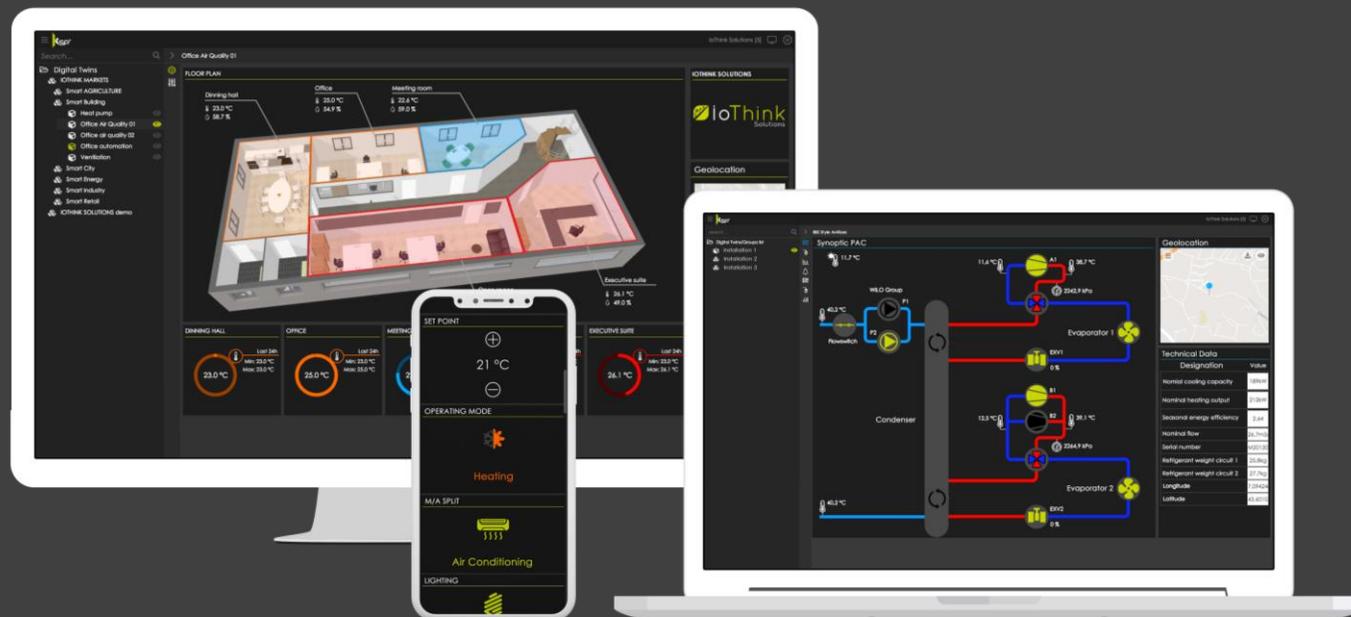




Powered by  ioThink  
Solutions

Restricted

“IoT Platform to enable  
all of your use cases”



**Contact:**

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06206 Nice cedex 3

France

Tél: +33(0)9 52 03 64 40

[info@iothink-solutions.com](mailto:info@iothink-solutions.com)

**Websites:**

[www.iothink-solutions.com](http://www.iothink-solutions.com)

[www.kheiron-sp.io](http://www.kheiron-sp.io)

**17:05 - Introduction by Gilles: Overview of the program's organization, documents & milestones**

**17:15 - Company's presentation**

**17:30 - Sales Training, Q&A using the following:**

- **Ideal Customer Profile**
- **Value Proposition**
- **Common objections**

**18:50 - Next steps**

**19:00 - End**

# Company's presentation



## ABOUT US:

- Founded in 2016, **4 years existence**, every year count in IoT domain!
- Founders come from **Industry, Energy and HVAC** domains
- Customers **worldwide**

## KEY FIGURES:

**1000+**

Use cases

**25.000+**

Devices/machines

**500+**

Decoded devices

**10.000+**

Users

**50+**

White labeled

## VALUE PROPOSITION: From the idea to the go-to-market in less than 5 days

- IoT pain points:



TIME-TO-MARKET



INTEROPERABILITY



SCALABILITY



COST



SECURITY



SKILLS

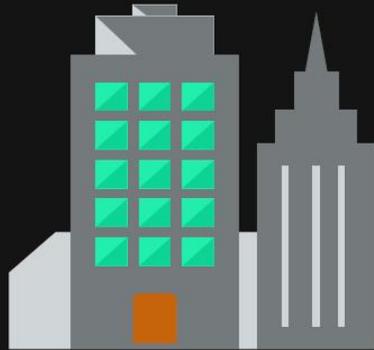
Pain points, use case identified  
**T0**  
ROI - Added Value

Mockup, POC, Deployment phase  
**T0+4D**

Market-ready solution  
**T0+5D**



# Our Markets



Smart Building



Smart Industry



Smart City



Smart Retail

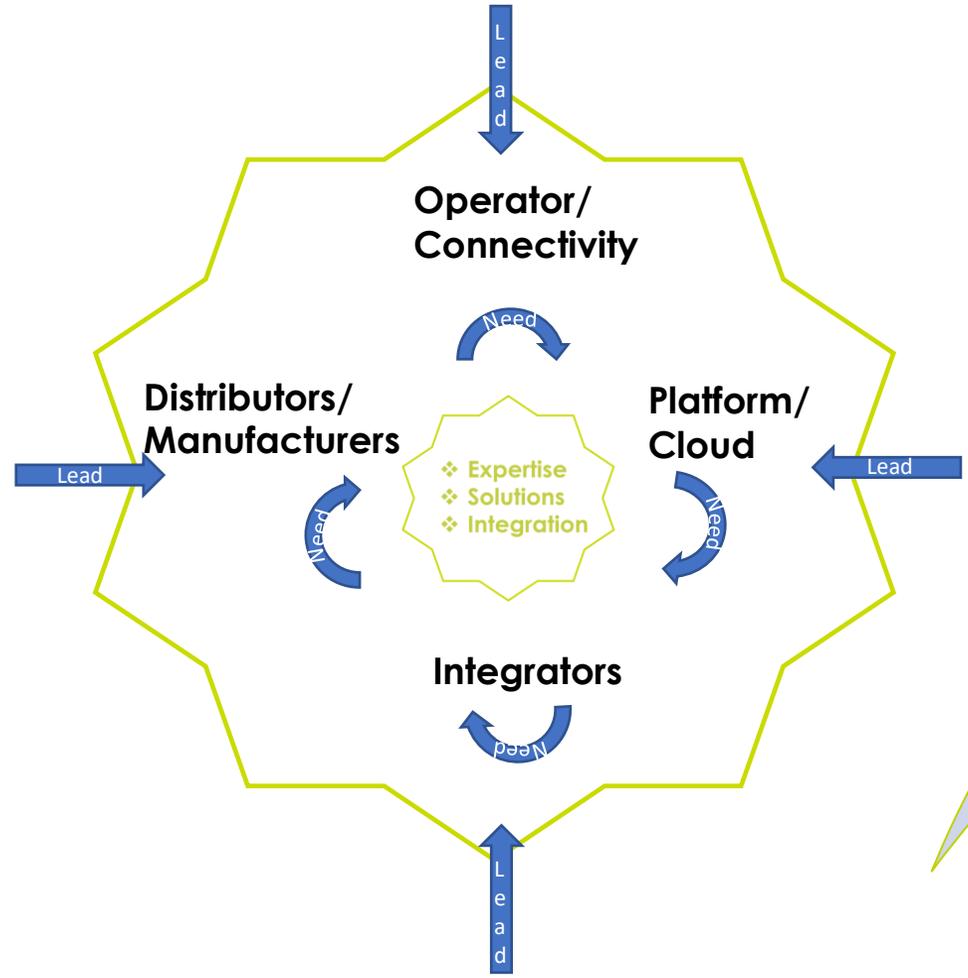


Smart Energy

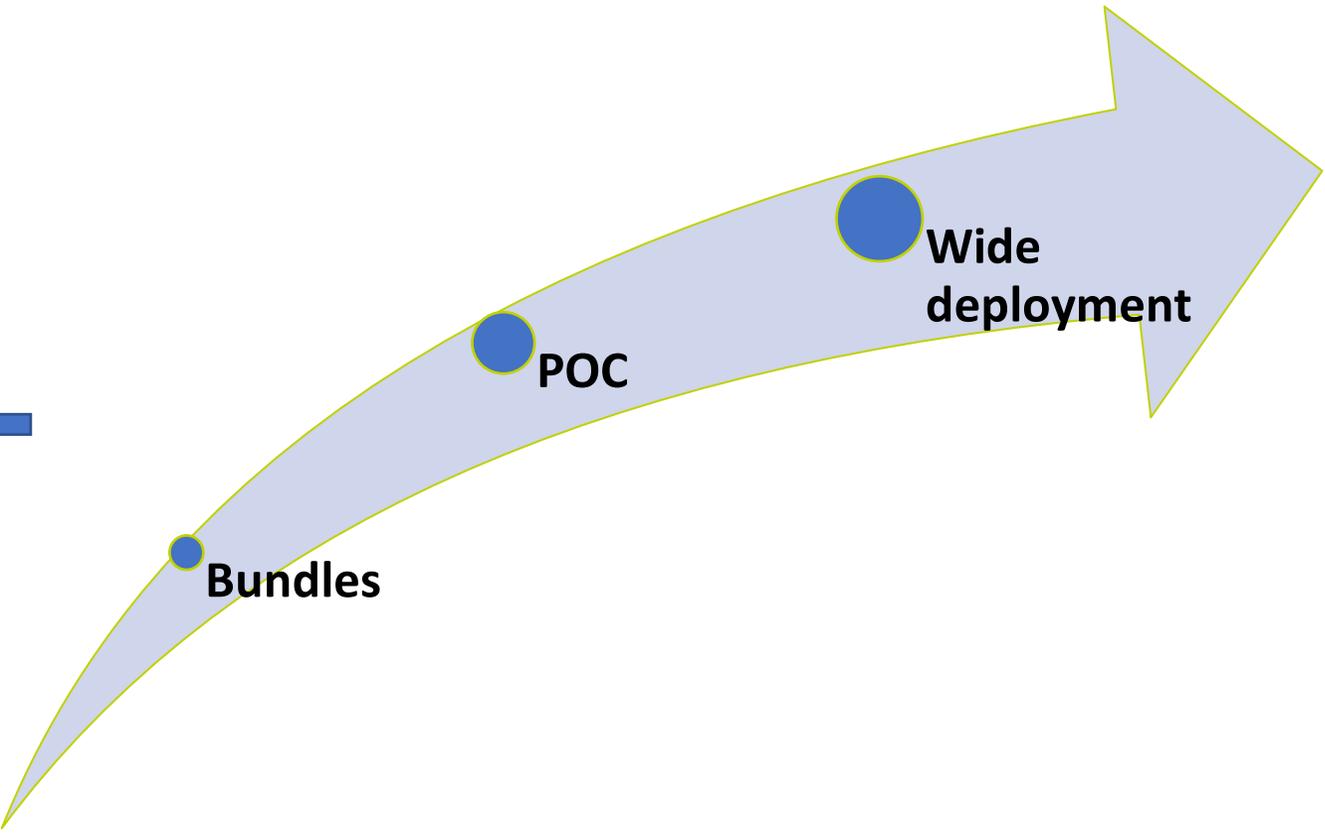


Smart Agriculture

### IoT : A fragmented market



### Key to success : Building an end-to-end solutions



### Devices

### Gateways/LNS

### Connectivity

### Application Server

### Distributors

### Integrators (System and IT)/facility Managers



## FOR WHO?



### DEVICE MAKERS

Startup or medium-sized companies

Présence,  
Pulse,  
Smoke detector,  
I/O modules,  
Soil moisture,  
Air quality,  
...

...



### MACHINE BUILDERS

Power Generators,  
Heat pumps,  
Chillers,  
Boilers,  
Waste compactors,  
Fridges,  
...

...



### SERVICE PROVIDERS

System integrators, IT integrators  
**Facility Managers,**  
...

...



### NETWORK OPERATORS

Operators,  
Telecom  
...

...



## WHAT FOR?

Common needs:

To market new recurring services  
White label (own brand)  
Multi-tenant

Specific needs:

- For all their devices
- Bundles
- Public use cases (library)
- Multilingual

- Reduce maintenance costs
- Enhance operation
- Improve R&D
- Develop custom use cases (Studio)
- Multilingual

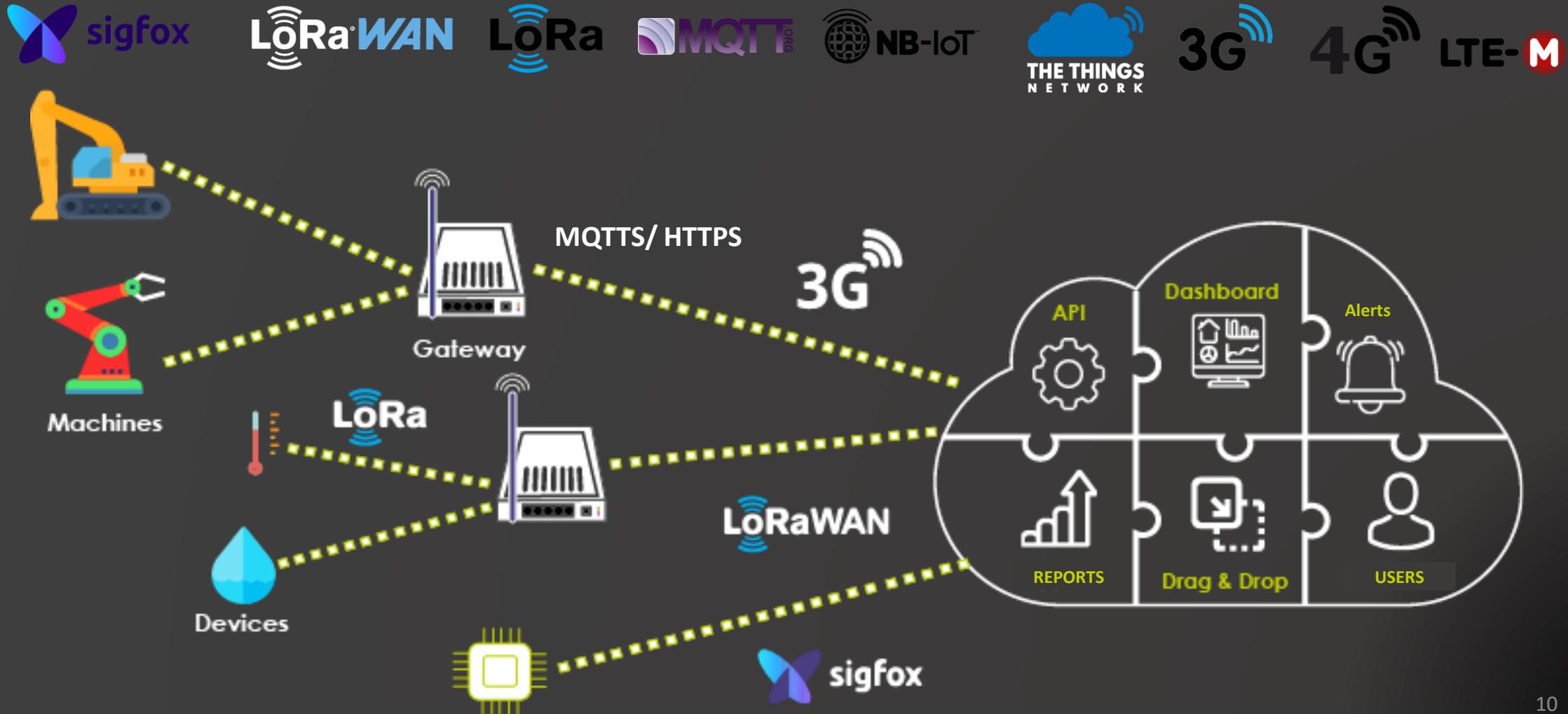
- Develop custom use cases (Studio)
- Public use cases (library)
- Public decoders (library)

- On-Premise version
- Bundles
- Public use cases (library)
- Public decoders (library)
- Multilingual

# An agnostic solution

**KHEIRON IoT Suite** is totally agnostic and allows you to connect all your equipment, whatever the use case and whatever the connectivity. Don't take any more risks on your IoT projects, our solutions secure you on the chosen architectures and offer flexibility and scalability.

Centralize all your equipment on a single platform and control your equipment thanks to a bidirectional solution.



## Monitor, Control, Analyse



## KHEIRON Service Platform

## Dare to connect everything

### Features:

- Charts and synoptics
- Real time dashboard
- Administration
- Remote controls
- Emails & SMS alarms
- Reports

### Benefits:

- Reduce your costs
- Monitor, control and analyze
- Develop high value-added services

## Design Studio



**KHEIRON Studio**  
Your first IoT IDE\*

## Design your IoT platform in a few minutes without any coding skills!

### Features:

- Public library of sensors and use cases
- Simplified payload decoder
- Intuitive graphical creation (Drag & Drop)
- User roles management

### Benefits:

- Overall control of your IoT platform
- 100% customizable platform
- Adaptability of all sectors of activity
- No coding skills needed

**We add new sensors for you in the public library or it is easy to do**

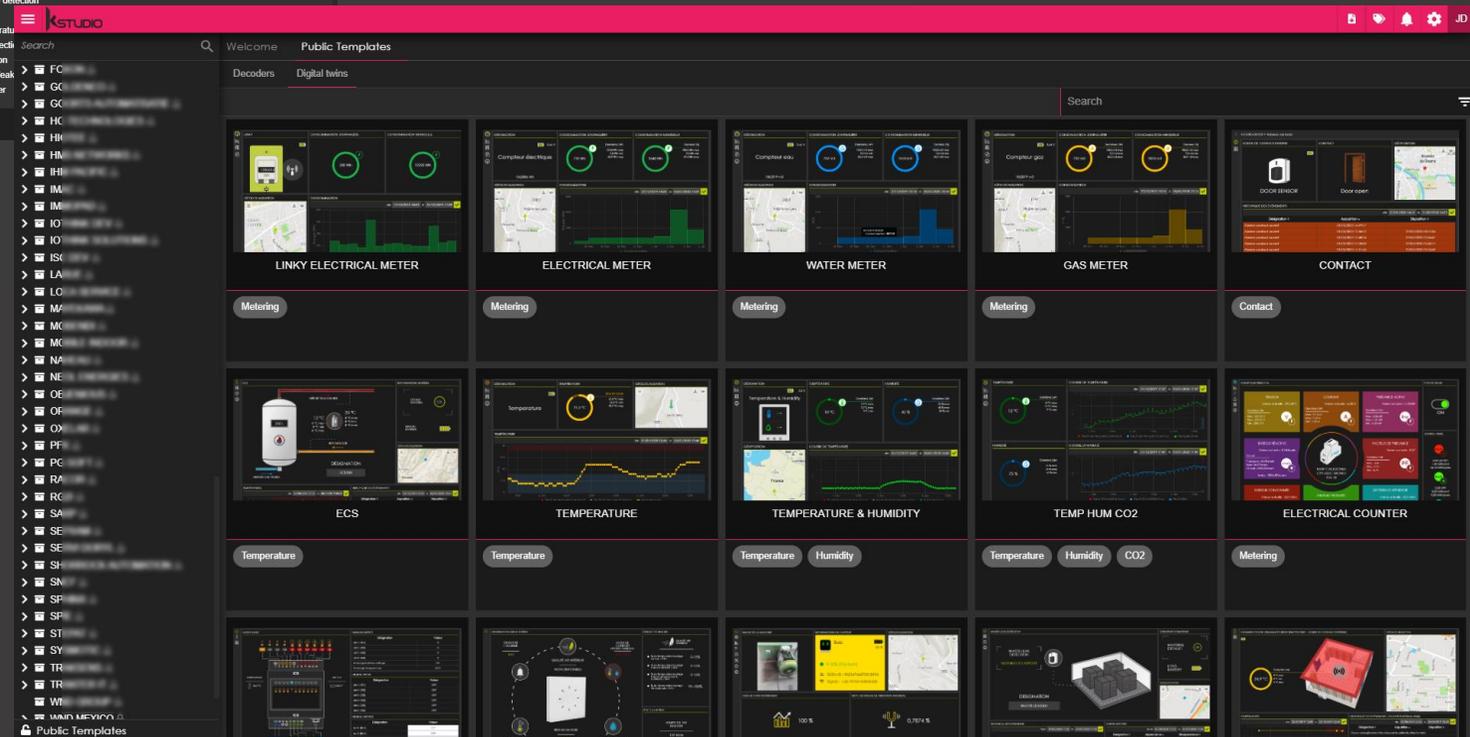
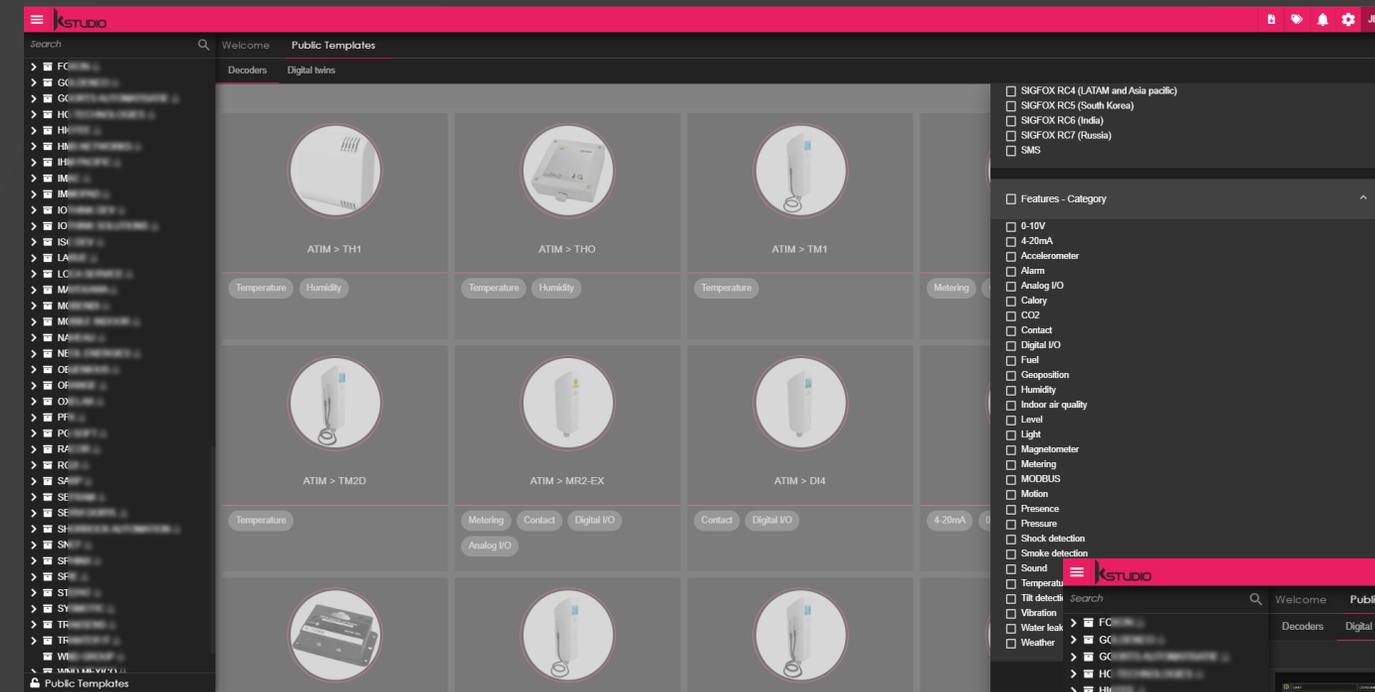


## Devices library:

- Filter by brand, connectivity, feature
- Find you device according to your need
- Add your custom device on your own
- Online JavaScript & C# editor
- **350+ LPWAN devices and gateways**

## Use cases library:

- **100+ on-the-shelves use cases**
- Design your custom and private library
- Toolbox to design/edit your dashboard
- Drag & drop feature
- No coding skills needed



## Design Services

**KHEIRON Design** is an "integration service" from IOTHINK team to create custom digital twins for any kind of devices

Kheiron Design

**We design for you**  
(if you don't want to use the Studio)

## We create your branded portal

- Domain name
- Logo
- Graphic charter, colors...
- Email addresses
- Terms of use
- Notifications (emails, sms...)

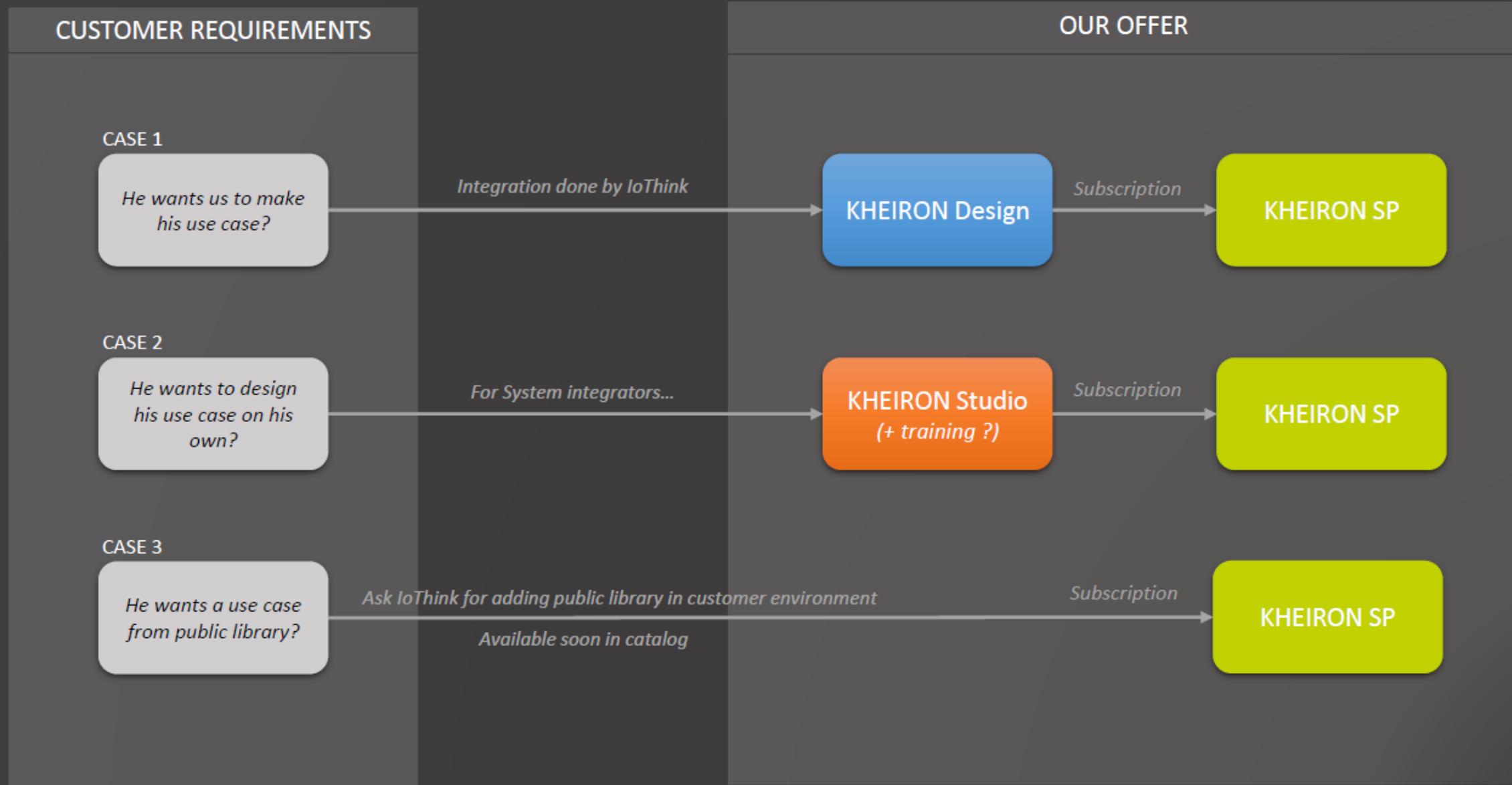


**ENGIE**  
[www.engie-iot.com](http://www.engie-iot.com)

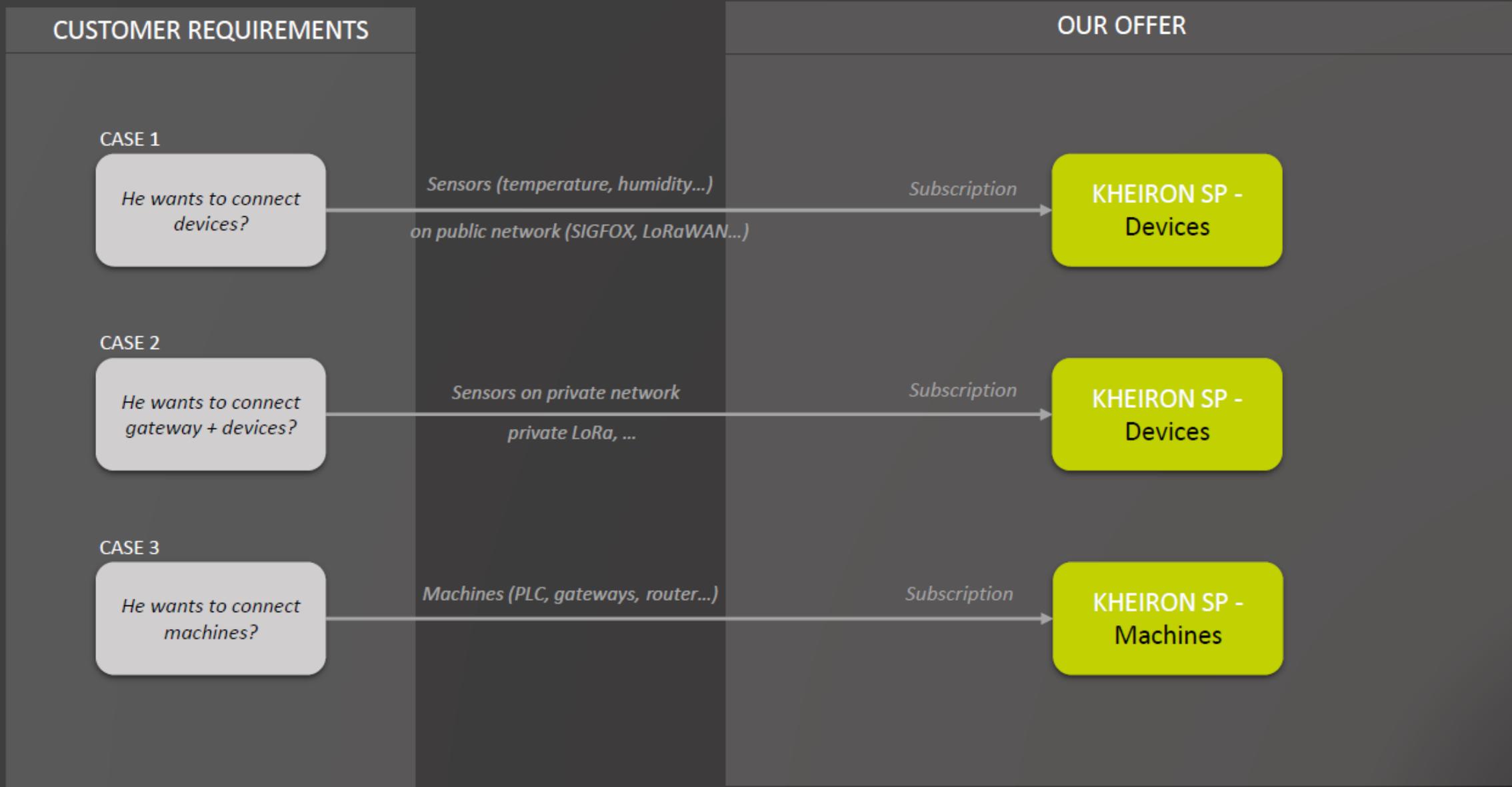
**WEB + MOBILE APP**



# RESELER TIPS - HOW TO MAKE AN OFFER?



# RESELER TIPS - WHICH SUBSCRIPTION?



17:30 - Sales Training, Q&A using the following:

- **Ideal Customer Profile**
- **Value Proposition**
- **Common objections**

**Devices**

**Gateways/LNS**

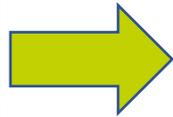
**Connectivity**

**Application Server**

**Distributors**

**Integrators (System and IT)/Facility Managers**

## Devices makers



### FOR WHO?



**DEVICE MAKERS**  
Startup or medium-sized companies  
Présence,  
Pulse,  
Smoke detector,  
I/O modules,  
Soil moisture,  
Air quality,  
...

### WHAT FOR?

To market new recurring services

Common needs: White label (own brand)  
Multi-tenant

---

Specific needs:

- For all their devices
- Bundles
- Public use cases (library)
- Multilingual



### Advantages :

They will bring us directly to their distributors and enhance our public library

### What do we have to offer?

To add their product range in our public library. It will allow us to present their devices to all our customers and integrators in the US and worldwide.

- It's free
- We just ask them to introduce us to their distributors

**Result of the call => book a meeting for a web demo**

### Common objections

A big part of our business model is based on recurrent revenues generated by our own platform!

### Answer :

- We understand that's why we can also collect data through an API
- As you may know customers don't want to have several vertical platforms
- You can sell your device with our white-labelled platform and have a great markup on it, so you don't have to spend time and money to develop your in-house software
- We can bring you many markets

# Why offering a platform to your devices makers : The Atim case

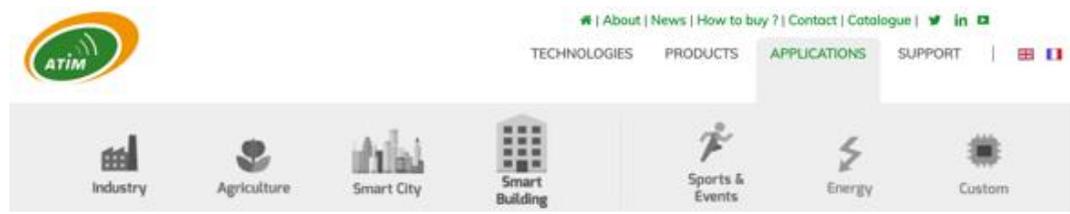


## Product Technologie

- M2M
- Modbus RTU
- Modbus TCP
- Radio locale
- Transparent
- Modbus
- Sigfox
- LoRaWAN
- LoRa Point-to-Point
- EnOcean
- Wifi
- Bluetooth
- RFID



To address vertical markets



**Internal development**

- X** High development costs
- X** Not their expertise
- X** Not flexible
- X** Customers dissatisfaction

Issues on the platform

# What they decided to engage in doing with us and what they got

To migrate all of their devices on Kheiron

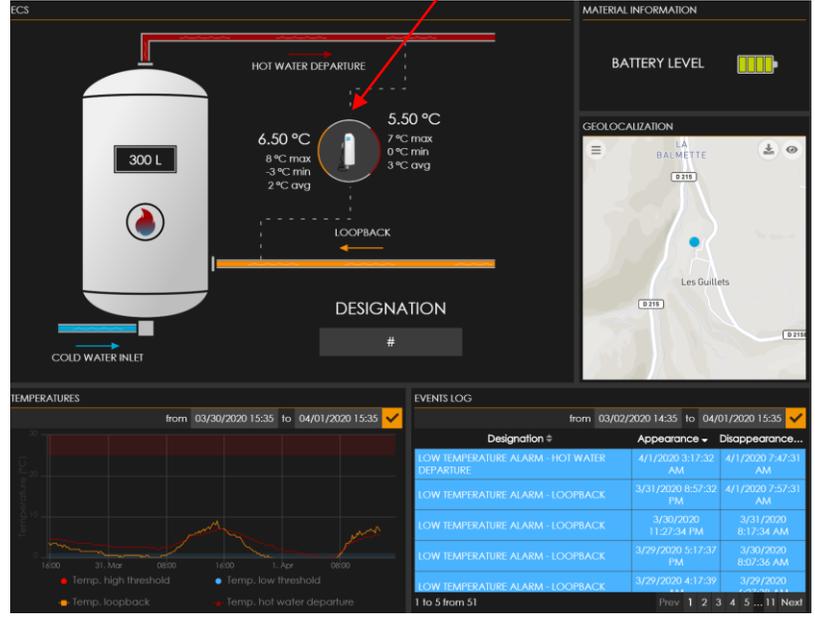
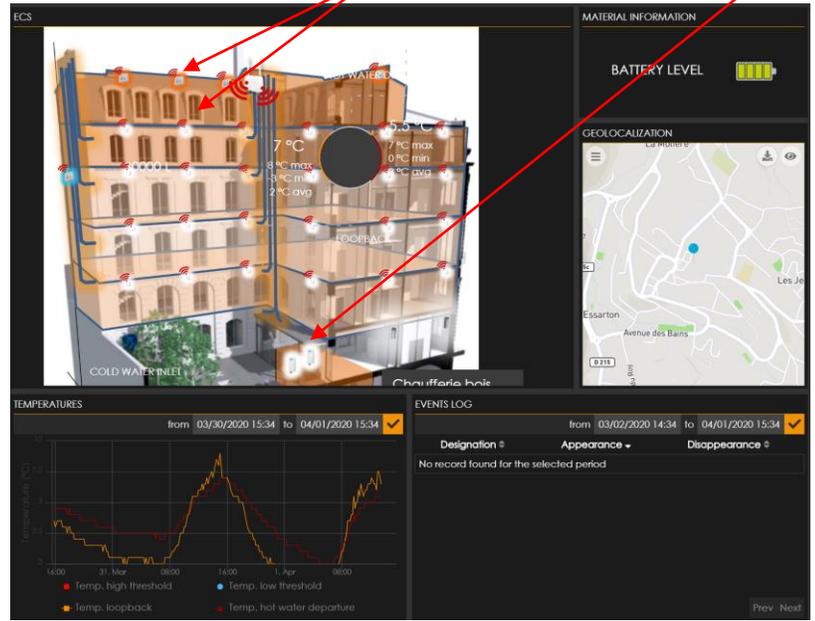
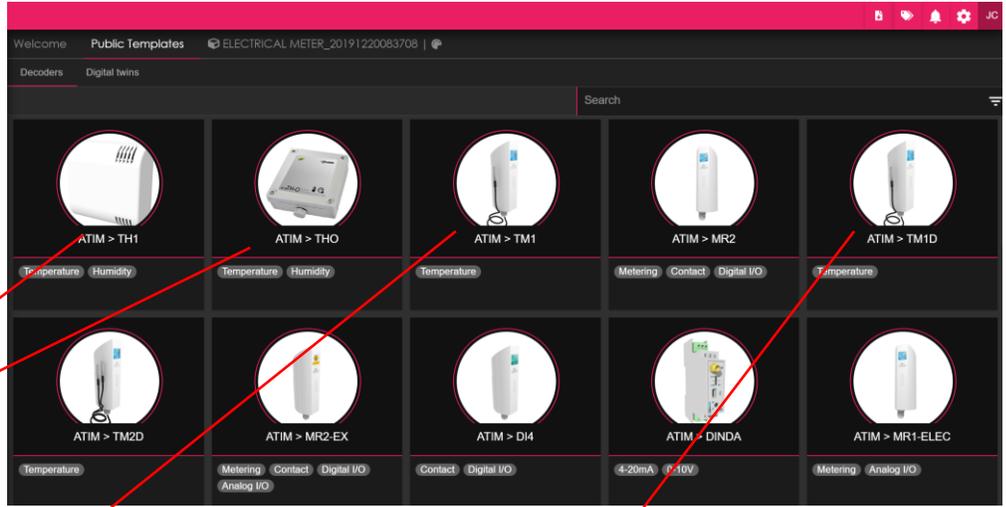
For their existing customers  
= 6 000 suscriptions/year

+

For their new coming customers

## ROI

- ✓ Beating the competition
- ✓ Saving on development (T&C)
- ✓ Bringing more flexibility
- ✓ Paying as they go
- ✓ Getting a full white labeled solution



## Integrators (System and IT)/Facility Managers



### Advantages :

They will bring us directly to their customers and allow us to reach vertical markets

### What do we have to offer?

Speed is of the essence! Help their customers and themselves to digitalize their offers and services :

- Being reactive and fast in creating new use cases
- Building vertical end-to-end solutions
- Reducing development costs to favor added value services and expertise
- Getting a great margin on projects
- Securing the projects

**Result of the call => book a meeting for a web demo**

### Common objections

We already work with Mydevices, Tagolo, Vertical M2M, ...

### Answer :

- They are great solutions indeed and some are good to make bundled solutions and some to make full customizations, but very few can do both
- Most of them are quite expensive and we are more competitive
- Our solution is for non specialists and also for experts
- Some are not agnostic

# From the idea to the go to market in less than 5 days!

Get **ROI** on your services and bring **Added value** to your offer

## Pain points, use case identified **T0**

Identifying internal or clients main pains and possible optimizations

Relying on :

- The public libraries (sensors templates)
- The wide connectivity endpoints

## Mockup, POC, Deployment phase **T0+4D**

- Validating the idea and showing how it will look like (**Mockup**)
- Validating that it works (**P.O.C**)
- Ready to be scalable on the **Deployment phase**

*Simplify the IoT Connectivity  
Quickly design dashboards  
Alerts monitoring*

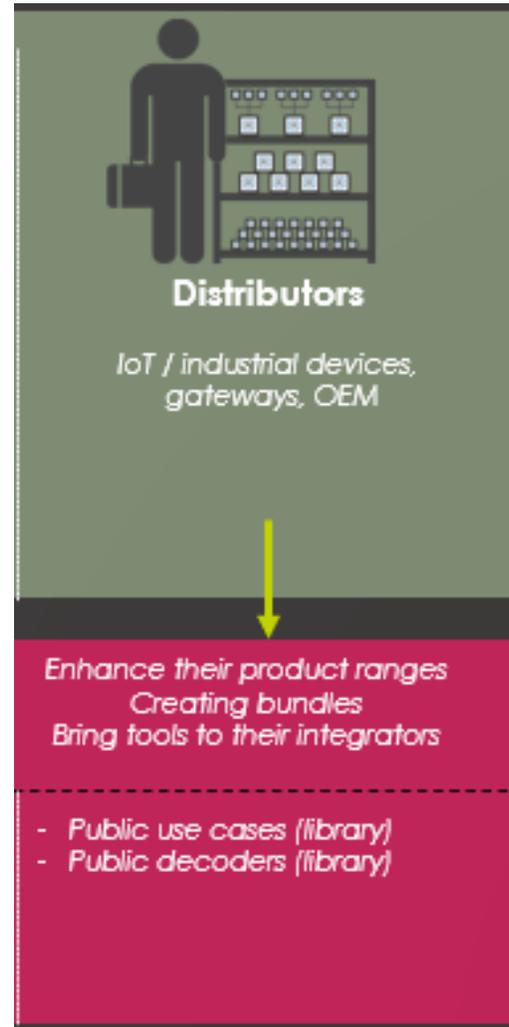


## Market-ready solution **T0+5D**

- Giving an access to the end users and administrator through **web & mobile**
- Managing the IoT fleet
- Simplify billing
- Insuring deployment and maintenance



## Distributors



### Advantages :

They will bring us directly to their customers and system integrators

### What do we have to offer?

Showcase the hardware! Telling a story around devices

- Customers want to see devices in action
- Bring bundles to the market
- Creating recurrent revenues
- Give toolbox to their integrators
- Getting a great margin on projects
- Keep getting revenues on competitors

**Result of the call => book a meeting for a web demo**

### Common objections

This is not our job to sell software

### Answer :

- We know that and all our distributors worldwide started saying that, but they are now glad of our partnership
- Our products and services are as easy to sell as hardware (product catalog)
- Keep concentrate on bundles and we'll assist you and your integrators for more specific projects
- We bring you leads and business

**ioThink Solutions** **New Integration** **RADIO BRIDGE**

**Wireless air temperature and humidity sensor**

- Indoor air quality
- Ventilation management
- Temperature / humidity
- Energy monitoring

**Make IoT Simple**

**Keiron READY**

**ioThink Solutions** **Integration ROBEAU** **Robeau**

**Smart Water Meter**

- Remote meter consumption
- Leak detection
- Estimated monthly bill
- Predictive maintenance

**Make IoT Simple**

**Keiron READY**

**ioThink Solutions** **Integration: NIS-UL - Nemeus** **NEMEUS**

**Ultrasonic sensor**

- Status of legacy tanks
- Volume calculation of tanks
- Reduce logistic costs
- Calculation and prediction of autonomy

**Make IoT Simple**

**Keiron READY**

**ioThink Solutions** **Integration Atim ACW / DIND88 Class C** **ATIM**

**Smart Lighting**

- Remote monitoring 8-Inputs + 8-Outputs
- Time reporting
- Telemetry
- Alerts in case of faults

**Make IoT Simple**

**Keiron READY**

# Vehicle Detection

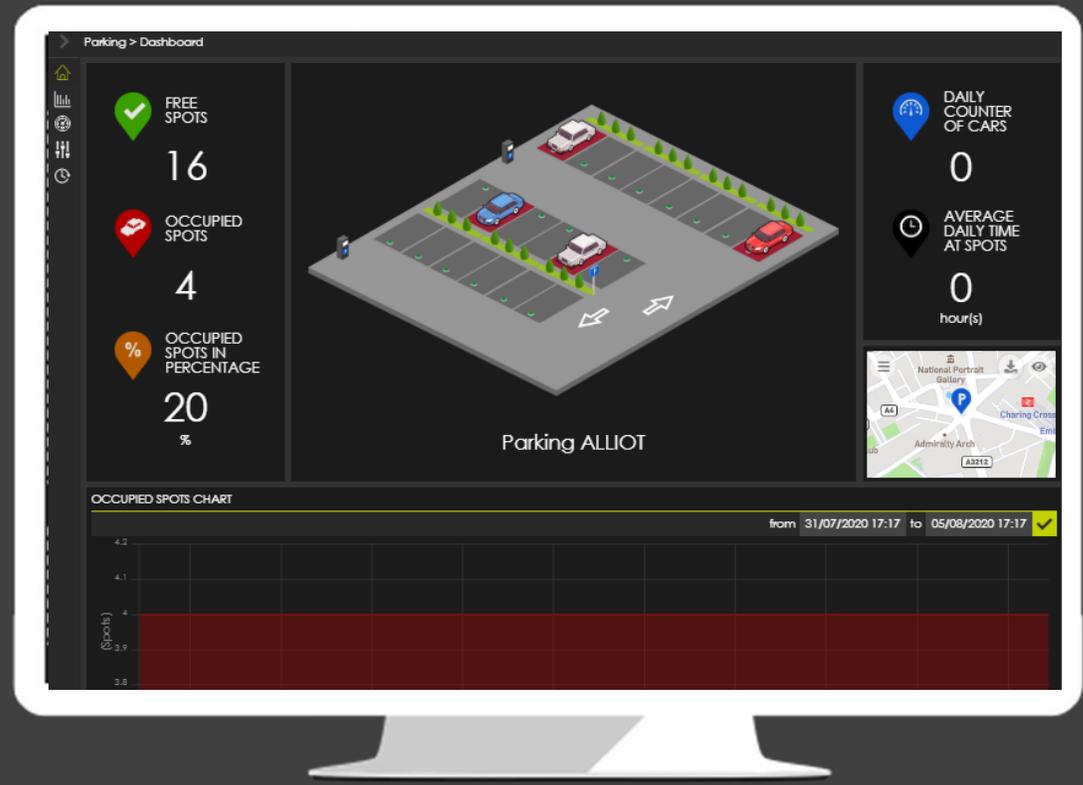


- For:
- ✓ Public car parks
  - ✓ Shopping centers
  - ✓ Municipalities
  - ✓ Company parking



## USE CASE: Parking Management

- Features:
- ✓ Parking map
  - ✓ Real time fill rate
  - ✓ Availability in real time
  - ✓ Geolocation of places
  - ✓ Sharing urban spaces



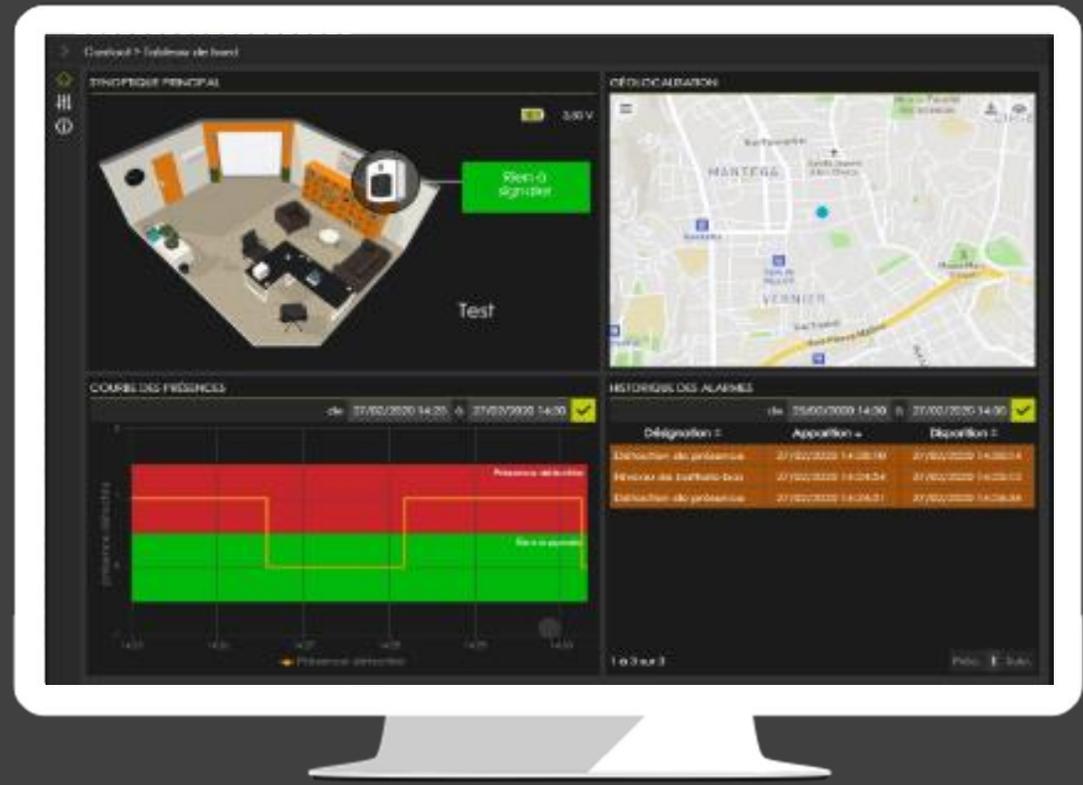
# MOTION



- For:
- ✓ Buildings, meeting rooms, offices,
  - ✓ Schools, Universities,
  - ✓ Residential homes,
  - ✓ Plants...

## USE CASE: Presence detection

- Features:
- ✓ Presence detection in a room & Occupation rate
  - ✓ Humidity
  - ✓ Temperature
  - ✓ Geolocation on a map
  - ✓ Alerts via emails / SMS / Push notification
  - ✓ Chart with presence detection
  - ✓ Luminosity rate



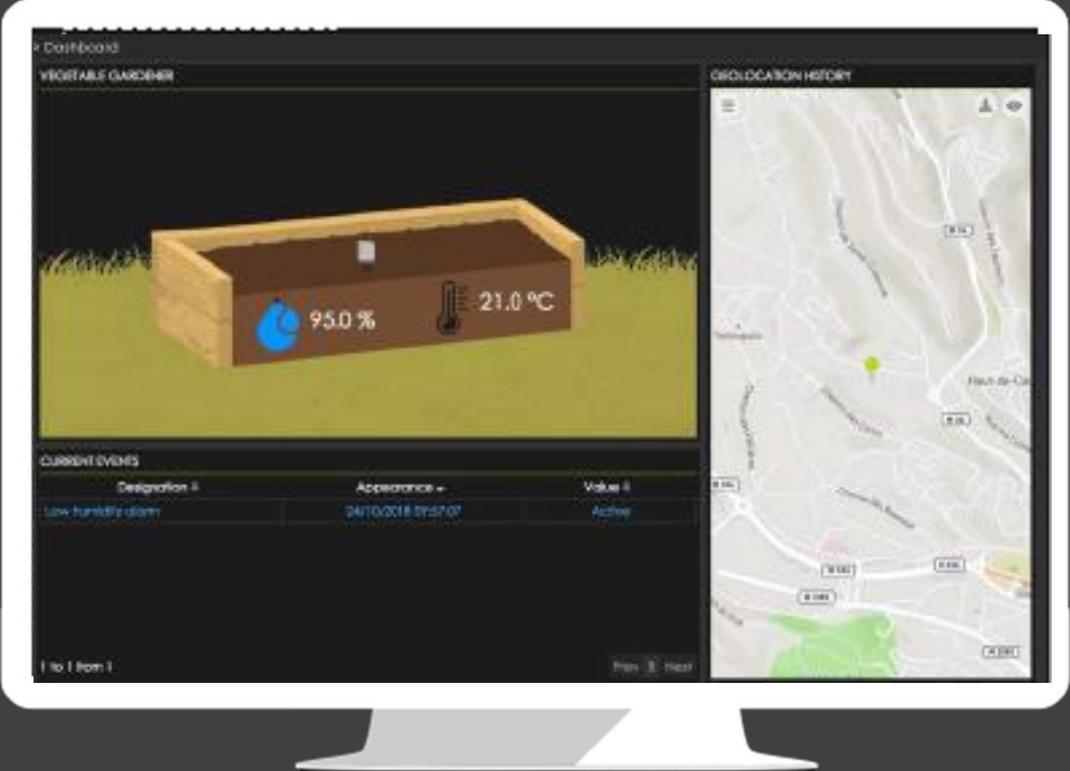
# Soil and environmental metrics



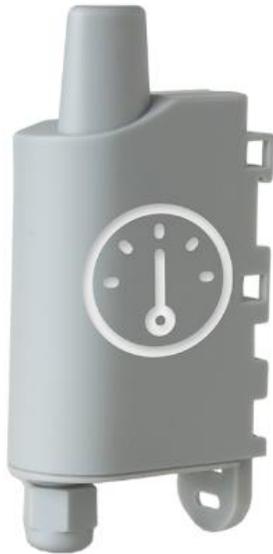
- For:
- ✓ Gardens
  - ✓ Public parks
  - ✓ Zoos
  - ✓ Municipalities
  - ✓ Agriculture
  - ✓ hydrofarms

## USE CASE: Smart agriculture

- Features:
- ✓ Humidity
  - ✓ Temperature
  - ✓ Moisture
  - ✓ Light
  - ✓ Geolocation on a map
  - ✓ Alerts via emails / SMS / Push notification to save your growing plants



## PULSE



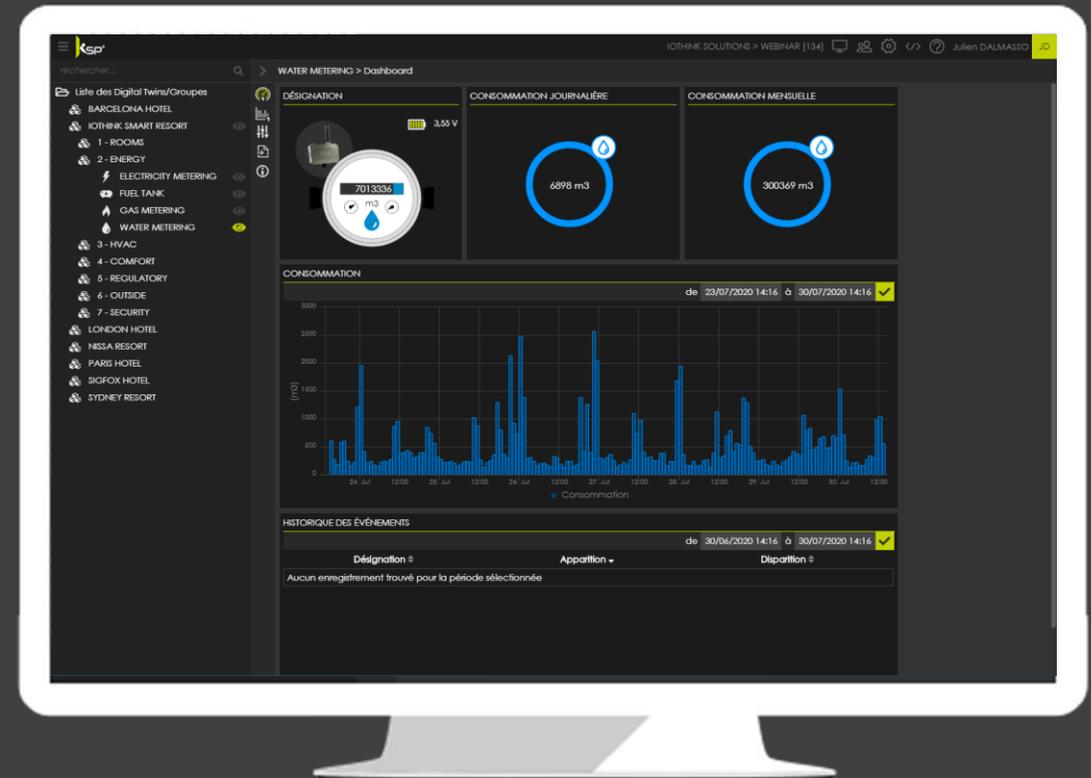
For:

- ✓ Water, gaz (ATEX version), electricity counters
- ✓ Buildings, Schools, University,
- ✓ Residential homes, Property management
- ✓ Plants...

## USE CASE: Energy counter

Features:

- ✓ 2 counters
- ✓ Yearly, Daily, Monthly consumption
- ✓ Export (PDF, Excel, picture)
- ✓ Pulse weight configuration
- ✓ High and low thresholds configuration
- ✓ Geolocation on a map
- ✓ Alerts via emails / SMS / Push notification



# 18:50 - Next steps



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# Thanks for your attention!

Contact us for a **one-to-one meeting** for more information and talk about your project



Jean-Philippe CHOUIKA\*



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+336 64 80 16 62



Schedule a call: <https://calendly.com/jp-chouika-iothink-solutions>

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