Devo Platform IoT Analytics

Ensure Business Value in Real-Time

Virtually every industry is embracing IoT devices to optimize something, whether it's crops, customer experience, or manufacturing yields. According to market research firm Gartner, more than 20.4 billion IoT devices will be used worldwide by 2020, "but these 'things' will not be general purpose devices like smartphones and PCs; but dedicated-function objects, such as vending machines, jet engines, connected cars and a myriad of other examples."

IoT devices, regardless of their purpose, tend to stream data in real-time. However, few organizations are able to take full advantage of the real-time data, either because log analysis software slows the data stream down, so it can be indexed during ingest, or the IoT data is streamed directly to a data lake where it is often combined with other data for analysis later.

Ironically, as IT departments and lines of business break down traditional data silos so they can operationalize their data more effectively, the addition of IoT devices simultaneously creates new data silos.

The Devo platform eliminates these common tradeoffs by combining IoT and operational data in real-time so important decisions can be made as events occur. Devo combines data from IoT devices, IT infrastructure, sensors, business applications, clickstreams, web servers, networks, and more to identify important correlations that weren't obvious before. Using Devo, organizations can extend the life of equipment and physical assets, reduce operating costs, and improve profitability.

Financial Services Firms Innovate with Customers

Fintech companies are disrupting the financial services industry to attract new, mobile-first users. These device-savvy customers expect frictionless experiences that enable them to accomplish more in less time, with less effort. Using Devo, fintech and financial services companies have complete visibility into the shifting expectations and usage patterns of their customers, enabling firms to tailor services to micro markets, and even individuals.

The most sophisticated companies endeavor to understand themselves at various levels of aggregation, including the details of discrete operational functions, the relationships among functions, and how business processes flow across those functions. Businesses undergoing digital transformation absolutely require a deep understanding of business process flows and the associated resource utilization to plan for change effectively.

Devo provides insights into and across virtual and physical asset logs so businesses can understand how resource utilization impacts business outcomes.

Manufacturers Avoid Unnecessary Equipment Failures

Profitable manufacturing requires a continuous flow of products through a factory floor, which is best accomplished by combining streaming and operational data. Using Devo, manufacturers are able to monitor an IoT device throughout its expected lifetime so it can be maintained proactively. The results are higher throughput and lower operating costs.

Retailers Improve their Bottom Lines

Retailers use many types of IoT devices to provide consumers with superior shopping experiences. Using data simultaneously collected from POS systems, cameras, kiosks, smart displays, apps, websites, CRM systems and more, they're able to increase average order value and customer lifetime value while simultaneously streamlining operations.
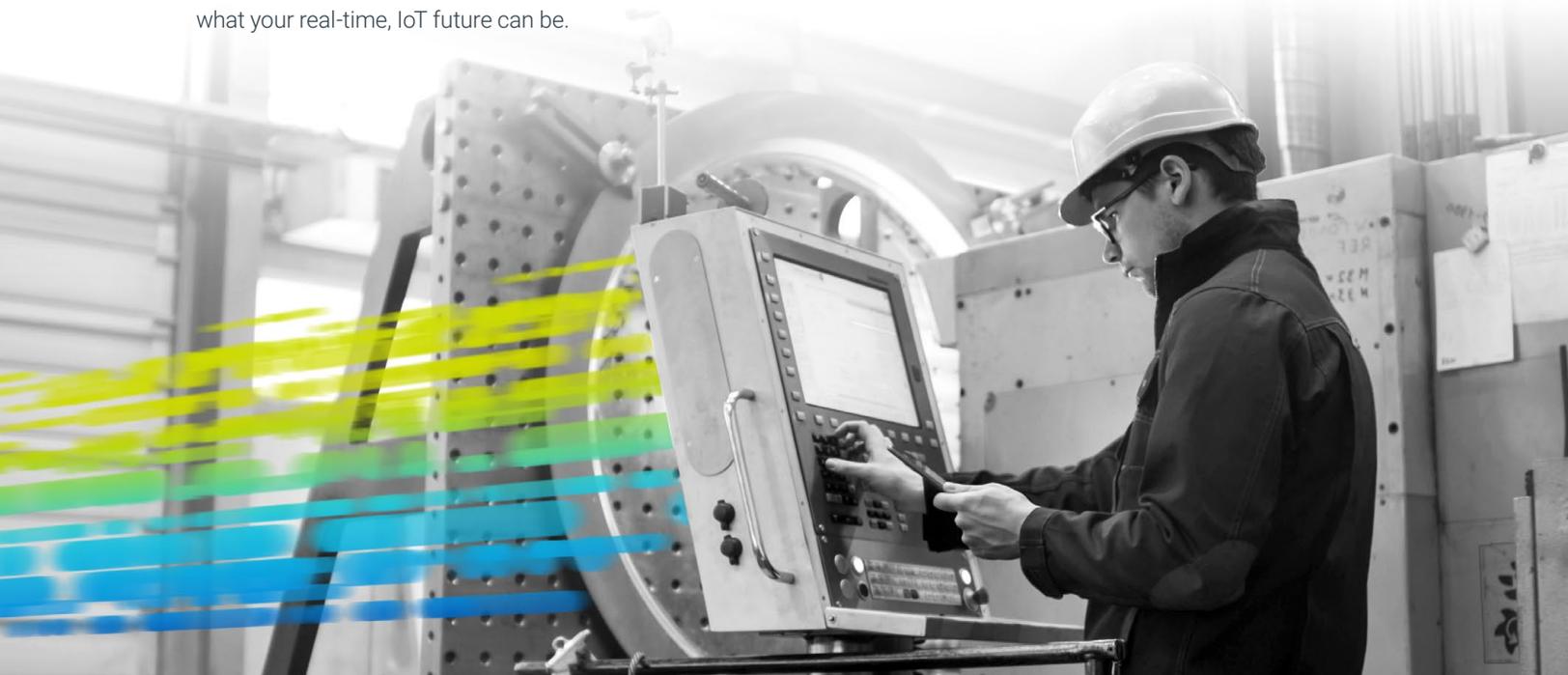
Without a 360° view of data, retailers are unable to get a 360° view of the customer. Using Devo, retailers can proactively manage interactions that impact customer relationships and business outcomes.

ISPs and Telcos Achieve Higher Quality of Service (QOS) Levels

Today's interconnected world requires reliable networks, although QoS differs greatly from provider to provider. From switches and routers to cables and cell towers, ISPs and telcos need real-time views of their entire network ecosystems to avoid costly outages and customer churn. Devo helps service providers pinpoint and remediate network, equipment and software issues more proactively than they've been able to do in the past. The complete view of machine-to-machine and human-to-machine interactions enables service providers to better understand their operations to better manage risks and opportunities.

Try Devo Today

If IoT devices are part of your enterprise ecosystem, or they will be in the near future, contact us for a demo today. We'll show you what your real-time, IoT future can be.

ABOUT DEVO

Devo delivers real-time operational and business insights from analytics on streaming and historical data to operations, IT, security and business teams at the world's largest organizations. The Devo Data Operations Platform collects, enhances and analyzes machine, business and operational data, at scale, from across the enterprise.