machnation

LOSANT RATED AS A LEADING VENDOR IN MACHNATION'S 2022 IOT APPLICATION ENABLEMENT SCORECARD

March 2022

LOSANT RATED AS A LEADING VENDOR IN MACHNATION'S 2022 IOT APPLICATION ENABLEMENT SCORECARD

Executive Summary

The IoT application enablement platform (AEP) space has continued to grow into one of the most critical technology sectors of the Internet of Things (IoT). Enterprises realize that (1) a well-built IoT AEP saves significant development time and money in the creation and operation of an IoT solution and (2) an exceptional AEP architecture aids in the reliability and scalability of an end-to-end IoT solution.

MachNation rated 14 IoT AEP vendors across a set of requirements spanning four categories. The four categories of requirements consist of 15 sub-requirements that are the underlying bases of MachNation's rating. The four categories are:

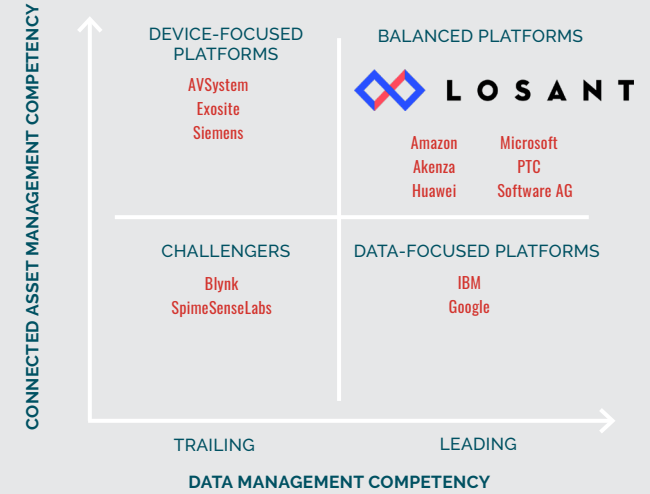
- Develop (focus on developer persona)
- Deploy (deployment ease & sophistication)
- Operate (operational sophistication)
- Extend (partner strategy & platform ecosystem)

MachNation's 2022 IoT Application Enablement ScoreCard includes the following vendors (listed alphabetically): Amazon, Akenza, AVSystem, Blynk, Exosite, Google, Huawei, IBM, Losant, Microsoft, PTC, Siemens, Software AG, and SpimeSenseLabs See Figure 2.

Methodology

The MachNation 2022 IoT Application Enablement Platform ScoreCard was started in Q4 2021 and completed in Q1 2022. All vendors that agreed to participate in the ScoreCard received an Excel-based questionnaire asking them to disclose details about strategic and technical aspects of their IoT application enablement businesses. Following completion of the questionnaire, MachNation conducted a follow-up telephone call to ask refining questions generated by the questionnaire responses. The call also allocated time for a live product demo. Additional requests for information and clarification from the MachNation team were addressed via email or additional, brief calls.

FIGURE 1 MachNation IoT AEP ScoreCard 2022: Device vs. Data



Findings

MachNation suggests that enterprises evaluate a vendor's application enablement capabilities based on five requirement categories:

- Developer tooling
- Deployment model
- Operational sophistication
- Platform ecosystem
- Partner strategy

Leveraging these requirements, enterprises can ensure that they are selecting a best-in-class application enablement platform vendor.

DEVELOP

MachNation believes that a top IoT application enablement vendor's technology should be built with the IoT developer in mind. While the requirement for customer-side development effort should be minimized, almost all AEP deployments will require use case-specific developer investment to deploy. Thus, the better a platform caters to developers and typical developer workflows, the better it enables fast and efficient platform implementation. When evaluating the extent of a developer-focused approach, there are four things MachNation evaluates: a cogent platform architecture; well-documented and fully-featured platform APIs and device SDKs; an effective and modular application development framework; and a scalable and extensible data management framework.

DEPLOY

MachNation believes that a leading IoT platform must provide an effective deployment solution for customers. This gives customers the ability to choose the type of deployment that best suits their business and technology needs, while ensuring that platform capabilities do not impose unwarranted deployment costs on customers. When evaluating the deployment capabilities of a platform, there are four things MachNation evaluates: deployment flexibility, deployment ease, edge and fog capabilities, and scalability.

OPERATE

IoT AEP vendors should build their platforms to provide users with operational sophistication. Operational sophistication is created when vendors focus on providing excellence in four key subcategories: platform management; device management; monitoring; and a unified and refined product. The platform should have a set of features that empower an operations

FIGURE 2 MachNation IoT AEP ScoreCard 2022: Vendor List

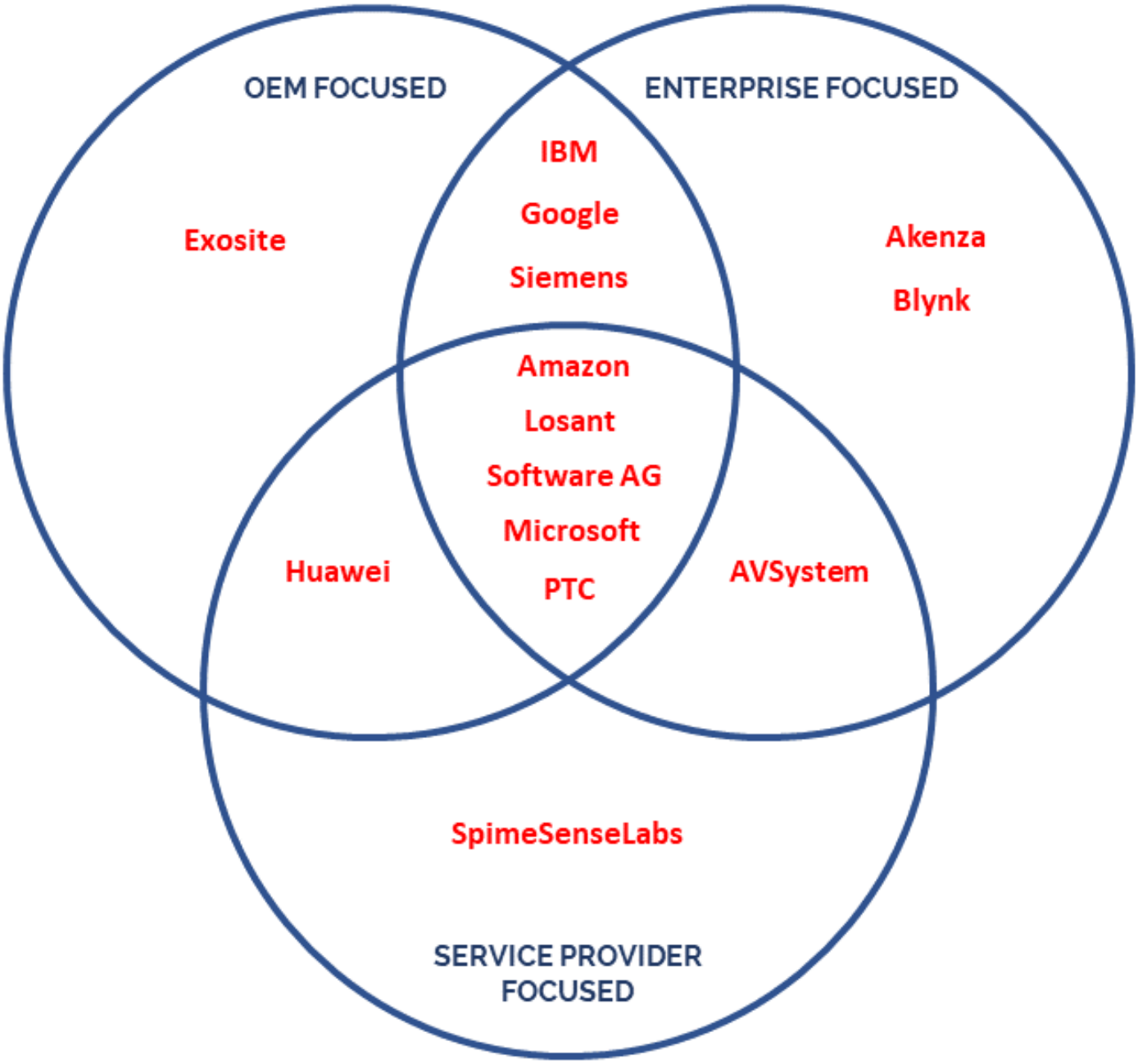
Amazon	Akenza	AVSystem
Blynk	Exosite	Google
Huawei	IBM	Losant
Microsoft	PTC	Siemens
Software AG	SpimeSenseLabs	

technology (OT) user to effectively manage an IoT deployment.

EXTEND

Best-positioned IoT AEP vendors will have a well-developed ecosystem, appropriately-sized business, and a sound IoT vision. The best IoT AEP vendors should provide a rich platform ecosystem of hardware and software partners. Due to lack of expertise with IoT solutions, public and private sector organizations rely on these partnership networks to efficiently implement IoT solutions using industry best-practices. All other things being equal, a vendor with more business resources will be more successful in selling to enterprise customers. MachNation evaluates a vendor's ability to extend and grow its business in three key areas: platform ecosystem, company size, and vision.

FIGURE 3 MachNation IoT AEP ScoreCard 2022: OEM / Enterprise / SP



Losant Overview

Founded in 2015 and based in Cincinnati, Ohio, Losant has raised $15M in funding from world-class investors and aims to continue its growth in the coming years. With a distinct emphasis placed on developer enablement and rapid solution implementation, Losant aims to enable enterprises to accelerate their go-to-market strategies with technology-enabling tools and deep market knowledge of IoT solutions.

The Losant Gateway Edge Agent (GEA) and Embedded Edge Agent (EEA) provide a unified, low-code development environment. While the GEA has been available to users developing in the Losant environment for some time, the release of EEA in 2021 is the culmination of a 2-year Losant development effort to bring their proprietary visual workflow engine to hardware-constrained devices. EEA utility falls into two primary buckets across the edge spectrum. First, EEA allows new power-constrained edge devices to be equipped with an embedded firmware agent (the EEA) to enable execution of low-code workflows deployed from the cloud. Second, EEA allows resource-constrained gateways the ability to run lighweight, custom logic. The GEA and EEA serve a unified extension of the core Losant platform capabilities and are interchangeable depending on the customer use-case and physical hardware resources. Losant's unified dual-agent architecture for supporting edge hardware is a somewhat novel approach to addressing the gray area between thick and thin IoT edge deployments. Losant will continue to develop EEA capabilities throughout 2022 and beyond.

Losant's level of low-code capabilities and focus on usability provide a highly accessible solution for organizations without developer resources. The Losant platform's simplified graphical interface, high-degree of platform control with flow-based workflow configurations, and unified architecture make it one of the most accessible platforms on the market today for OT users and developers alike. Platform usability and deployment ease are further supplemented by Losant's inhouse support services and quality developer documentation thus reducing time-to-market and development costs for organizations of all sizes.

Losant provides a simple protocol transformation and data normalization layer from ingested southbound connectors. Losant supports a number of out of the box (OOTB) nodes in their visual workflow engine for ingesting and transforming industrial protocols into normalized, actionable data. Losant's low-code drag and drop visual editor reduces time-to-market (TTM) for customers, particularly industrial customers with an ecosystem of diverse hardware communication protocols.

Conclusion

Based on MachNation's in-depth analysis of 14 IoT AEP vendors, MachNation rates Losant as a leading IoT application enablement platform vendor.

MachNation is exclusively dedicated to testing and benchmarking Internet of Things (IoT) platforms, end-to-end solutions, and services. MachNation conducts IoT performance and scalability testing with Tempest, the industry's first end-to-end IoT solution simulator. MachNation also owns and runs MIT-E, an independent, hands-on, benchmarking lab for IoT platforms. MachNation testers, developers, and analysts provide guidance to industrial enterprises, the world's leading IT vendors, and communication service providers. MachNation participates in many of the world's most exclusive IoT events and contributes regularly to leading IoT trade publications and business press.