



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



Microsoft | Azure Marketplace Apps Consulting Services Hire an expert

Solution Areas

- Get Started
- Analytics
- App Modernization
- Archive
- AI + Machine Learning
- Backup
- Big Data
- Data Platform
- Datacenter Management
- DevOps
- Disaster Recovery
- Identity
- Internet of Things >**
- Migration

Industries

Service Types

Pricing Model

All results



IoT MarketPlace Accelerator - MPA

By: Tartabit LLC
Internet of Things | App Moderniza..

\$7,500

[Contact me](#)



IoT Plug and Play Accelerator - PnPA

By: Tartabit LLC
Internet of Things | App Moderniza..

\$2,500

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Accelerating Partner Success

Simplify OEM and IoT Device Makers path to Azure IoT Certification

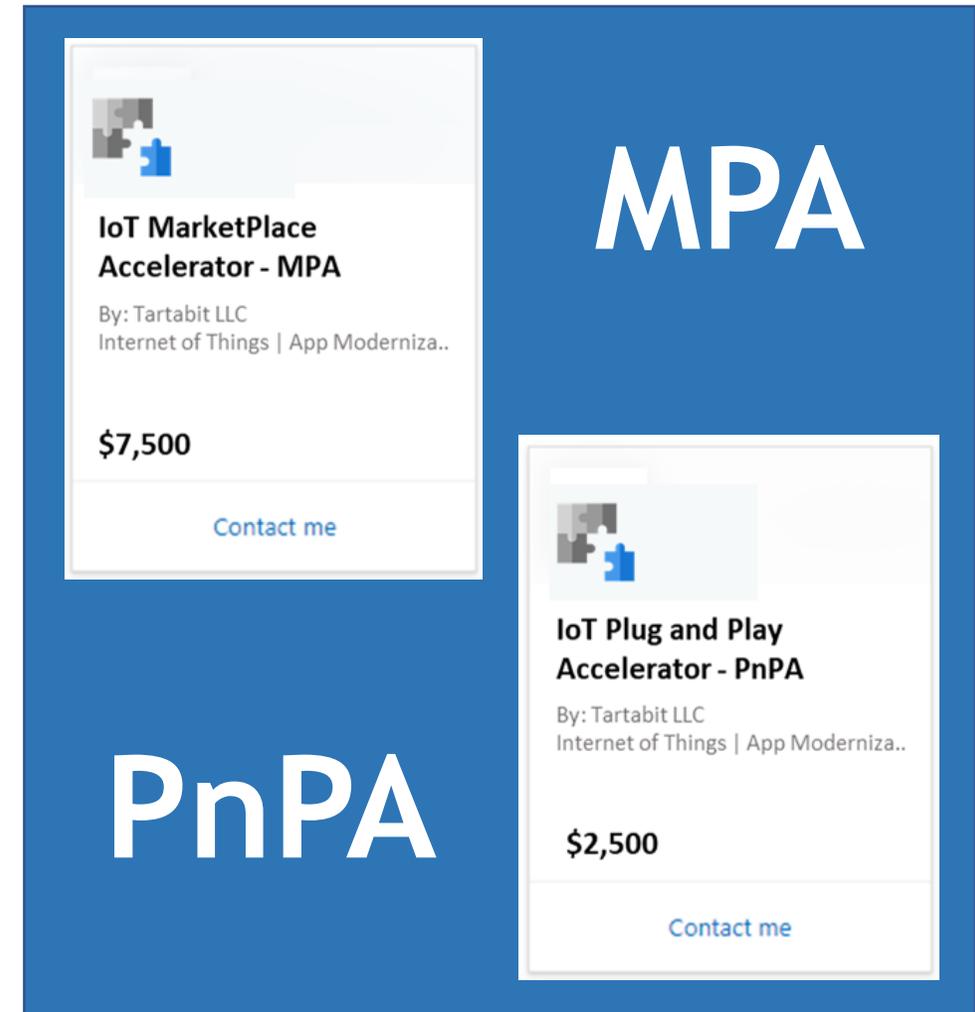
- Demystify the Azure IoT Marketplace
- Simplify PnP Device Certification
- Create a new route to market for IoT Hardware Providers.
- Creating a simpler way to purchase

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

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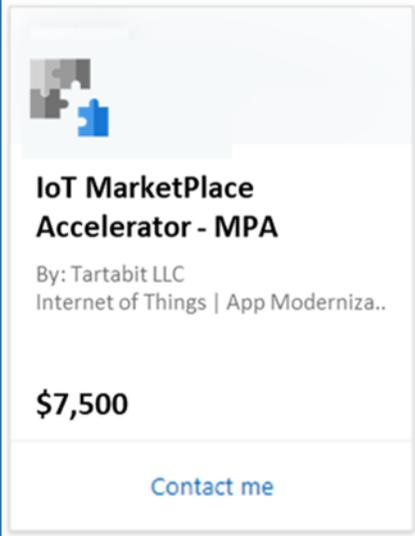
PnPA

IoT Plug and Play Accelerator - PnPA

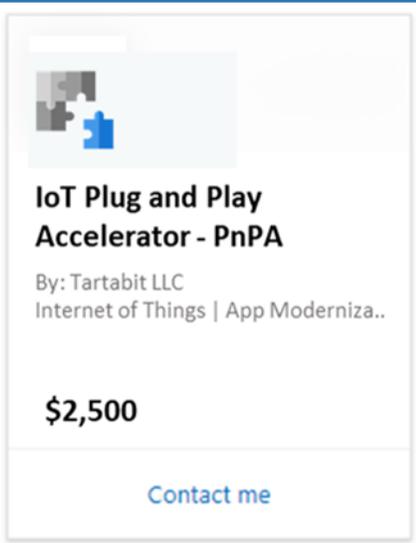
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MPA



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

IoT Accelerator Offerings for Azure

Delivering IoT Simplicity and Scale

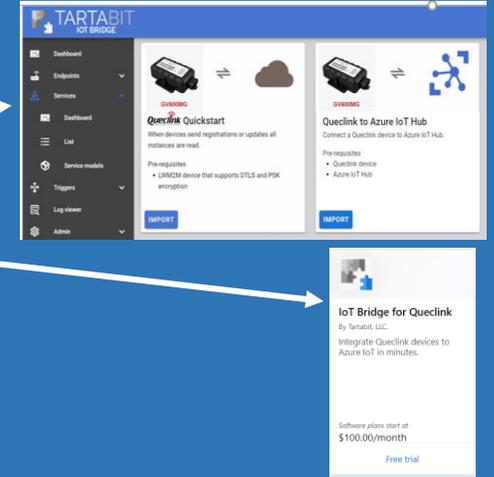


MPA

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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

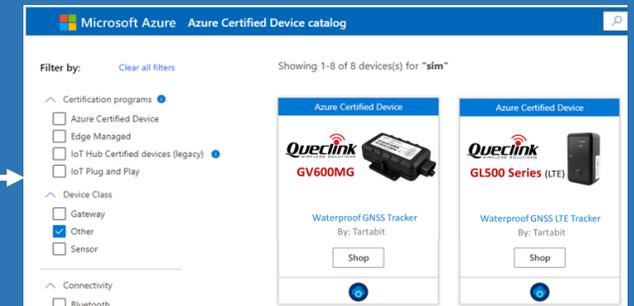


PnPA

IoT Plug and Play Accelerator - PnPA
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Offering Deliverables

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





TARTABIT
IOT BRIDGE

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



JAMES BREHM & ASSOCIATES

Redefining the Connected Conversation



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

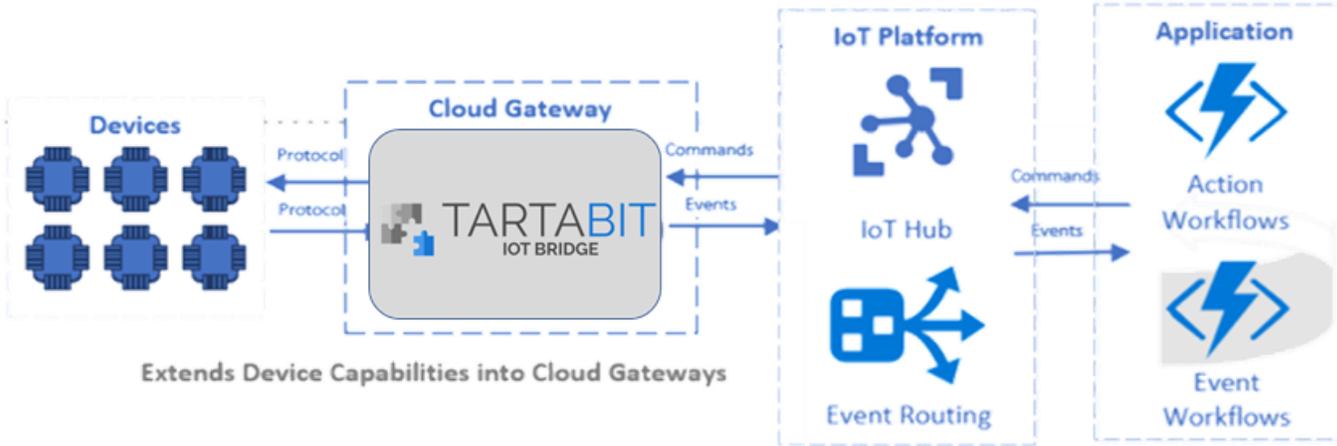


BETTER
BUSINESS
CASES



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

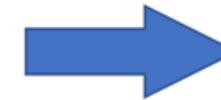
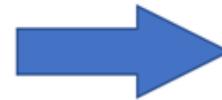
Frictionless Integration with Microsoft Azure IoT



Converging to SDKs from the hyper-scale cloud providers



Diverging technologies solving similar problems leading to fragmented communication 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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JUNE 29th Press Release

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JUNE 22nd Press Release

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| • SIGFOX | • CBOR |
| | • JSON |



Promotion - Azure Marketplace

Driving Workloads for Azure with TARTABIT IoT Bridge



Azure Marketplace Apps

Search Marketplace

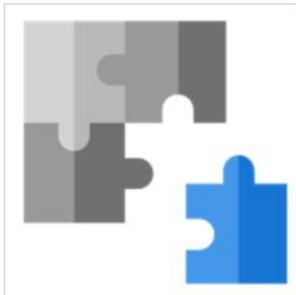


More



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Products > Tartabit IoT Bridge



Tartabit IoT Bridge

Tartabit, LLC.

★★★★★ (0) Write a review

Free trial

Overview Plans + Pricing Reviews

GET IT NOW

Pricing information
Starting at \$100.00/month

Categories
Internet of Things

Support
Support
Help

Legal
Under Microsoft Standard
Contract
Privacy Policy

Bridge LPWAN & LWM2M devices quickly to your Azure services to build world class IoT solutions.

The **Tartabit IoT Bridge** provides rapid integration between low-power wide area network (LPWAN) devices and the Microsoft Azure ecosystem. The IoT Bridge supports connecting cellular devices via LightweightM2M (LWM2M) and CoAP. Additionally, it supports numerous unlicensed wireless technology providers such as LORA and Sigfox. On the Azure side, the IoT Bridge supports integrating to Azure IoT Hub, Azure Event Hub, and Azure CosmosDB to provide several bi-directional options depending on your use case. This is accomplished with a low/no-code environment to enable rapid deployment of production grade IoT solutions without needing to host custom developed servers and



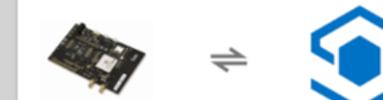


LWM2M Solution Templates

Driving Workloads for Azure with TARTABIT IoT Bridge

TARTABIT IOT BRIDGE
Search
ROOT

Dashboard
Log viewer
Admin

 <p>LWM2M to Azure IoT Hub Integrate LWM2M devices quickly to Microsoft Azure IoT Hub.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> IoT Hub and service account connection string LWM2M device <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>	 <p>LWM2M to Azure IoT Central Integrate LWM2M devices quickly to Microsoft Azure IoT Central.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> IoT Hub and service account connection string LWM2M device <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>	 <p>LWM2M Quickstart When devices send registrations or updates all instances are read.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> LWM2M device that supports DTLS and PSK encryption <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>	 <p>Quectel DevKit to Azure IoT Hub Integrate Quectel modules quickly to Microsoft Azure IoT Hub.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> IoT Hub and service account connection string Quectel BG96 development kit <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>
 <p>Onboard Quectel BG96 Import Quectel module to an existing service.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> Existing LWM2M service defined in account <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>	 <p>Telit Bravo to Azure IoT Hub Integrate Telit modules quickly to Microsoft Azure IoT Hub.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> IoT Hub and service account connection string Telit Bravo Development Kit <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>	 <p>Telit Bravo to Azure IoT Central Integrate Telit modules quickly to Microsoft Azure IoT Central.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> IoT Hub and service account connection string Telit Bravo Development Kit <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>	 <p>Onboard Telit xEx10 Import Telit module to an existing service.</p> <p>Pre-requisites</p> <ul style="list-style-type: none"> Existing LWM2M service defined in account Telit module <p style="text-align: center; background-color: #0070C0; color: white; padding: 5px; margin-top: 10px;">IMPORT</p>

Solution templates
Documentation
API Docs
Recent errors



LWM2M Solution Templates

Driving Workloads for Azure with TARTABIT IoT Bridge



TARTABIT IOT BRIDGE
Search
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Dashboard
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Nordic 9160 Dev Kit to Azure IoT Hub

Integrate Nordic 9160 development kits quickly to Microsoft Azure IoT Hub.

Pre-requisites

- IoT Hub and service account connection string

IMPORT



Onboard Nordic 9160

Import Nordic 9160 modules to an existing service.

Pre-requisites

- Existing LWM2M service defined in account

IMPORT



Publish to Azure IoT Hub

Integrate data from devices quickly to Microsoft Azure IoT Hub.

Pre-requisites

- IoT Hub and service account connection string
- Trigger generating generic 'data' events

IMPORT



Publish to Azure IoT Central

Integrate data from devices quickly to Microsoft Azure IoT Central.

Pre-requisites

- IoT Hub and service account connection string
- Trigger generating generic 'data' events

IMPORT



Publish to Azure Event Hub

Integrate data from devices quickly to Microsoft Event Hub.

Pre-requisites

- Event Hub and service account connection string
- Trigger generating generic 'data' events

IMPORT



Publish to Azure CosmosDB

Insert records directly into CosmosDB.

Pre-requisites

- CosmosDB database and a service account connection string
- Trigger generating generic 'data' events

IMPORT



Publish to InfluxDB

Insert metrics into InfluxDB.

Pre-requisites

- InfluxDB server
- Trigger generating generic 'data' events, data must be numeric.

IMPORT

Solution templates
 Documentation
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 Recent errors



TARTABIT
IOT BRIDGE

MPA Example: Queclink



Customer example of MPA Service:



Azure IoT Accelerator Offerings

Tartabit IoT Marketplace Accelerator, MPA - Queclink Example



The screenshot shows the Azure Marketplace interface. At the top, there is a navigation bar with 'Microsoft', 'Azure Marketplace', 'Apps', 'Consulting Services', and 'Hire an expert'. Below this, there is a 'Browse apps' section with a list of categories: 'Get Started', 'Analytics', 'AI + Machine Learning', 'Azure Active Directory', 'Blockchain', 'Compute', 'Containers', 'Databases', 'Developer Tools', 'DevOps', 'Identity', 'Integration', and 'Internet of Things'. To the right of the categories, there are search filters for 'Trials' (set to 'All') and 'Open' (set to 'All'). Below the filters, the text 'All results' is displayed. A search result card for 'IoT Bridge for Queclink' is shown, featuring the Tartabit logo, the title 'IoT Bridge for Queclink', the author 'By Tartabit, LLC.', a description 'Integrate Queclink devices to Azure IoT in minutes.', and pricing information 'Software plans start at \$100.00/month'. A 'Free trial' button is visible at the bottom of the card.



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

Azure IoT Accelerator Offerings

Customized Solution Templates - Queclink Example

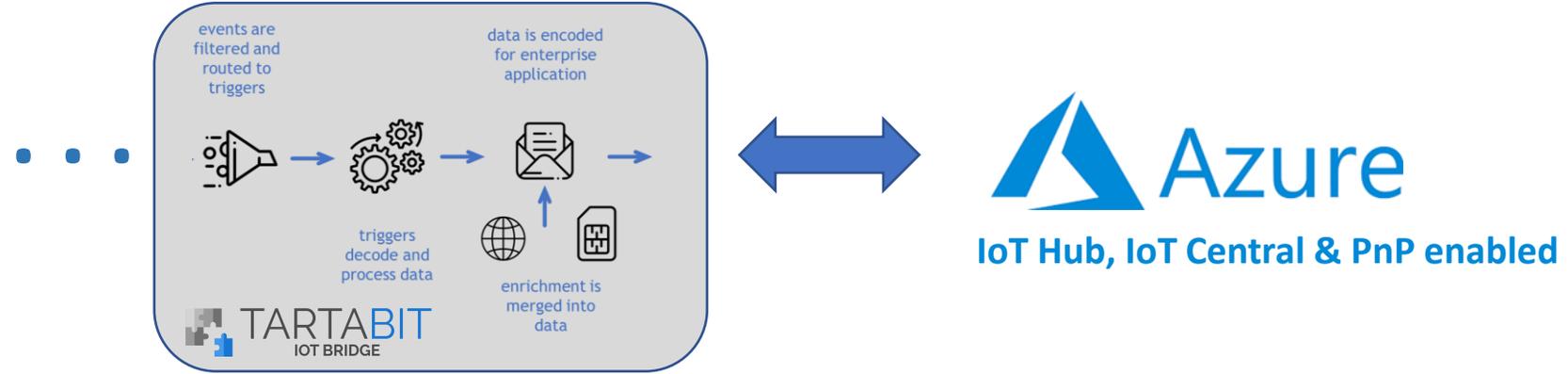
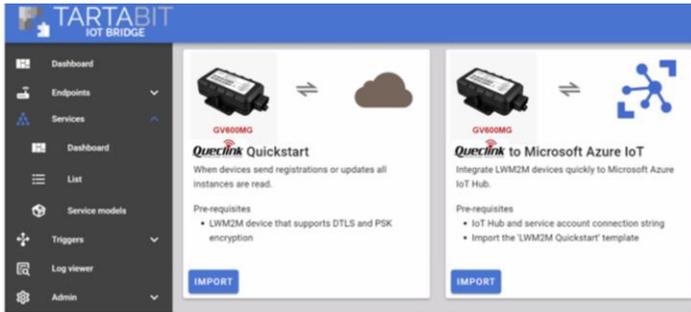
The dashboard features a dark sidebar on the left with navigation options: Dashboard, Endpoints, Services, Dashboard, List, Service models, Triggers, Log viewer, and Admin. The main content area displays eight solution templates in a 2x4 grid, each with an 'IMPORT' button. The top row includes 'Queclink Quickstart' for GV600MG and GL500MG devices, and 'Queclink to Azure IoT Hub' for the same models. The bottom row includes 'Publish to Azure IoT Hub', 'Publish to Azure Event Hub', 'Publish to Azure CosmosDB', and 'Publish to InfluxDB'. Each template provides a brief description and a list of pre-requisites.

Template Name	Device/Model	Description	Pre-requisites
Queclink Quickstart	GV600MG	When devices send registrations or updates all instances are read.	LWM2M device that supports DTLS and PSK encryption
Queclink to Azure IoT Hub	GV600MG	Connect a Queclink device to Azure IoT Hub.	Queclink device, Azure IoT Hub
Queclink Quickstart	GL500MG	When devices send registrations or updates all instances are read.	LWM2M device that supports DTLS and PSK encryption
Queclink to Azure IoT Hub	GL500MG	Connect a Queclink device to Azure IoT Hub.	Queclink device, Azure IoT Hub
Publish to Azure IoT Hub	10101101, 01111001, 10100011	Integrate data from devices quickly to Microsoft Azure IoT Hub.	IoT Hub and service account connection string, Trigger generating generic 'data' events
Publish to Azure Event Hub	10101101, 01111001, 10100011	Integrate data from devices quickly to Microsoft Event Hub.	Event Hub and service account connection string, Trigger generating generic 'data' events
Publish to Azure CosmosDB	10101101, 01111001, 10100011	Insert records directly into CosmosDB.	CosmosDB database and a service account connection string, Trigger generating generic 'data' events
Publish to InfluxDB	10101101, 01111001, 10100011	Insert metrics into InfluxDB.	InfluxDB server, Trigger generating generic 'data' events, data must be numeric.

Azure IoT Accelerator Offerings

Tartabit IoT Marketplace Accelerator, MPA - Queclink Example

Queclink specific Solution Templates



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

Microsoft | Azure Marketplace | Apps | Consulting Services | Hire an expert | Search Marketplace

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- Archive
- AI + Machine Learning
- Backup
- Big Data
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- Datacenter Management
- DevOps
- Disaster Recovery
- Identity
- Internet of Things >**
- Migration

Industries: All | Service Types: All | Pricing Model: All

All results

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