real
End-to-end Solutions in The IoT Marketplace
Some examples linked to case studies.

“Getaria: environment monitoring for a smart tourist destination.”
End-to-end Solutions in The IoT Marketplace
Some examples linked to case studies.

“Athens International Airport trusts EXM and Libelium’s IoT platform to enhance environmental monitoring.”
End-to-end Solutions in The IoT Marketplace
Some examples linked to case studies.

“Precision Agriculture: Predicting Vineyard Conditions, Preventing Disease.”
End-to-end Solutions in The IoT Marketplace
Some examples linked to case studies.

“Indoor Precision Farming in American medical marijuana plantations.”
Is your solution ready for The IoT Marketplace? Partnership Programs.

Discover how to join Libelium Ecosystem!
Become a member of our partners network to ensure the maximum interoperability.

Select the partnership suitable to your company profile:

- **Cloud Partner**: a software company with a Cloud Platform to become compatible with Libelium IoT gateway (Meshium).
- **Radio Partner**: a company interested in integrating a radio communication protocol with Libelium IoT platform.
- **Hardware Partner**: a hardware company that offers sensors and special devices that can be integrated with Libelium IoT platform.
- **Solution Partner**: a software company that offers vertical applications to develop IoT projects framed in a specific area with Libelium technology.
- **Marketplace Partner**: a software company with an IoT Solution ready to be used with Libelium technology and packaged on an end to end kit available at The IoT Marketplace.
- **Trusted System Integrator**: a company that provides customers complete solutions to develop IoT projects, from the sensors to the software solution.
Is your solution ready for The IoT Marketplace?
Steps to become a IoT Marketplace Certified Partner

1. Sign up
   Libelium IoT Marketplace Partner Program

2. Define an application
   No matter how simple the application is, go for focus to attract targeted customers.

3. Pick a vertical
   We will cooperate to define the best hardware components for the kit.

4. You are in!
   Your technology platform is available on the Libelium IoT Marketplace.

Sensors and Devices integrated with Libelium Technology

Your software solution

Out-of-the-box working IoT Solution
Is your solution ready for The IoT Marketplace?

Benefits

**Shorten your sales cycle**
Offering a fully integrated solution from hardware to application speeds up the decision making process for the final customer.

**Gain new customers**
We report who is buying the kit with your platform so that you can follow up with them.

**Get more visibility**
Listing in Libelium IoT Marketplace website as Certified Partner. Using of Libelium IoT Marketplace Certified Partner logo in your website and products.

**Improve your demos**
Use these kits to make your demos and trade shows come to life. Kits for marketing purposes are available at 25% discount\(^1\).

**Show your platform in a real environment**
Potential customers can test your software platform for a specific application fully integrated with sensors.

**Scale faster**
IoT projects are challenging to define, having something specific like a kit to start discussing with your customers avoids the effect of facing a blank page.
Is your solution ready for The IoT Marketplace?

Partner Programs
More than 90 partners already in the Libelium IoT Ecosystem
Is your solution ready for The IoT Marketplace?
### Questions and Answers (chat).

### Next Webinars.

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Thanks for joining our webinar!

Please stay tuned:
Twitter: @libelium
Contact: a.bernal@libelium.com
Linkedin: Ana Bernal Menés

Meet me at:
IoT Solutions World Congress
(3-5 October, Barcelona)
Smart Cities Expo World Congress
(14-16 November, Barcelona)