IoT Solution Optimizer

IoT Virtual Twin Modeling for NB-IoT & LTE-M

Product Brief

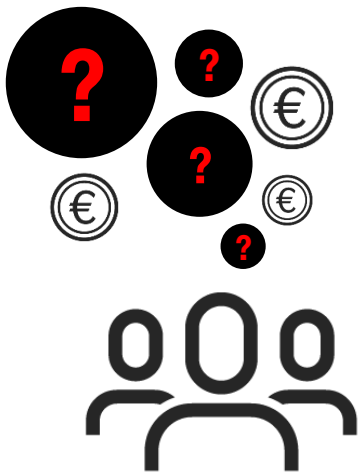
Complexity of LPWA design affects take-up…

The industry lacks experience building & deploying battery-powered devices for Massive IoT

How does **network coverage** impact device battery life?

What **power saving features** apply to specific use-cases?

How do **mobility, temperature, roaming** affect performance?



How to adapt if modules are missing specific **capabilities**?

How do **protocol choices and encryption** affect efficiency?

When does **app communication** become top-heavy?

Companies face many risks, rising costs, low margins…
Endless trial-and-error

Sounds familiar? Tired of “proof-of-concepts”, need help securing “proof-of-business”?

An IoT challenge, affecting the value chain...

To scale up business, a new capability is urgently needed for all parties

Procurement Companies

- **Scouting** for suppliers across the fragmented IoT industry takes time
- **Feature gaps** are difficult to spot
- **Design benchmarking** is nearly impossible, few references available
- No tools to assess the **fair market value** in terms of performance

Device Manufacturers

- **Chain of prototyping cycles** burning budget and delaying time to market
- **Deployment impacts** found too late
- **New protocols** are required for more efficient communication
- **Costly field testing** often needed to identify design improvements

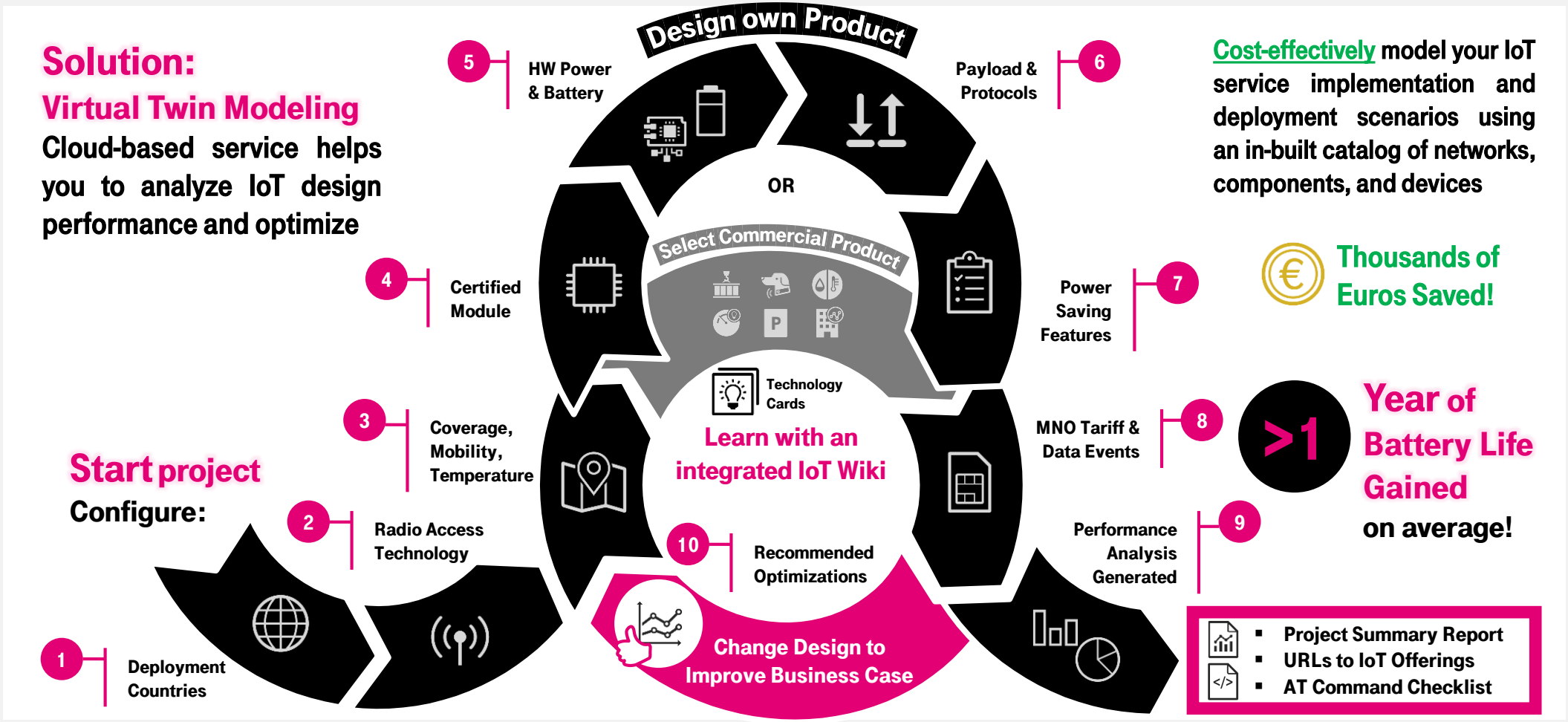
Operators, Service Providers

- No way to check how infrastructure changes **impact customer devices**
- **Man-weeks of effort** to calculate device battery lifetime for projects
- **High risk** that customer devices overload or damage the network
- **Effort to explain** complex features

Consultancy / Integration

- **Entering IoT consultancy** requires a high initial investment
- **Complex range, interdependencies** of requirements, implementations
- **Little experience** in LPWA product design is a key knowledge gap
- **Time is money**, answers needed fast

Assess & optimize your IoT project in minutes



Note: LTE-M support available in November, 2020

How this tool can help you

Improve your battery life

Identify in seconds if your solution has an **inefficient hardware or application**; implement recommended changes

Leverage IoT supplier ecosystem

Explore the **growing catalog of devices and components** from our innovative, global partners

Avoid costly mistakes

Identify pitfalls for your prototyping, **save costs in components, tooling, travel, and consultancy**

Optimize for coverage

Learn how to **compensate for poor coverage**, and how to tailor your device for **network configurations**

Peace of mind for your data

Geo-redundant, cloud-based service ensures scalability and availability with **EU data sovereignty** and **data privacy (GDPR)** compliance

Gain time-to-market

Reduce prototyping cycles and avoid unnecessary, prolonged field trials; **get projects back on track**, faster

Profit from in-tool training

Hundreds of integrated IoT technology articles to browse and learn from; discover when/how to use features

Industry's performance database

1000+ datapoints per module, quality-controlled by supplier, to ensure reliable power consumption modeling

Learn more!

Flexible: Licensing model with renewable subscription periods and add-ons

Scalable: Create unlimited projects with your account

Personalized: Fully white-labeled variants can be optionally delivered to enterprises

International: Implemented in over a dozen languages for your global business

Future-proof: Automatic upgrades with new features and capabilities

Enabling: Become a service reseller to onboard own customers, place products on shelf

Reach out to us: https://tsi.iotsolutionoptimizer.com/contact