

## The New Model for IoT Delivery

The key to driving the expected explosive growth of IoT is making it easier for developers to craft and market solutions that solve real business problems. With easy access to an ecosystem and marketplace, developers need only add their ingenuity.

The reason IoT is going to skyrocket in the next few years is a simple one: It is going to solve business problems and overcome business challenges for companies of all sizes. And it is going to do it simply and cost-effectively, with companies being far less concerned about the technology than they are about the outcomes achieved.

The costs of sensors and data storage continue to fall, and connectivity for the elements on the front lines of IoT is secure, reliable, and inexpensive. Everything is in place for the rapid acceleration of IoT solutions; however, the complexity of putting the right pieces together has been challenging. Simplifying IoT is the key to adoption.

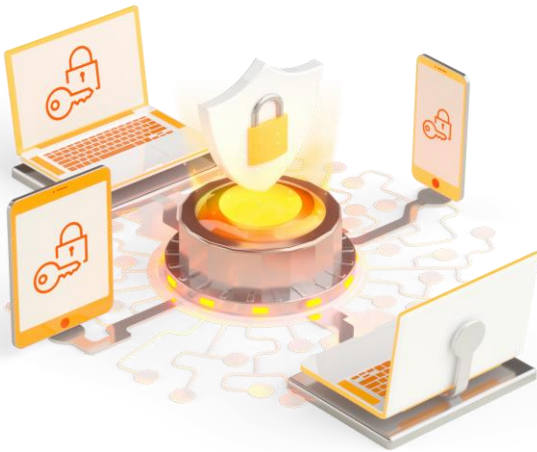
Sprint IoT Factory does just that. It's a new platform for developing and bringing to market innovative, simple-to-use IoT solutions.

### Opening up the Ecosystem

In addition to selling ready-made solutions to buyers, the IoT Factory concept also brings an open ecosystem for developers, or "builders." They can leverage the platform to quickly and easily craft innovative business solutions and then take advantage of Sprint resources – such as the network, distribution, and customer care – to make their solutions available through the digital store to buyers and businesses of all sizes.

What the IoT Factory makes possible is the ability to go to market quickly and easily while at the same time keeping costs at a minimum. The Factory model eliminates the need for developers to maintain costly inventories, in favor of on-demand production.



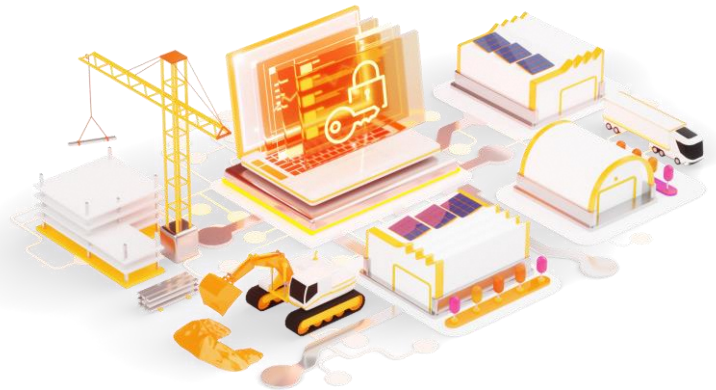


It also allows developers to innovate rapidly by taking advantage of Sprint hardware components and adding a straightforward drag-and-drop interface to design a mobile application. Combined with end-to-end encryption, developers create secure, easy-to-deploy solutions for the business customer.

## From Idea to Product

Andy Do of Embedded Works Corporation, a current IoT Factory user, had this to say: “The drag-and-drop platform has made it so easy to take my prototype to a finished commercialized solution. Using the extensive device library and all the built-in automation features is the fastest way to get from idea to a real plug-and-play product.”

IoT factory developers will find themselves in good company, with numerous solutions already established and in the marketplace for buyers. Solutions such as energy management, vehicle and equipment tracking, generator monitoring, pharmaceutical temperature monitoring, and server room monitoring.



This approach, which is all about simplicity, is only the beginning of a broad transformation of IoT. It is less and less about technology and instead is about solving specific business problems. The Factory concept builds on and accelerates that trend, making it ever easier for developers to build the solutions and put them into the hands of the companies that need them.