








Eurotech Device as a Service (DaaS): a New Business Model

- DaaS is an attractive scalable financial model in which the customer only pays a predictable monthly fee for the data and for the services that are provided
- DaaS hides the costs and the complexity of executing an embedded / IT project allowing customers and system integrators to concentrate on their core business since the devices (and therefore the means to generate and communicate data) are provided as a service
- No initial investment for software and hardware development
- No need for major upfront investments – and when the business grows the number of devices can be increased any time – without limits
- Greatly decreased time to market. Applications are up and running in days, not months

**Eurotech DaaS
Best Offer for End-to-End
Device Applications**

Business Application Integration

-  Management reports show data trends
-  Operational dashboards show device data in real time
-  Service integration (Salesforce, Twitter, Facebook, Google apps)
-  Notification via sms, e-mail, twitter, or an automated phone call
-  Mobile support to show relevant information to the specific user
-  System integration (SAP and Oracle or customer-developed applications)
-  Management and operation integration

**Cloud-based Device
Data Management
and Delivery**

Let Eurotech put you on the fast track to business success.

www.eurotech.com/best-tco



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Data from Distributed Devices
to Business Applications
Fast. Reliable. Effective.



Could This Get Any Easier?®

Everyware™
Device Cloud

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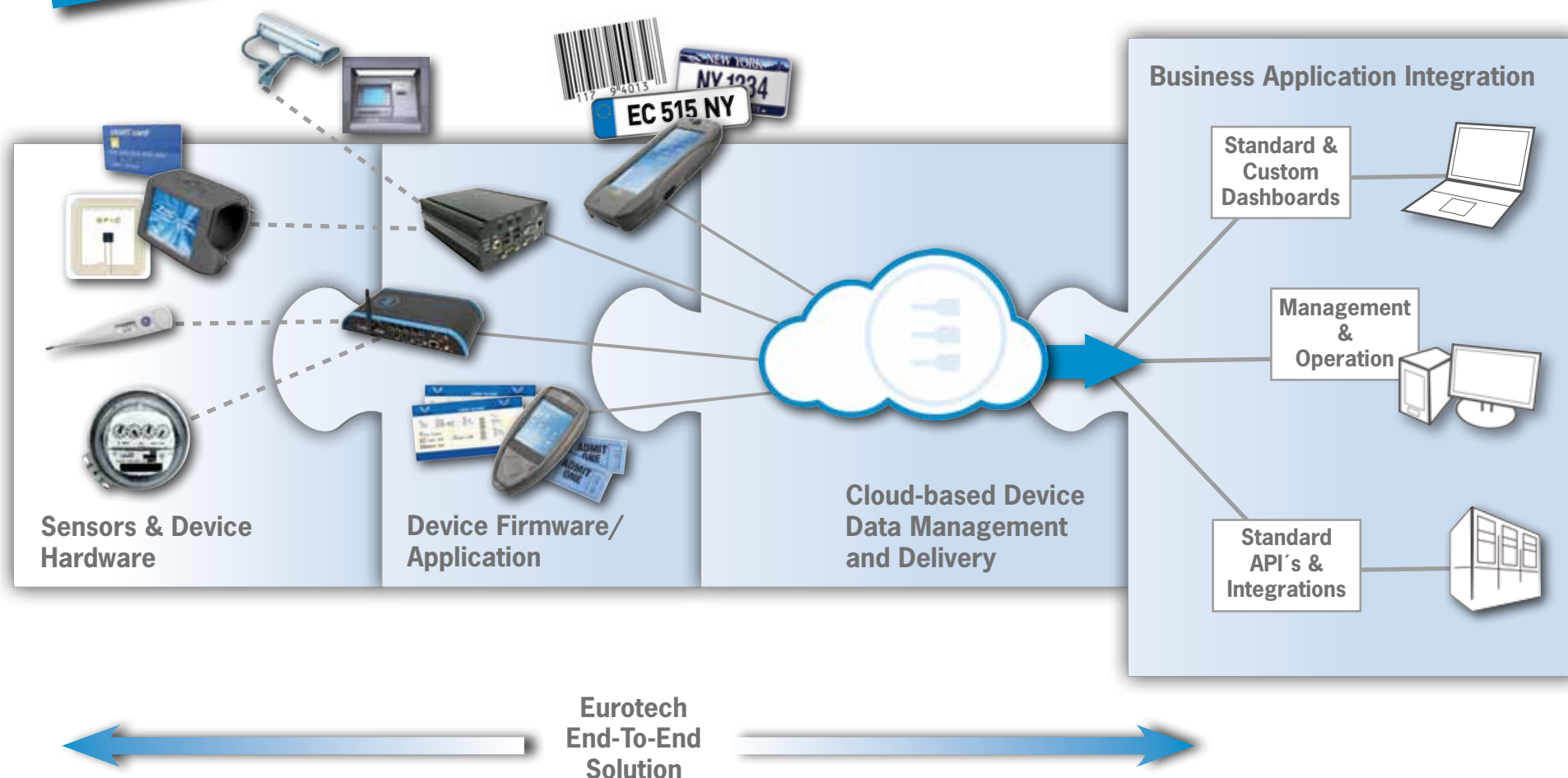
Why Eurotech, for End-to-End Device Applications

Eurotech's Everyware Device Cloud gives you the advantage:

- **Complete Offer from the Edge of the Network to the Business Enterprise and Beyond**
- **Multidimensional Scalability**
- **Future-proof with Mitigated Risk**
- **Dramatically Reduced Cost**
- **Fast Time to Market**
- **Open and Simplified Development**

For end-to-end device applications, these benefits combined result in the best TCO (Total Cost of Ownership) at present and a clear competitive advantage for partners and customers that rely on Everyware Device Cloud solutions for their end-to-end device applications.

**Everyware Device Cloud ...
Best TCO in the Industry !**



Complete Offer from the Edge of the Network to the Business Enterprise and Beyond

- Flexible hardware, software and service offering for end-to-end device applications
- Extensive data management for comprehensive platform support
 - Embedded systems
 - Scalable edge nodes, networking devices
 - Mobile and stationary devices
 - Wearable and hand-held devices
- Secure and reliable communication infrastructure based on world-class Cloud Technologies and services
- Wide range of standard interfaces and APIs for business application integration

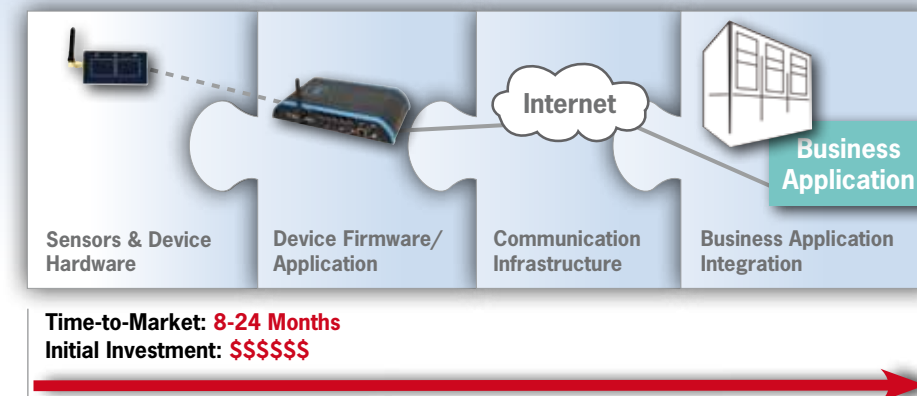
Multidimensional Scalability

- Scale from very small numbers of devices to the largest applications, with on-demand capacity and access
- Add new categories of devices in minutes using object modeling for fast extensions to the device population
- Choose your display both in where you receive data (iPad, desktop, PDA, phone) and in what form you receive data (tweet, SMS, email, phone call, dashboard)

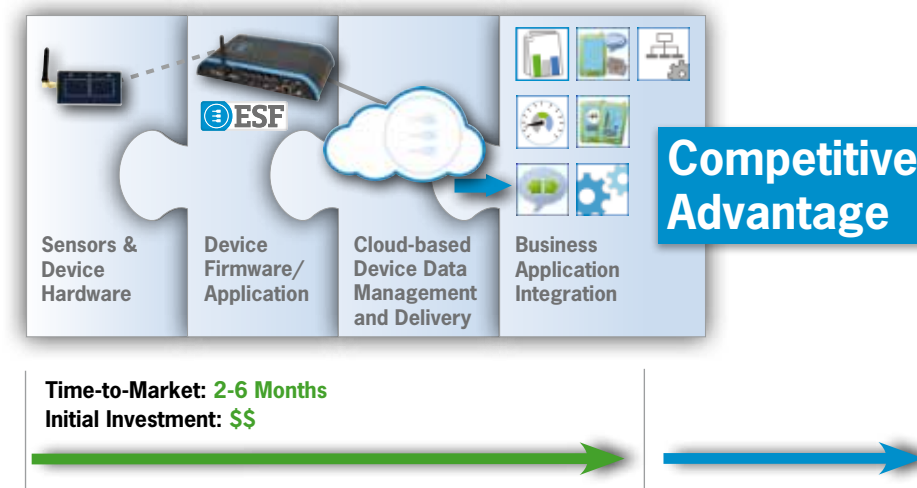
Future-proof with Mitigated Risk

- Portability across device platforms through Eurotech ESF, a best-in-class and proven application framework supporting a broad range of boards and systems
- Open standards-based with interfaces and APIs for seamless integration to business logic that can adapt to inevitable and unforeseen market forces
- World-class security and privacy policies protect the devices, data, and business investment
- Mitigate risk by basing your sophisticated application on cutting edge cloud platform architecture

Conventional Approach



Eurotech Approach: Everyware Device Cloud



Dramatically Reduced Cost

- Connectivity, data management and delivery, without upfront investment in servers, software, environmentally controlled rack space, dedicated IT staff and all the other traditional expenses
- Remote monitoring, maintenance and configuration of deployed devices
- Monthly fees based on Eurotech's arrangements

Fast Time to Market

- All elements of the cloud-based device data delivery and management system in place for on-demand start-up and growth
- Fast proof of concept to effectively test your ideas and business applications
- One point of contact for the end-to-end solution, so you don't need to start from scratch to manage and negotiate multiple vendor relationships (for devices, for data management, for connectivity, for application integration)

Open and Simplified Development

- Built-in Integrations with leading business applications with large developer communities, so future application ideas are limited only by the imagination
- Software framework & Everyware Device Cloud Client software minimizing application development
- Toolkits with open standard interfaces adopted by large developer communities