

# REEKOH



The Platform for the Business of Things™

The **Internet of Things** is creating a whole new opportunity for the **enterprise** market ...

# ... but there are some key **adoption challenges** with the IoT solution value chain

## 1. **Systems Integration**

2. Data control
3. Variable architecture
4. Delivering ease of UX
5. Data sharing
6. IP management
7. Lack of connectivity standards
8. Lack of shared infrastructure

“The biggest IoT technology challenges for those that have already implemented IoT are cybersecurity, **integration** and managing business requirements. However, **orchestration of workflows and processes** looms as a major concern for those planning to implement IoT.”



### IoT Adoption Challenges for Enterprise

Based on Enterprise (organisations with 1000+ employees) respondents

Source: IDG - Internet of Things: Insights through the Tech Lens that Matters (April 2015)

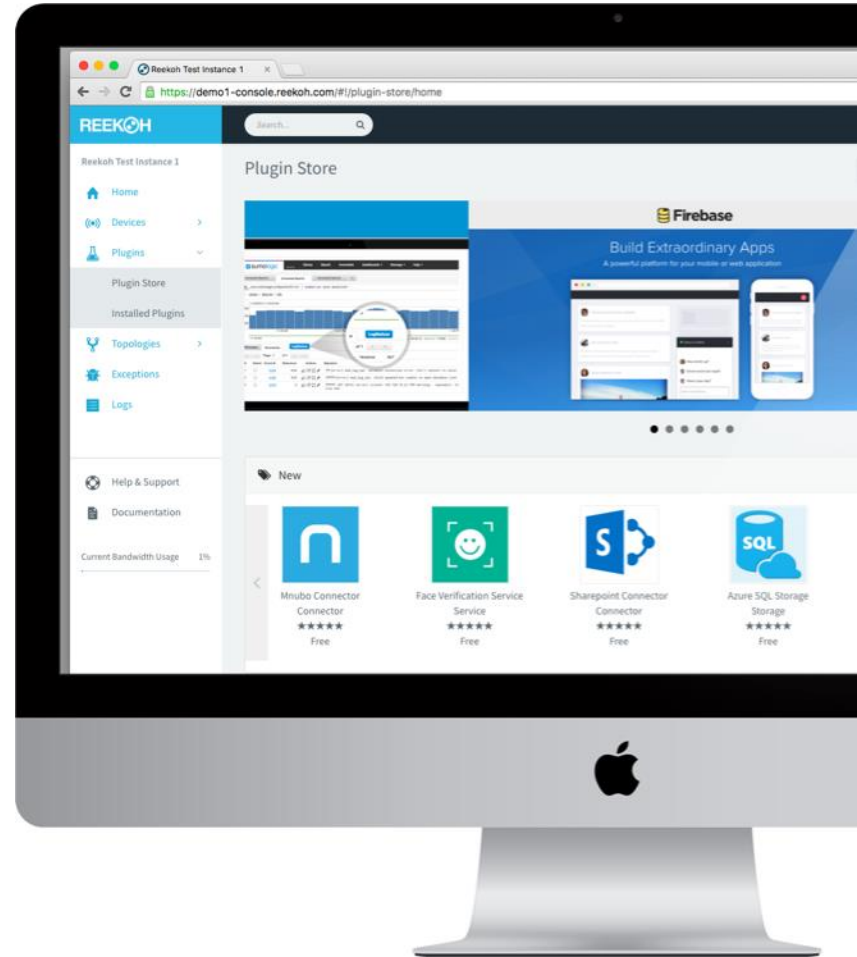
### Gartner.

Source: Gartner (March 2016)



Delivering an integration approach to IoT solutions

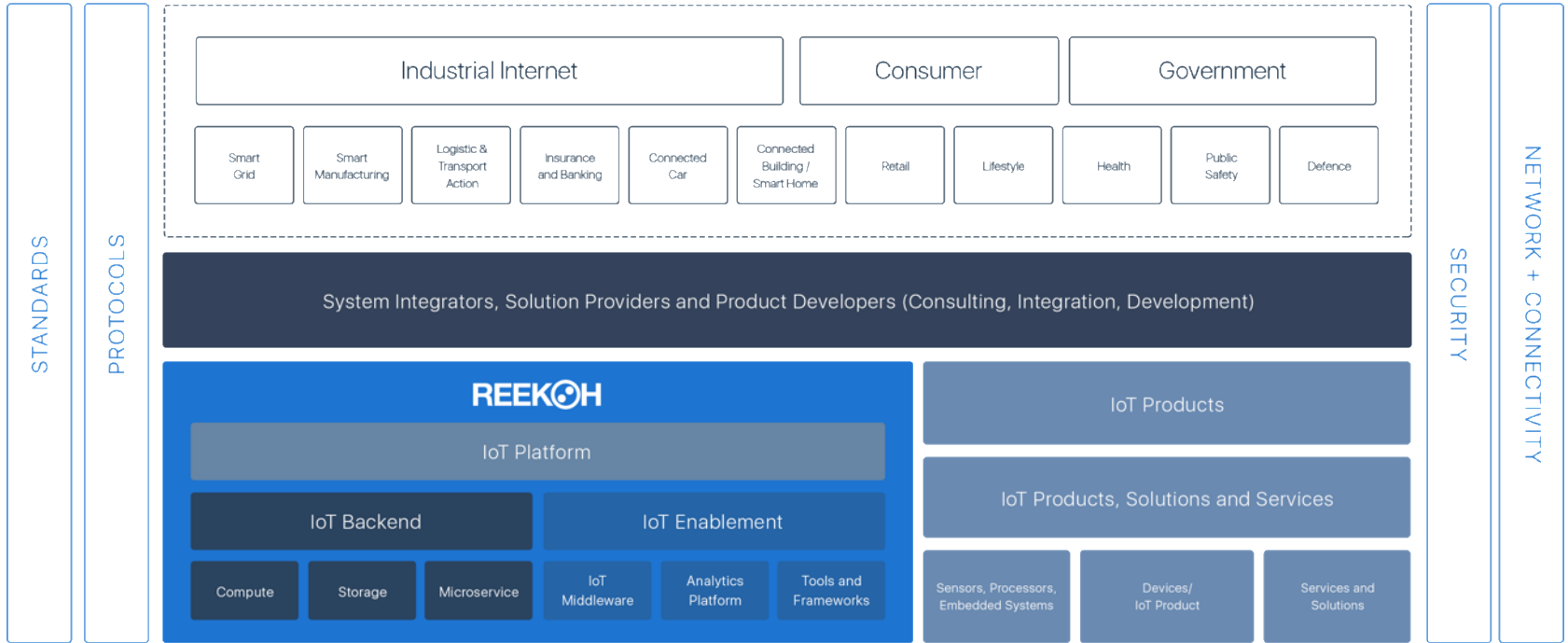
Enabling new IoT business models and enterprise revenue



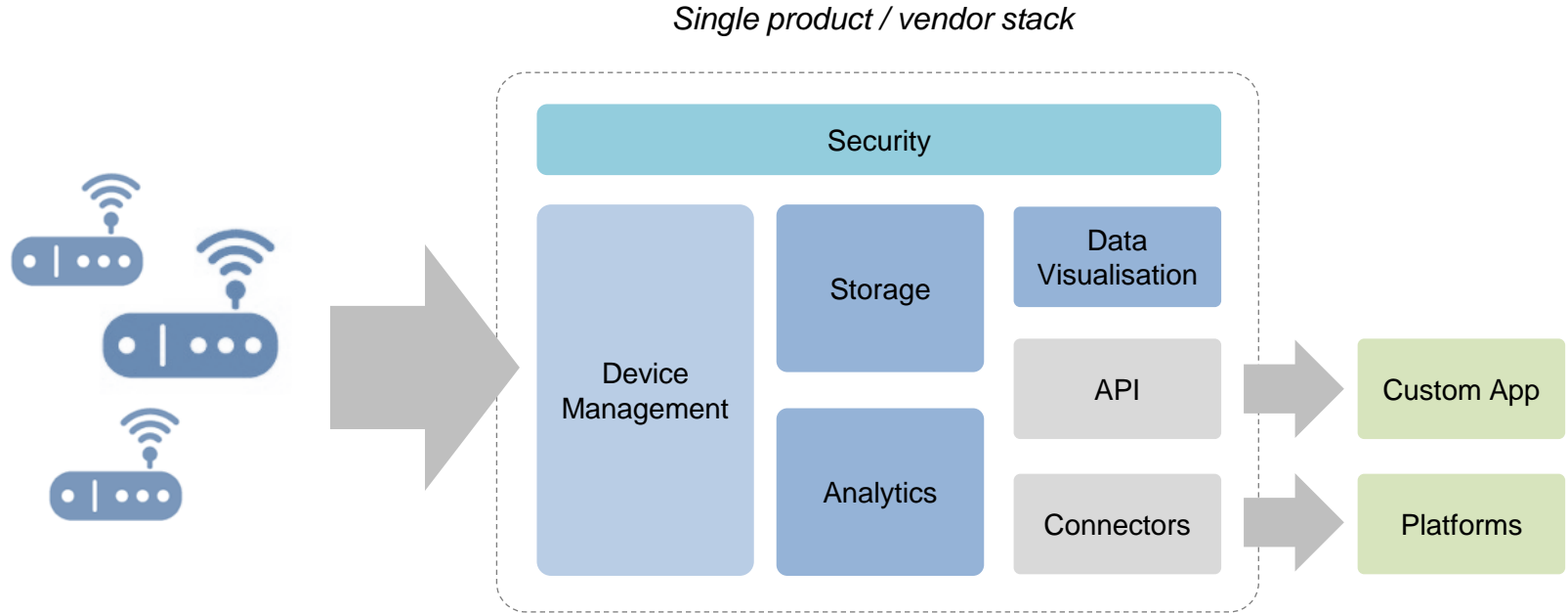


The Reekoh Plugin Store has 100+ plugins available, bringing together hardware, network, cloud platforms tools and services for customers to use in their IoT solution.

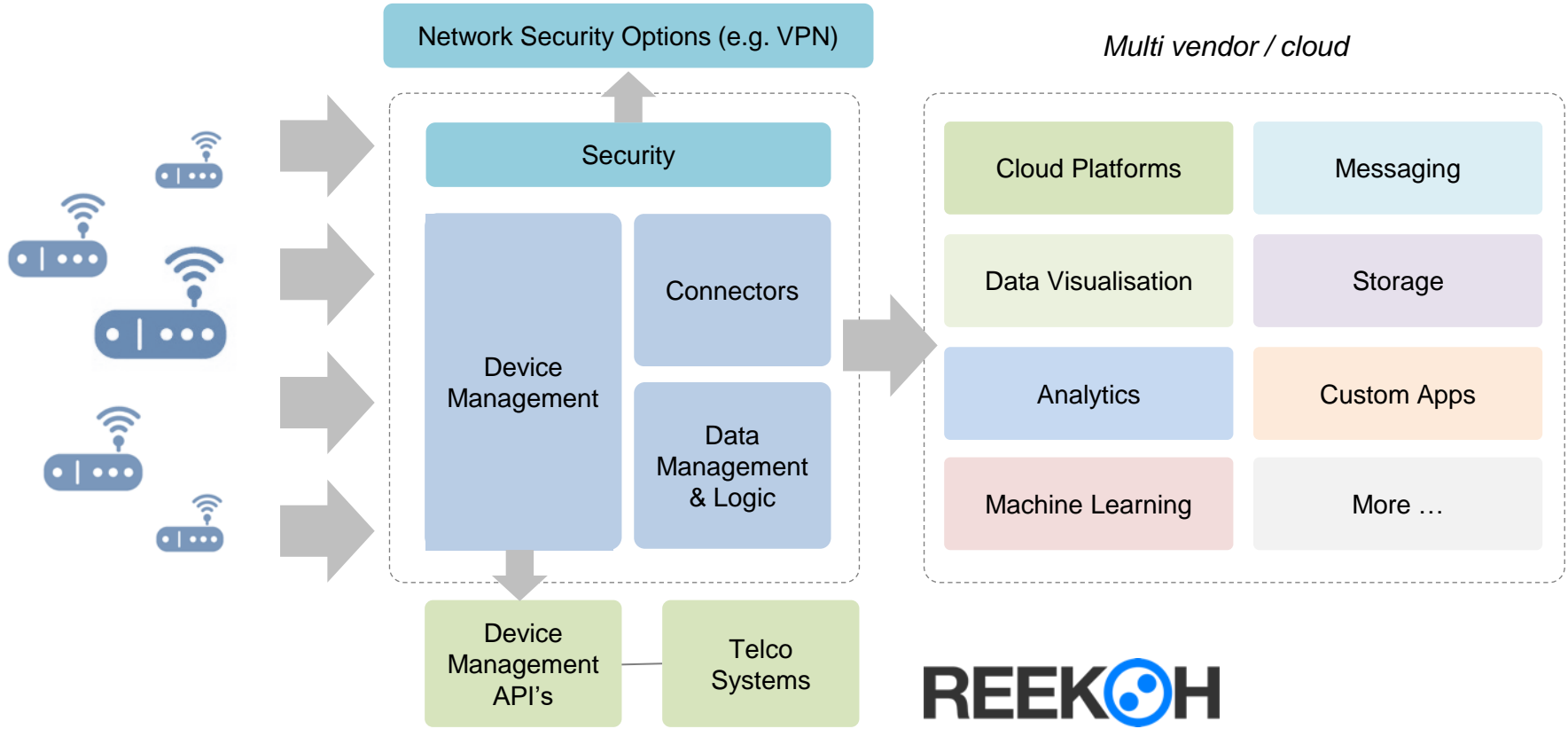
Plugins are an open framework for development



How we fit into the IoT Ecosystem



Typical approach to an IoT Platform







## Bring IoT to business systems

Rather than trying to sell another system to an enterprise to adopt IoT, Reekoh moves IoT data directly to existing business systems and processes.

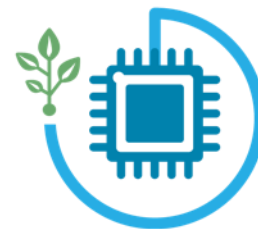
**= FASTER RESULTS**



## Leverage existing investment

Lower the cost of entry by utilising key components of IoT solutions that the customer already has. Increase the value of infrastructure from the start.

**= LOWER COSTS**



## Build powerful ecosystems

Enable new business models and revenue streams based on connected devices, and move IoT from operational efficiency gains to new operations

**= BIGGER OPPORTUNITIES**

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# Key Value Propositions

# Enterprise Customers / Sales Channel Partners

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*“As a systems integrator, we see great value in Reekoh. Their developer ecosystem approach is vastly different to mainstream IoT platforms and **enables the functionality and integrations required to make an IoT system truly valuable.**”*

Danielle Storey  
Chief Innovation Officer  
Smarter Technology Solutions



*“Reekoh is **quite unlike anything else on the market.** In the M2M/IoT space we see lots of companies trying to provide a single closed solution where Reekoh opens up the entire IoT.”*

James Mack  
General Manager  
M2M One, Australia





**REEKOH**  
Cloud™

**REEKOH**  
Enterprise™

Platform is the core business and foundational product. Distinct customer segments and go-to-market for Cloud and Enterprise editions. The underlying technology of the “Powered By Reekoh” program, where new custom solutions and models are developed by Reekoh customers

**REEKOH** XL™

 DeviceBot™

Applications are complimentary to the platform, rather than standalone. They exist to either enhance the developer experience on the platform, or to deliver targeted solutions on top of the platform.

# Other 2017 Features

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## Expanded Plugin Development

Using the new container architecture model, plugins can be developed with any programming language, not just Node.JS (e.g. Python, Java, Ruby). This opens up the range of developers (particularly internal teams at enterprise customers) who will be able to develop on Reekoh

## Topology Studio & Packager

Visual design tool for creating more complex data workflows. Package data workflows for sharing and ease of deployment across Reekoh VMs.

## IoT Billing

Enabling Reekoh customers to create various billing relationships with their end users based on device and data parameters, as well as potential revenue models for Reekoh (e.g. full PAYG, revenue share on billing module)

## Business Ops Integrations

Billing Platform, Xero, tighter CRM and ERP integrations, etc.

## Partner Program

Commercialised Partner Program for developers/partners wanting to build and distribute plugins through the Plugin Store.



Since Jan 2016

| Customers / Partners

| Product Trials



**Dale Rankine**  
CEO, Co-founder

Entrepreneur, product vision setter and startup builder. 20+ years in digital, working with multi-national corporate through to startups in web, mobile, cloud and IoT across multiple global regions.



**Benj Sicam**  
CTO, Co-founder

Experienced enterprise software engineer and tech entrepreneur, covering various product and platform roles across enterprise software, ERP, CRM and cloud technologies.



**John Orrock**  
Co-founder, Advisor

Entrepreneur and investor with global experience in developed and emerging markets, playing a key advisory and investment role in startups as well as enterprise growth and diversification planning.



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