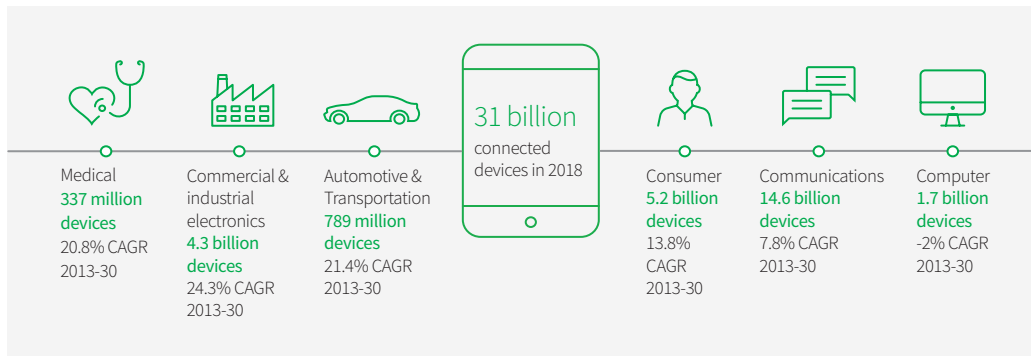


Multiple IoT challenges. One solution: RootMetrics IoT testing and insights

The importance of IoT

A few short years ago, the IoT was an abstract, almost futuristic concept. That's no longer the case. The IoT is here and growing rapidly. The IoT allows for a vast and expanding number of connections, unprecedented data collection, advanced methods of computation, and the creation of opportunities for businesses to innovate and find new ways to drive revenue.

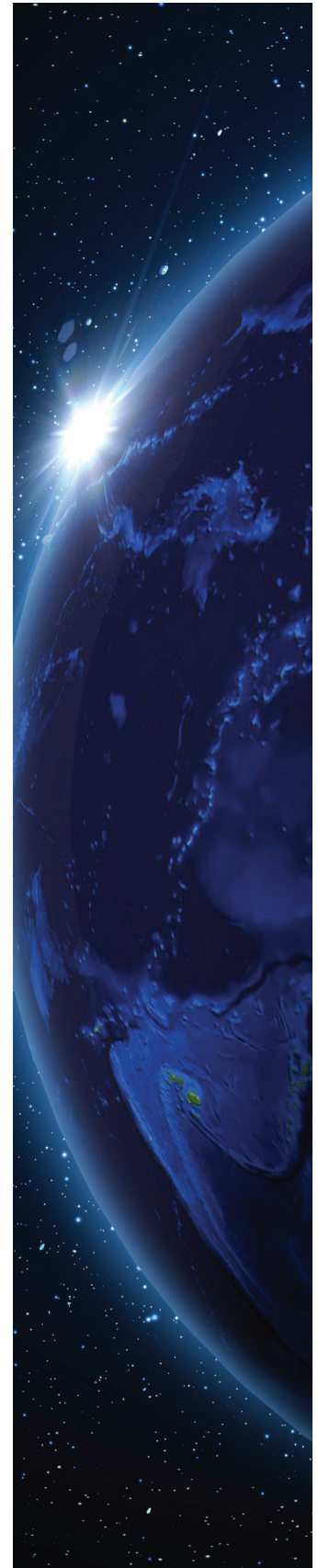


As the IoT continues to grow and create unique business ventures, the time is now for companies both new and old to take advantage of the promise of the IoT. Joining the IoT movement, however, requires navigating multiple challenges across the IoT ecosystem. Without actionable testing and real-world performance insights, investing in the IoT could prove costly and opportunities could be lost.

RootMetrics testing and insights to solve the challenges of IoT

The RootMetrics IoT benchmarking suite provides you with information and analysis to help you overcome a host of IoT challenges:

- **Security:** IoT security is perhaps the biggest issue facing all IoT-based business models, with IoT security spending expected to surpass \$1.5 billion in 2018 alone.
- **Reliability:** Even the best IoT solution falls short if it can't deliver a consistent experience in the real world.
- **Coverage:** Networks must have enough coverage to accommodate growing numbers of connected devices and applications.
- **Capacity:** IoT allows for data collection on a massive scale, and networks must be robust enough to handle millions and millions of data transfers.
- **Real-world performance:** IoT networks must provide a fast and reliable experience for all uses cases.
- **Competition:** Understanding how your network compares to that of the competition is critical.
- **Power consumption:** Your network must be efficient enough to allow applications to run for up to 10 years or more.





RootMetrics has a simple belief: real-world testing leads to real-world results. Our scientific IoT network testing is conducted at randomly selected locations within major metropolitan markets, as well as across the nation as a whole. We test:

- IoT networks
- IoT modules
- IoT applications
- Multiple network types, such as: LoRa, LTE-M, RPMA, NB-IoT, SIGFOX, EC-GSM-IoT, and many more.

RootMetrics IoT deliverables

After data collection is complete, our data scientists validate all results and distill thousands or even millions of IoT data points into easy-to-understand results. The RootMetrics IoT test results offer:

- Comprehensive key performance indicators
- Test data
- Detail files

All results can be sorted, analyzed, and visualized at our intuitive online results platform, RootInsights®. We currently offer our IoT Network Report and Smart Cities Technology Report.

IoT Network Report

- Shows results of comparative benchmark testing of IoT network capacity, coverage, power consumption, performance, and reliability, with comparisons to other IoT networks and mobile cellular network capabilities.
- Includes market insights, market tracker, technology trends, and much more

Smart Cities Technology Report

- Provides market insights, technology trends, and much more
- Detects all surrounding sensors for availability, security, and protocols supported
- Reports on both the number and type of sensors present

Insights that improve and drive revenues

Our results can be used across an organization, from summary information for the leadership team to detailed information for network engineers to promotional opportunities for marketing departments. Our scientific, end-to-end IoT testing and measurement provides insights that can help with:

- + Network optimization & improvement
- + Gaining competitive advantage
- + Improving operational efficiencies
- + Promoting technology performance
- + Technology benchmarking and competitive intelligence
- + Marketing and consumer perception



Results backed by the power of a trusted brand

Our unbiased insights are trusted by governments, industry, the media, and consumers alike. With the power of a trusted brand behind them, our results can help improve not just IoT network performance but also press and public perception of your brand and products.

Get in touch to learn how our approach to IoT benchmarking can help you

RootMetrics provides insights on existing technologies that have changed our daily lives to new and evolving product innovations that promise to advance the competitive landscape once again. The RootMetrics IoT testing and benchmarking platform offers real-world performance insights that can help your business gain a competitive advantage and improve revenues. Contact us to learn more.