



# IoT analytics for connected product manufacturers & service providers

## Outcomes



### Build better connected products

Assess product performance, behavior and feature usage to optimise product quality



### Create new revenue streams

Identify new services opportunities by uncovering patterns in product usage



### Reduce operational costs

Easily identify what products to service and decrease truck rolls



### Improve customer satisfaction

Identify which customers are least engaged, and are likely to churn



### Create new business models

Enable usage-based pricing and other data-driven services to drive new revenue.

Discover Insights

## Who we serve

### Analytics for Connected Consumer Products

Consumer IoT manufacturers can now extract actionable insights from their connected products, to understand usage, performance, customer engagement, churn and more.

Consumer IoT

### Analytics for Connected Industrial Products

Industrial IoT manufacturers can now extract actionable insights from their connected products, to enable condition-based and predictive maintenance, identify anomalies, improve servicing, and decrease truck rolls.

Industrial IoT

## Why work with us

Our out-of-the-box analytics and turnkey IoT libraries accelerate time-to-insight and provide customers with competitive differentiation. We work with IoT players across consumer, enterprise and industrial verticals to power their data-driven strategy

Product

Services

## Who are we

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The Company

## Trusted Partners



Our Partners



IBOT



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"We're excited to partner with mnubo to show consumers how a smart home ecosystem can enhance their lives in ways they haven't even thought of yet."

Letha McLaren, Chief Marketing Officer of Icontrol Networks.



amazon web-services



Our Clients

## Use Cases and other resources



### Case Study: Smart Home

Tap into smart home sensor data to uncover actionable insights and derive business value

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## Take the first step today

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# Consumer IoT Insights




**Customer Engagement**

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**Customer Churn**

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**Product Usage**

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**Install Base**

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**Product Diagnostics**

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**Predictive Trends**

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## CioT ressources



### Partner Program Benefits

Solutions for Business Development, Marketing Communications, Training, Project Support...

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## From the blog


Featured article - CioT

### Understand Your Data Provide a Complete User Experience

All the articles for CioT




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amazon web services



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# Customer Engagement

Understand how customers are interacting with your connected products

Group customers based on their usage behaviour, and profile them to facilitate a faster adoption rate. Track the entire connected product life-cycle to reinforce brand engagement



Customer Churn



Prioritise target market segments



Establish a feedback loop between customers and product managers



Identify new features, and improve customer experience and customizability



Identify which value prop resonated best within customer profile



Create new opportunities for other stakeholders outside the direct customers (e.g. service technicians, resellers, distributors, etc.)



Power third party sales/marketing tools using IoT customer and product profiles and scores

## Resources about Customer Engagement

Featured article - CioT

### Understand Your Data Provide a Complete User Experience



#### Solution Guide: Smart Objects

Learn more how SmartObjects can help you improve product performance & customer engagement, reduce customer churn and create new revenue streams

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# One of our plan is right for you

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## MAKER

Data as a Service  
per object / per month

Free Trial

objects	unlimited
quota	basic
dashboard	basic
managed	✓
data storage	✓
data analytics	✗
data science	✗

Free Trial

Organize, modelize, and store your object data to make it suitable for analysis. Provides data collection, aggregation and management services on real-time IoT data streams. Includes object modelling, sensor templates, and object lifecycle management.

## PRO

Analytics as a Service  
per object / per month

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objects	unlimited
quota	advanced
dashboard	advanced
managed	✓
data storage	✓
data analytics	✓
data science	✓

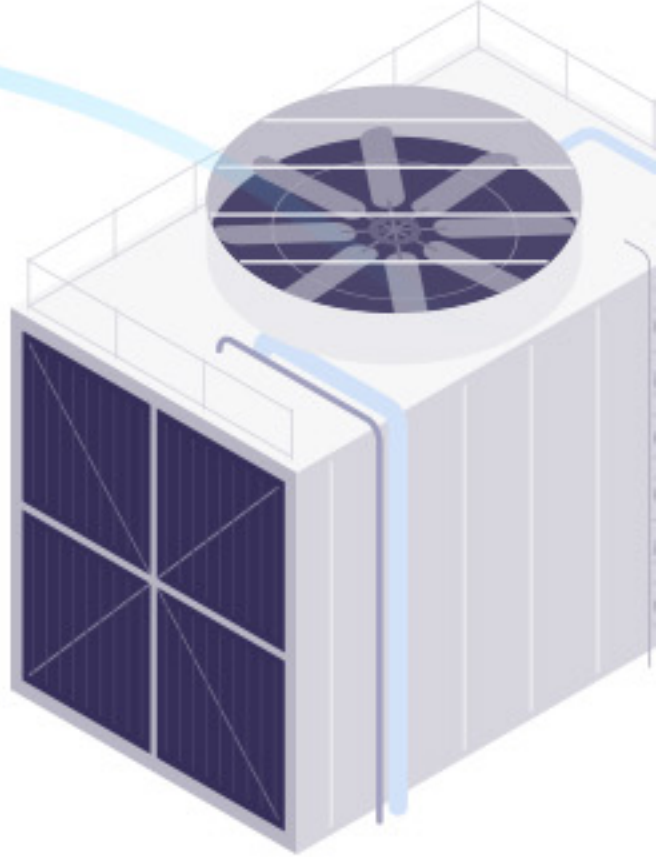
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Analyze and visualize your object data with meaningful descriptive analytics. Access to a rich-suite of IoT data analytics to perform real-time and on-demand queries, at an aggregate and object level, to gain strategic insights and deliver data-rich apps.

## Not convinced yet?

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