TARTABIT
IOT BRIDGE

MPA & PnPA Service Offering
Press Release Briefing
September 7th, 2021

IoT Accelerator Offerings for Azure

Introducing Tartabit IoT Marketplace Accelerator & IoT Plug-and-Play Accelerators

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IoT Accelerator Offerings for Azure

Delivering IoT Simplicity and Scale

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Accelerating Partner Success

**Simplify OEM and IoT Device Makers path to Azure IoT Certification**

Demystify the Azure IoT Marketplace

Simplify PnP Device Certification

Create a new route to market for IoT Hardware Providers.

Creating a simpler way to purchase

Supports Azure IoT Onboarding and Solution Migration Strategy for Legacy Deployments

Onboard Legacy IoT Deployments to Microsoft Azure IoT

Fastest path to modernizing your application to Azure.

Broadens the Microsoft Azure IoT PnP program applicability with IoT Bridge enabled PNP

Focused on LPWAN and non MQTT devices

Clean Program Definition with Tartabit "IoT Bridge" approach.
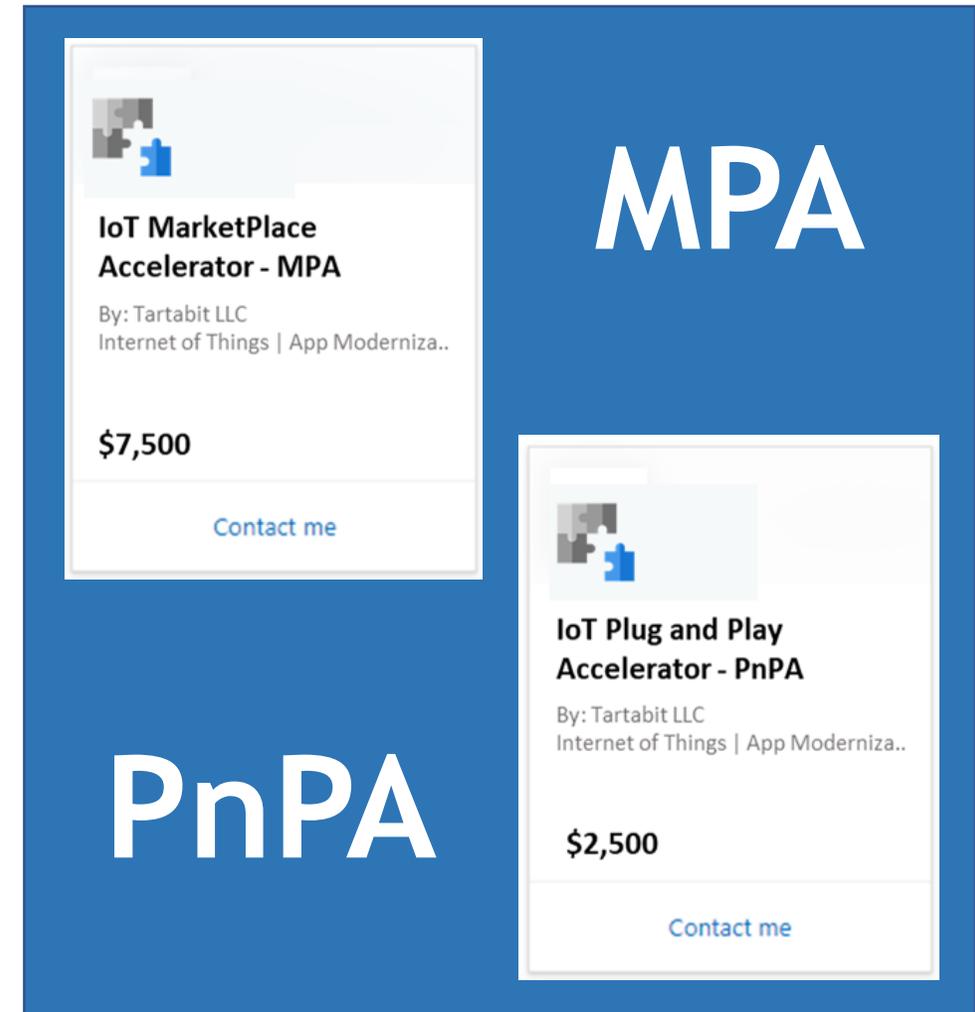
MPA

IoT MarketPlace Accelerator - MPA

By: Tartabit LLC
Internet of Things | App Moderniza..
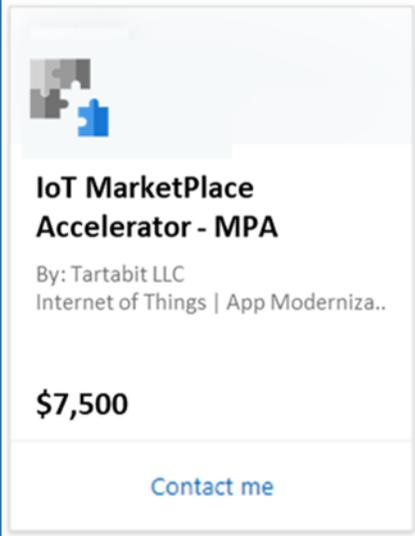
$7,500

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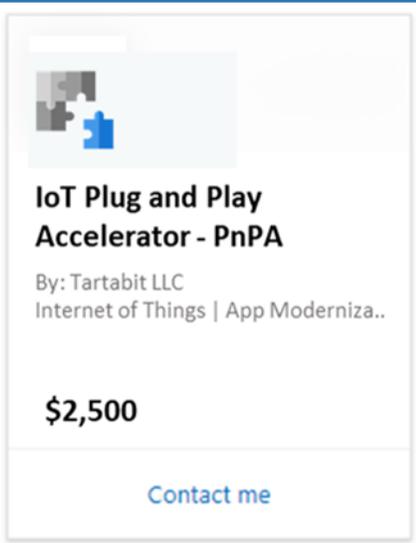
PnPA

IoT Plug and Play Accelerator - PnPA

By: Tartabit LLC
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$2,500

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PnPA

Supported Device and Technology Categories

- LPWAN –LTE (NBIoT, CAT M1)
    - Custom UDP/TCP - brownfield deployments
    - CoAp
    - Next Generation LWM2M Protocols

- LoRa

- Sigfox

- Satellite

- Connectivity and SIM management platforms

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Offering Deliverables

- Device Integration **"Basic"**
- Solution Template in IoT Bridge
- QuickStart Guide
- Customer Centric Marketplace Offering
    Tartabit Listing for OEM
    (Tartabit Branded Documentation)
- Reciprocal Website Partner Listing
- Included in Quarterly Tech Update
- Joint Press Release Support
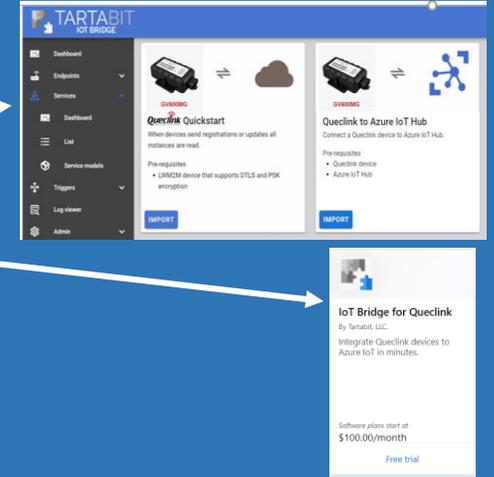
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Offering Deliverables

- Prerequisite – MPA
- PNP Certification
- Device Catalog listing by Tartabit
    - Reseller or Referral Links
- Joint Press Release Support
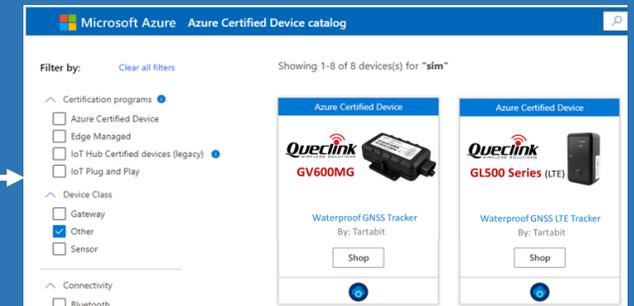
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Overview

Our Vision

Tartabit's vision is to offer developers the easiest to use, easiest to buy, and easiest to deploy LPWAN Cloud Gateway Service allowing next generation IoT device data to seamlessly integrate with Microsoft Azure IoT services.

WHAT THE EXPERTS ARE SAYING

"Tartabit's Accelerator services provide a standard way for IoT Device Makers and their products to become Microsoft Azure Certified." said James Brehm, Founder of James Brehm & Associates, "Tartabit's IoT Bridge and new   MPA and PnPA service offerings bring the advantage of IoT integration best practices provides a scalable solution for the LPWAN integration challenges faced by Microsoft as the importance of LPWAN IoT devices continue to build in the industry."

James Brehm, Founder of James Brehm & Associates

Redefining the Connected Conversation

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the right tool for the job

- Support for new and emerging LPWA IoT Standards

- Support for popular proprietary device protocols

- Support for custom protocol decoders

- Support for many transports such as LORA, UDP and TCP

- MQTT is not ideal for many LPWA solutions

- Integrate existing fleets of devices with ease

REDUCE DATA COSTS

INCREASE BATTERY LIFE

ENABLE LEGACY DEVICES

BETTER BUSINESS CASES

Solution Value Proposition
Delivering IoT Simplicity and Scale
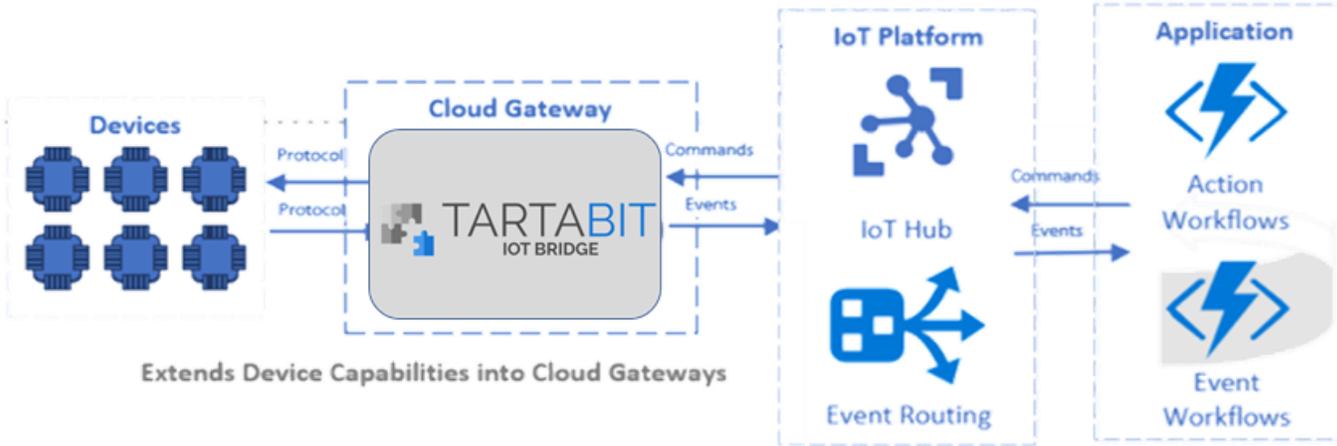
IOT BRIDGE

Providing a cloud gateway service making integration between LPWAN devices and Microsoft Azure IoT cloud services easier than ever. Leverage decades of experience in IoT platform services to accelerate your product innovation and delivery. IoT bridge was built by IoT Developers for IoT Developers.

Easy-to-Use: Low Code Approach

A Low Code approach to solving some of the most critical IoT deployment challenges. Utilizing the easy-to-use solution templates, you can accomplish the most complex and valuable integration tasks. Bringing IoT Data into your Azure Application Environment quickly and easily.

Native IoT Data Integration into Azure

IoT Bridge brings home critical data from the worlds most used IoT Protocols and Networks. IoT Bridge manages the integration of devices operating on licensed Low Power Wide Area Networks directly into your Azure IoT Hub, EventHub and CosmosDB.

Developer and Business Friendly

TARTABIT IoT BRIDGE allows any developer to quickly integrate disparate LPWAN data into your Azure environment. Leverage the application developer skills you have on staff without the need to hire a team that understands LPWAN. Get to market quicker while spending more time focusing on creating application value not solving integration complexities.

Expanding Pillars of LPWAN Integration

Frictionless Integration with Microsoft Azure IoT

Converging to SDKs from the hyper-scale cloud providers

LORAWAN / SIGFOX	SATELITE	NB-IoT .68 Mbps	Cat-M 1 Mbps	Cat-1 10 Mbps	Cat-3/4 150 Mbps	Cat-6 300 Mbps	Cat-12+ 600+ Mbps

Diverging technologies solving similar problems leading to fragmented communication protocols
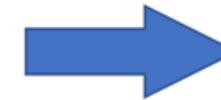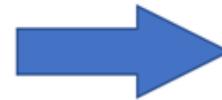
CoAP

Cayenne LPP

LwM2M

MQTT

MessagePack

Proprietary TCP/UDP protocols

Expanding Pillars of LPWAN Integration

Where are you going next?

Industry Standards

Integrate devices that use standard protocols with ease.

LWM2M 1.0   MQTT

LWM2M 1.1
* CoAP
* DTLS
* UDP

Pre-Integrated Devices

Connect devices that implement proprietary protocols directly to your application.

* Nordic Semi
* Queclink
* Quectel
* RAKWireless
* Telit
* and many more…

Do it Yourself Decoding

Use our generic transport connectors and decode your custom protocol.

Transports
* CoAP
* HTTP
* UDP
* LORAWAN
* SIGFOX

Decoders
* ASCII
* Custom Binary
* MessagePack
* Cayenne LPP
* CBOR
* JSON

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JUNE 22nd Press Release

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| LWM2M 1.0 | MQTT |

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JUNE 29th Press Release

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Promotion - Azure Marketplace

Driving Workloads for Azure with TARTABIT IoT Bridge

LWM2M Solution Templates

Driving Workloads for Azure with TARTABIT IoT Bridge

LWM2M Solution Templates

Driving Workloads for Azure with TARTABIT IoT Bridge

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MPA Example: Queclink

Azure IoT Accelerator Offerings

Customer example of MPA Service:

Azure IoT Accelerator Offerings

Tartabit IoT Marketplace Accelerator, MPA - Queclink Example

Easy to Find, Easy to Deploy from Azure Marketplace….

Azure IoT Accelerator Offerings

Customized Solution Templates - Queclink Example

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Tartabit IoT Marketplace Accelerator, MPA - Queclink Example

Queclink specific Solution Templates

events are filtered and routed to triggers

data is encoded for enterprise application

triggers decode and process data

enrichment is merged into data

IoT Hub, IoT Central & PnP enabled
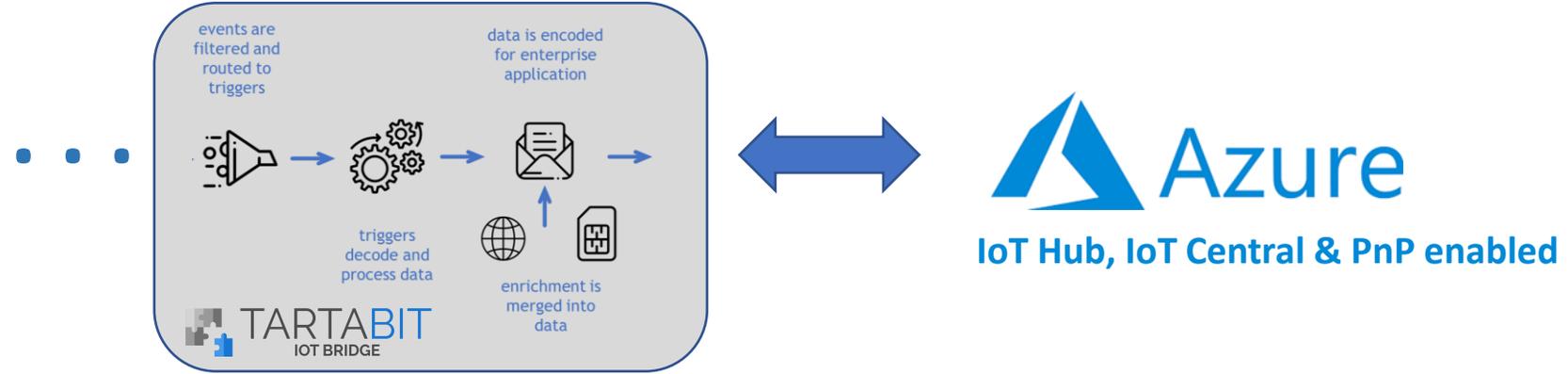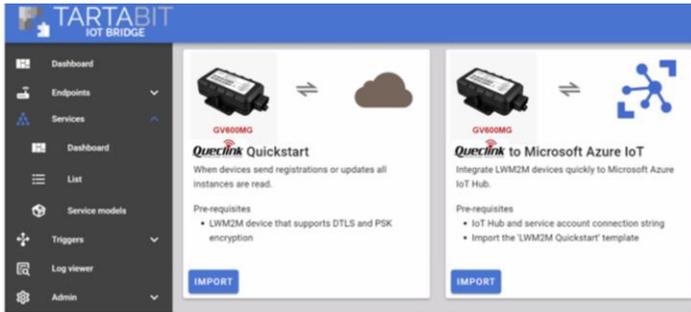
Data Management and Ingestion Layer
- **Legacy Optimized UDP and TCP Protocols**
- **LWM2M Protocol**

GV600MG   **GL500MG**

Azure IoT Accelerator Offerings

Tartabit IoT Marketplace Accelerator, MPA - Queclink Example