machnation

IoT Application Platform ScoreCard

December 2014

Executive Summary

The IoT Application Enablement Platform (AEP) space is one of the most exciting and rapidly developing pieces of the IoT technology stack. There is a great deal of financing activity of, competition between and strategic approaches of IoT AEP vendors. Research for our IoT Platform Scorecard showed us a diverse and thriving landscape consisting of varying approaches to technology, standards development, flexibility, business strategies, pricing and partnerships.

It has been a big year for IoT platforms. In the last year, MachNation closely followed major investments in companies like Ayla Networks (USD15 million) and EVRYTHNG (USD7 million), Electric Imp (USD15 million), Arrayent (USD12 million) as well as two major acquisitions by PTC: ThingWorx (USD112 million) and Axeda (USD170 million).

The role of an IoT AEP is to enable and empower private and public sector organizations to build award-winning IoT solutions. IoT platforms seeks to achieve this by providing a secure, flexible and manageable software stack that serves as the foundational framework for data, device and application management for an IoT solution.

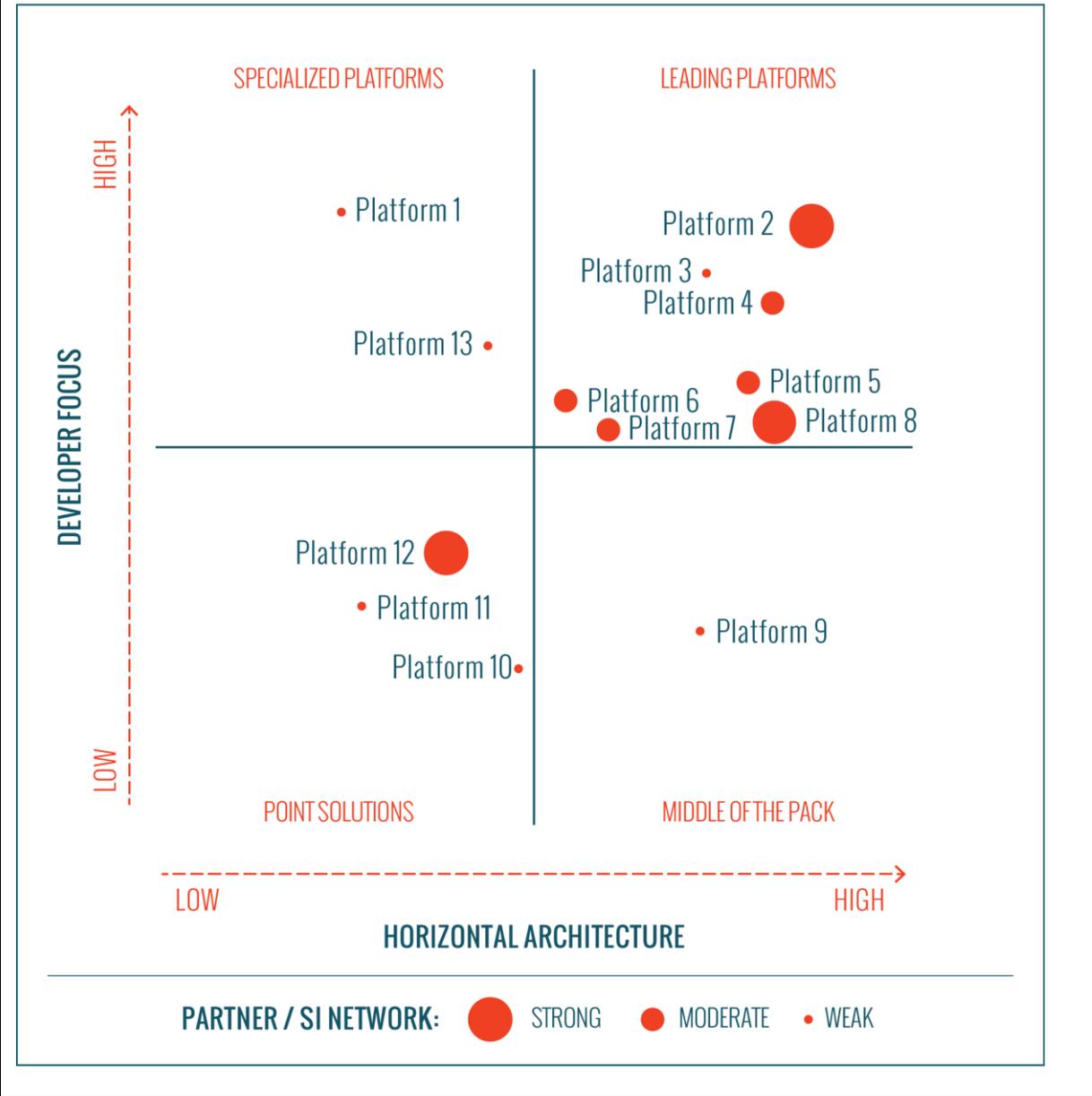MachNation believes that a leading IoT platform must excel in the following functional areas:

- Extensibility and flexibility - the ability to extend the platform beyond the out-of-the-box feature set, integrate efficiently with other technologies, and work well in the preferred development environment.

- Manageability - the ability to administer, monitor and maintain the platform during development, testing and production phases of the product development lifecycle

- Analytics capabilities - the ability to process and complete quantitative analyses on data used to drive business decision-making

- A developer focus - A platform's cogent system architecture, publicly available well-documented Application Programming Interfaces (APIs), and a smooth process for prototyping.

- Strength of partner / system integrator (SI) network - A platform vendor's wide-reaching network of partners and system integrators (SIs) that have the knowledge and expertise to bring award-winning IoT solutions to market.

We also identified IoT platforms that serve niche markets and while they may not meet the level of holistic rigor we expect from a complete IoT platform, we anticipate such players can be very successful in supplementing existing IoT technology stacks by filling in existing gaps and solving specific challenges.

MachNation's 2014 IoT Application Platform ScoreCard includes the following vendors (listed alphabetically): 2lemetry, Aeris' AerCloud, Arrayent, PTC's Axeda/ThingWorx, Ayla Networks, Bug Labs' Dweet and Freeboard, Carriots, Cumulocity, Electric Imp, EVRYTHNG, SeeControl, Xively and Yaler.

FIGURE 1: IOT APPLICATION PLATFORM SCORECARD [SOURCE: MACHNATION, 2014]

SPECIALIZED PLATFORMS

LEADING PLATFORMS

DEVELOPER FOCUS

HIGH

• Platform 1

Platform 2

Platform 3 •

Platform 4 •

Platform 13 •

Platform 5

Platform 6

Platform 7

Platform 8

Platform 12

• Platform 11

Platform 10 •

• Platform 9

LOW

POINT SOLUTIONS

MIDDLE OF THE PACK

LOW

HIGH

HORIZONTAL ARCHITECTURE

PARTNER / SI NETWORK: ⬤ STRONG ● MODERATE • WEAK

Please contact sales@MachNation.com for the full report and platform rankings.

Insight and technology for the connected future | machnation.com