

Thingworx – Smart, Connected Products (IoT)

Thingworx is a platform for industrial IoT that helps you develop new applications and features rapidly and at the same time keeps you up to date with regards to critical functionalities such as security and scalability.

Smart Connected Products

Many organizations have started their journey towards digitally enhanced products and services. Adding IoT technology such as Internet connectivity, mobile user interfaces and machine learning to products opens a door to endless possibilities - new functionality, improved user experience and service based business models.

The concept of “smart connected products” is a vision coined by Michael Porter of Harvard Business School. It involves adding connectivity to products and tracking, managing and controlling product information at any phase of its lifecycle - anytime, anywhere. By doing so, companies can enhance their current products but also expand their existing business with new services and ensure that they stay ahead of competition.

In practice, for producers of industrial products the first step very often involves functions related to service and sales departments - for example spare part sales or maintenance schemes based on actual product usage. For most companies, this is not a one-time development project but a process of step wise evolution towards a digitally enhanced product and business model.

Keep your team focused on the right things

Connecting something to the Internet is easy today but in the long run, most companies cannot afford keeping in-house platforms up to date on security, user experience concepts and analytic algorithms. This is where the Thingworx IoT platform comes in.

The Thingworx platform includes the key technologies needed for Industrial IoT applications and is continuously enhanced with new functionalities.

Business values

The outcome and achieved value at companies working actively with Smart Connected Products:

- Increase aftermarket and service sales
- Collect information about actual usage of your products
- Enhance your product



The Thingworx IoT Platform

Application Development Environment

- Rapid (10x faster) app development
- User Experience Tools
- Responsive Web Mashups
- Mobile App Builder
- Augmented Reality

Analytics based on Machine Learning

- Prediction
- Optimization
- Anomaly Detection

Edge Device Connectivity for your Product

- Security Concept
- Software / Firmware Updates
- Remote Access

System to System Connectivity

- Openness towards other systems and platforms