



Exltech and Cumulocity IoT fill the IoT gap in Australia



Customer profile

Solutions integrator Exltech simplifies IoT, big data, analytics and applications for businesses throughout Australia. As one of Telstra's longest-operating and leading distribution partners Exltech makes navigating IoT and big data solutions and systems simple and hassle free for its partners and customers.

New challenges

- Customers want end-to-end industry-vertical IoT and big data solutions
- They want solution partners that deliver a case study driven IoT and big data approach
- Clients need help solving business problems with their data

Software AG solutions

- Cumulocity IoT with Apama and TrendMiner

Key benefits

- Ability to recommend and build end-to-end case study driven IoT and big data solutions
- Ability to turn customer data into valuable business insights to differentiate from competitors

Delivering end-to-end IoT solutions

Exltech, winners of Telstra's Distribution Partner of the Year 2018, is a consulting company with a difference. As a solution integrator and telecommunications data distribution expert, Exltech recognized a gap in the Australian IoT and big data market.

Although there are plenty of sensor vendors, IoT platforms, big data solutions and apps, there was no one company that could put them all together. Exltech took command of the situation by working with leading solution partners - and key to its IoT platform needs was Software AG's Cumulocity IoT platform.

"Cumulocity's IoT platform uses a methodology which is case study driven, which we always look for in a successful partner ecosystem. Cumulocity fills the gap in making IoT sensor data collection simple and makes it simple for us to integrate into our critical IoT and big data strategy."

— **Robert Herceg** | Head of Big Data and IoT Insights at Exltech



Exltech is building an ecosystem of reliable, secure and case study driven sensors as well as data platforms for its customers, which it can now easily integrate into clients' infrastructures using solution partners like Cumulocity IoT.

Cumulocity IoT is device-, protocol-, deployment-, application- and use case-agnostic in order to allow organizations complete freedom to generate value.

Apama is used to handle the big data with its streaming analytics capabilities, and Exltech complements it with pre-designed algorithms.

"Many clients need specialized resources for analytics. We focus on simplicity – making it easy for our clients to use them," said Robert Herceg.

Proof of Concept

Because of Cumulocity IoT's use-case experience in utilities, smart cities and transport, and its ease of use for engineers, it was perfectly suited to Exltech's business model.

"Among our trained engineers, Cumulocity IoT will be the platform of choice when talking about IoT use cases. We are not scared to demo what we are good at as this is how we build trust," said Robert Herceg

In one Exltech demo, a smart city case, the customer had been waiting for three months for a competitor to connect IoT devices. Using Cumulocity IoT, Exltech did it in less than a day. This simplicity is what makes Cumulocity IoT so powerful.

Exltech's aim is to gain more smart city clients, together with transportation and construction, through the power of Cumulocity IoT.

"There is a lot of proof-of-concept work going on. So we are making sure we build out the value of our IoT and big data case studies across a variety of industry verticals that will drive Exltech's success in this exciting space," said Robert Herceg.

Why Exltech and Software AG?

With over 100 field techs and engineers across Australia, Exltech is a true end-to-end IoT provider and solution integrator. Its IoT case study approach and experience in most industry verticals makes it a key IoT and big data partner for Software AG.

Together with Exltech, Cumulocity IoT simplifies proving the value of IoT for businesses - but most importantly works towards a results-driven case study approach to IoT. Exltech will advise what IoT sensors customers need to address their business issues, and then Cumulocity IoT collects the critical sensor data to derive any insights they need.

To complement each and every successful IoT solution, Exltech will maintain, manage and service them via its 24x7 contact center.

About Software AG

Software AG offers Freedom as a Service. We reimagine integration, spark business transformation and enable fast innovation on the Internet of Things so you can pioneer differentiating business models. We give you the freedom to connect and integrate any technology—from app to edge. We help you free data from silos so it's shareable, usable and powerful—enabling you to make the best decisions and unlock entirely new possibilities for growth. Learn more about Software AG and Freedom as a Service at www.SoftwareAG.com

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