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VENDOR IN MACHNATION'S 2018
IOT APPLICATION ENABLEMENT
SCORECARD**

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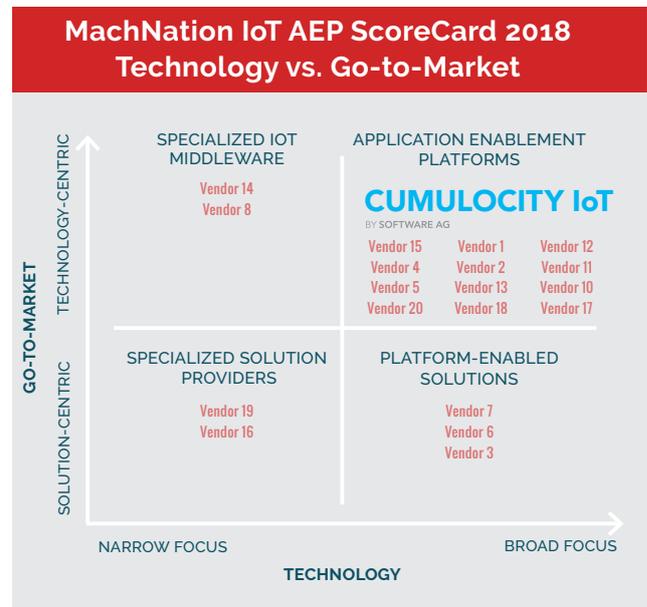
Introduction

The IoT application enablement space has continued to grow into one of the most critical technology sectors of the Internet of Things (IoT). According to MachNation forecasts, worldwide IoT application enablement and device management revenue will be USD 3.3 billion in 2017 growing to USD 64.6 billion by 2026 at a compound annual growth rate (CAGR) of 45% over the period. Enterprises realize that a well-built IoT AEP saves significant development time and money in the creation and operation of an IoT solution.

IoT Application Enablement Platform (AEP)

An Application Enablement Platform (AEP) is a technology-centric offering optimized to deliver a best-of-breed, industry-agnostic, extensible middleware core for building a set of interconnected or independent IoT solutions for customers. An AEP vendor relies on a flexible deployment model; a comprehensive set of device and enterprise backend connector SDKs and APIs; and a set of well-documented developer resources. AEP vendors assemble a network of application development, systems integrator and service provider partners that builds custom IoT applications on the platform for customers.

MachNation rated 21 vendors across a set of requirements spanning four categories. The four categories of requirements consist of 15 sub-requirements that are the underlying bases of MachNation's rating.



The four categories are:

- Develop
- Deploy
- Operate
- Extend

Based on MachNation's in-depth analysis of 21 vendors, MachNation rates Software AG as a leading IoT Application Enablement Platform vendor.

Below, we describe some of Software AG's unique strengths and differentiators cited in MachNation's ScoreCard.

CUMULOCITY IoT

BY SOFTWARE AG

Software AG Overview

With over 10,000 customers in over 70 countries, Software AG is an enterprise software company headquartered in Darmstadt, Germany. Software AG, with 2016 revenue of EUR 872 million, offers its solutions and services to enterprises, service providers and the public sector. The Software AG Cumulocity IoT platform is based on the 2017 acquisition of Cumulocity, a Düsseldorf-headquartered Nokia Siemens Networks spin-off. Software AG focuses its growth of Cumulocity IoT on direct and indirect sales by providing a platform available for cloud, on-premises and edge deployments. Software AG emphasizes its platform's ease of deployment, open integration architecture and configurability. Software AG offers a free trial of the Cumulocity IoT platform.

Software AG has a particularly strong offering in the growing IoT edge ecosystem. MachNation believes this strength comes from its strong application development and enablement features; excellent device management capabilities; and strong platform management tools. In particular, MachNation cited Software AG's unique strengths in the following areas:

Cumulocity IoT has strong application development and enablement features. With an effective vendor-provided web application development SDK, customers are empowered to create their own AngularJS monitoring and operations interfaces, hosted and managed

directly within the platform. While many platforms provide the ability to build custom portals or interfaces, Cumulocity IoT further enables customers by providing first-class, on-platform control over deployed applications; declarative assignment of applications to tenants; application version control; and a wide library of easily integrated plugins supporting many platform- and device-specific features. In addition, even the default and highly effective device management and administrator applications can be customized by end users. When taken comprehensively, this application management implementation almost entirely removes the need for enterprises - even larger enterprises with complex or use case-specific requirements - from needing to develop custom operational or administrative Interfaces.

Cumulocity IoT offers excellent device management capabilities. Device management capabilities, a distinct area of strength for the Cumulocity IoT platform, are both broad and deep. Typical features such as device onboarding/sunsetting, device maintenance and remote diagnostics are all present. In addition, Cumulocity IoT provides excellent deployment-scale management of assets through hierarchical multi-level and dynamic rule-based groups. Additionally, it facilitates mass execution of device lifecycle tasks and device commands. Connectivity management is also provided on-platform as are a variety of effective device- and aggregate-level data monitoring and device status views. Notification and alerting is also well provided with on-platform support for multi-level alarms and notification events. Finally, a device simulator is provided on-platform

to enable rapid testing of event processing rules. Without the need to employ third-party or custom developed device management solutions, customers are able to focus on other less challenging aspects of IoT solution deployment.

Cumulocity IoT provides excellent platform management tools. Software AG provides a highly effective suite of on-platform interfaces to manage nearly all aspects of the AEP solution. Other platform aspects such as user and tenant administrator, federated on-platform data sharing, event processing rules, audit trails and multi-factor authentication settings are all logically and effectively exposed. Even the administrative console itself can be easily downloaded, customized and redeployed in minutes, not hours or days. For large or small customers, these features enable fast and extensible management of on-platform features, enabling both faster and less complex initial platform deployment and ongoing platform maintenance.

Conclusion

Based on MachNation's in-depth analysis of 21 IoT AEP vendors, MachNation rates Software AG as a leading Application Enablement 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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