Powering the Connected World™

Short Speaker Biography

John Canosa

- ***Late 1980's*** – University of Rochester, Laboratory for Laser Energetics. Developed one of World's Largest System of Networked Microcontrollers. 10,000+ points of sensing & control.
- ***Late 1990's*** – Questra Corporation CTO. Pioneer in Web secure based remote monitoring / remote services application.
- ***Present*** - ThingWorx. The first true application platform for rapidly developing and deploying for M2M/IoT applications.

ThingWorx

Founded 2009, Successful Software Entrepreneurs

Venture Backed (SFE)

Disruptive, Successful & Growing Rapidly

Recognized Leader

Gartner | 2011 COOL VENDOR

FROST & SULLIVAN 2012 BEST PRACTICES AWARD New Product Innovation Award

CW 2012 value chain awards

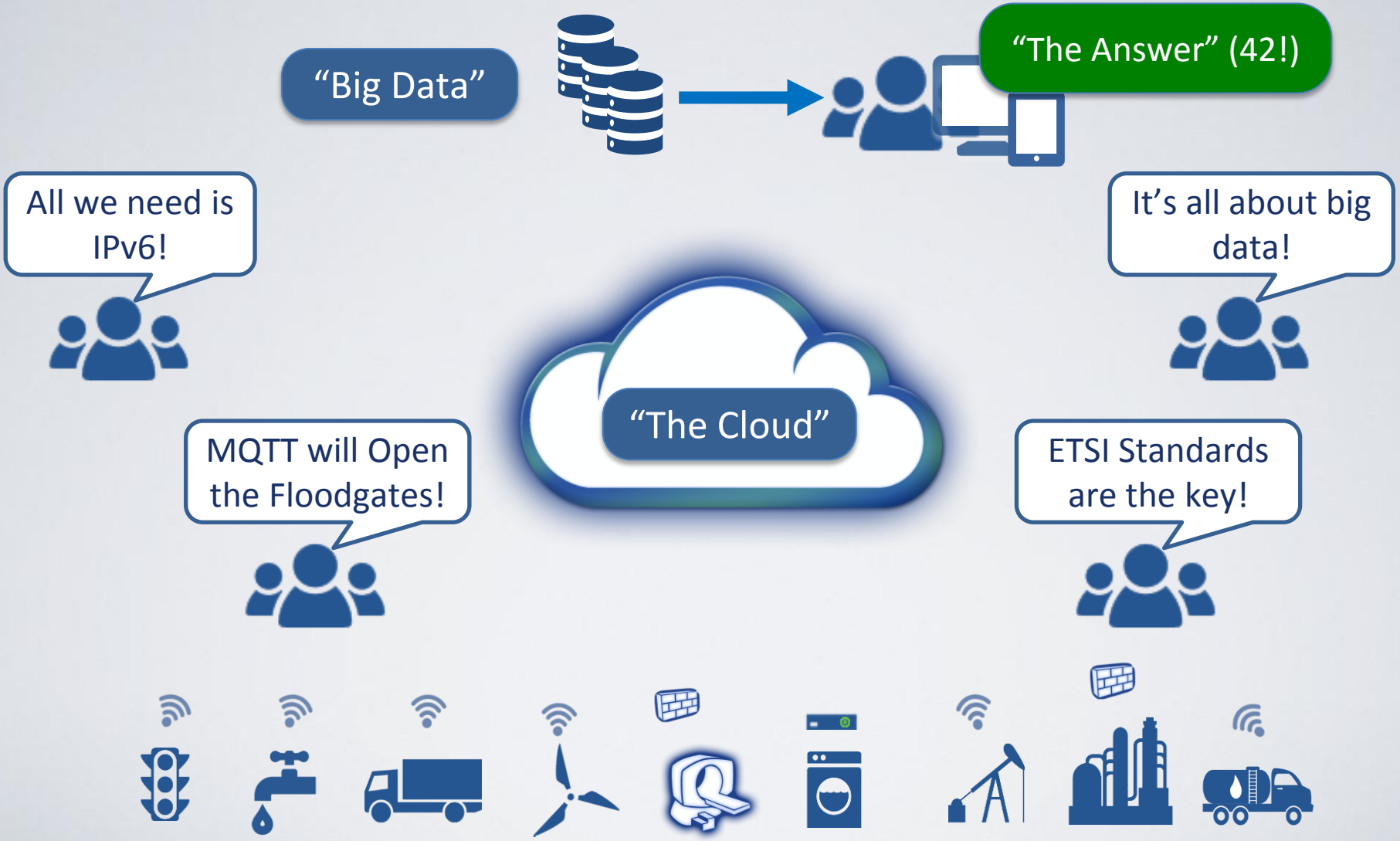
"ThingWorx is re-defining the concept of connected platforms and creating a new market meta-category"

Harbor Research
San Francisco | Boston | Zurich

TMC MACHINE MACHINE Evolution

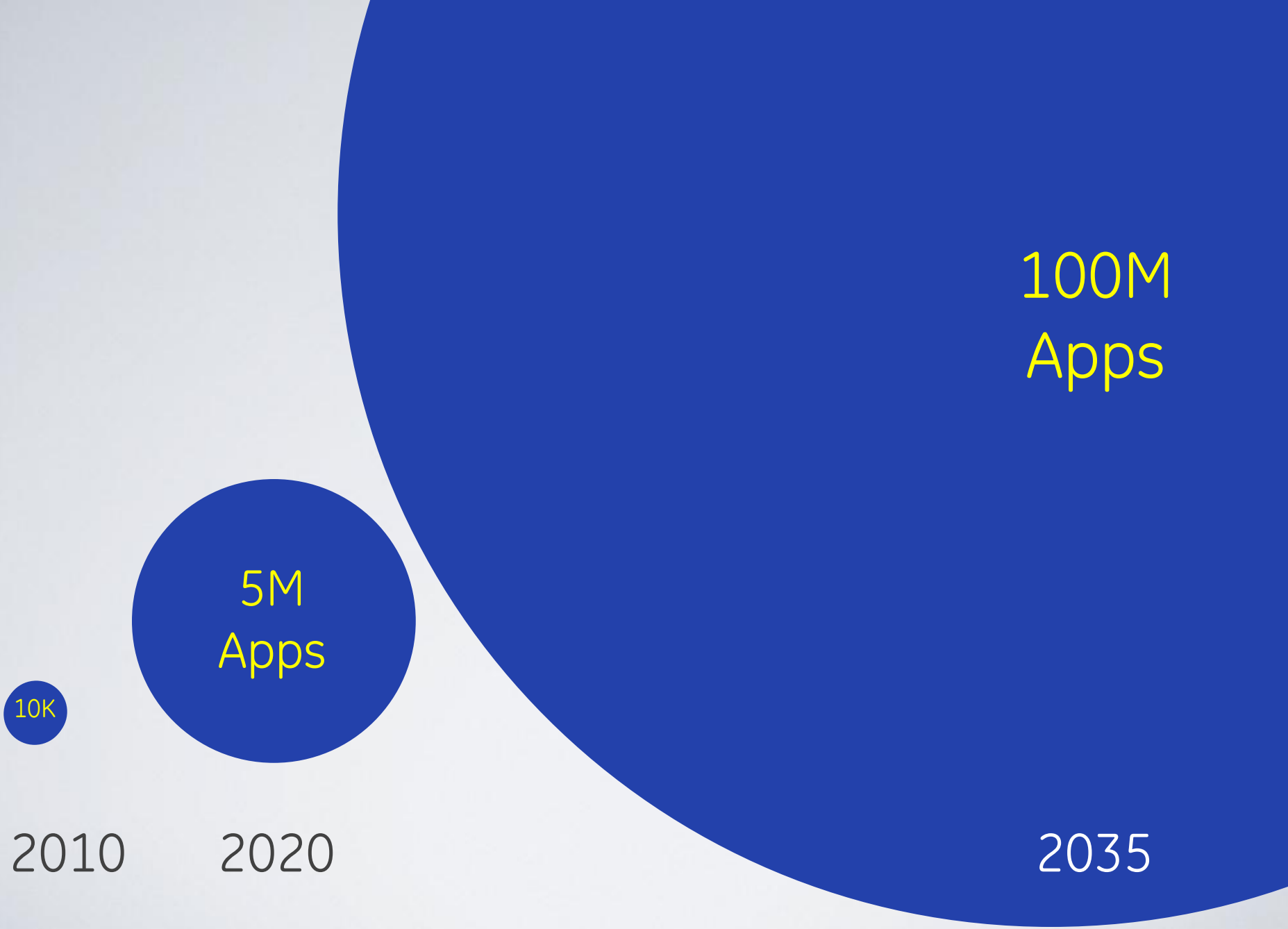
2013 Winner:
Best Platform for Enabling Third Party Developers

Some Misguided Thinking About Mass Adoption of M2M/IoT



Mass Adoption is Driven by Value Creation, not Technology

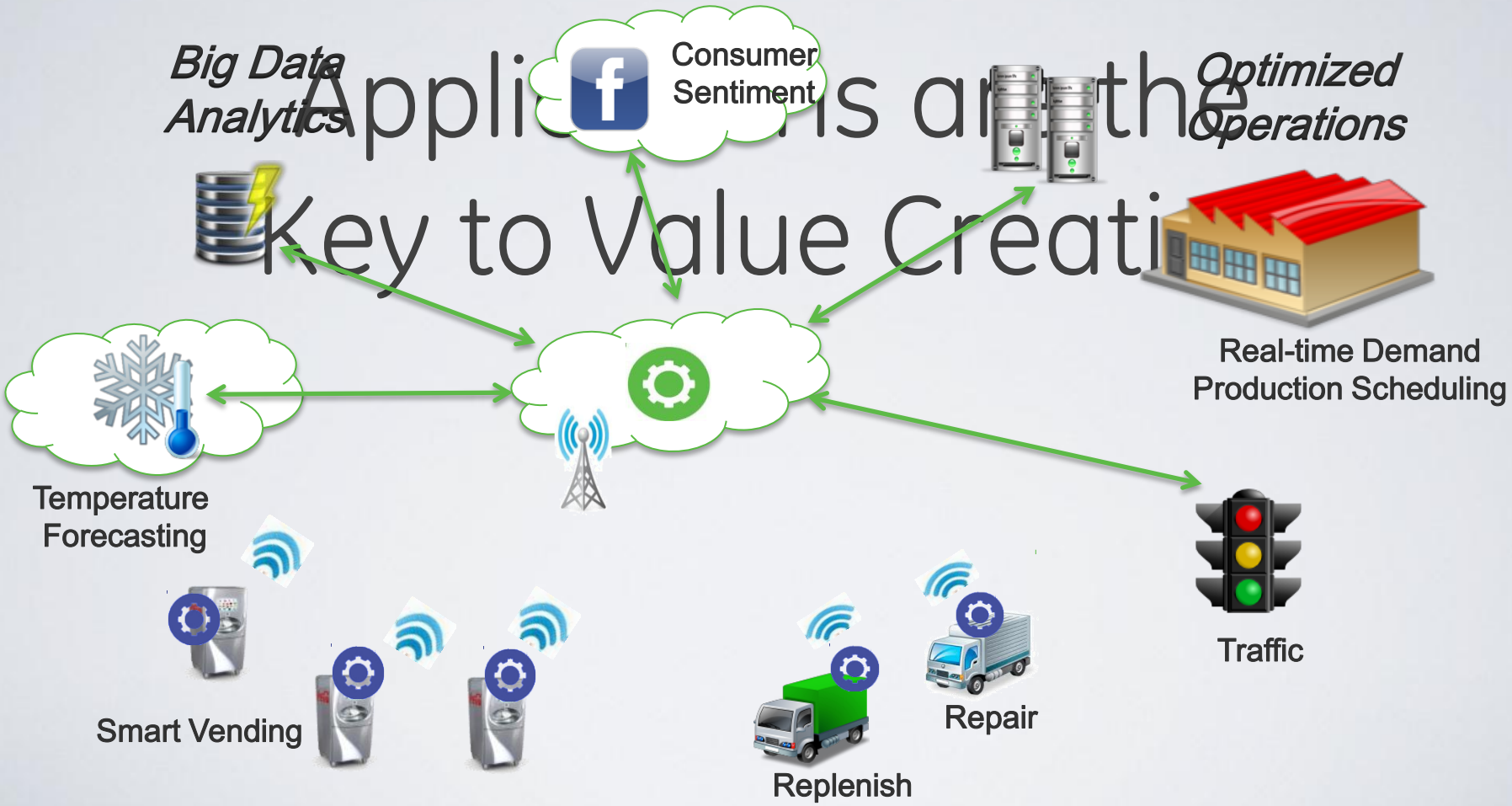
The Value of M2M/IoT Can Only Be Realized Through Applications and Interactions


10K
5M
Apps
100M
Apps
2010
2020
2035

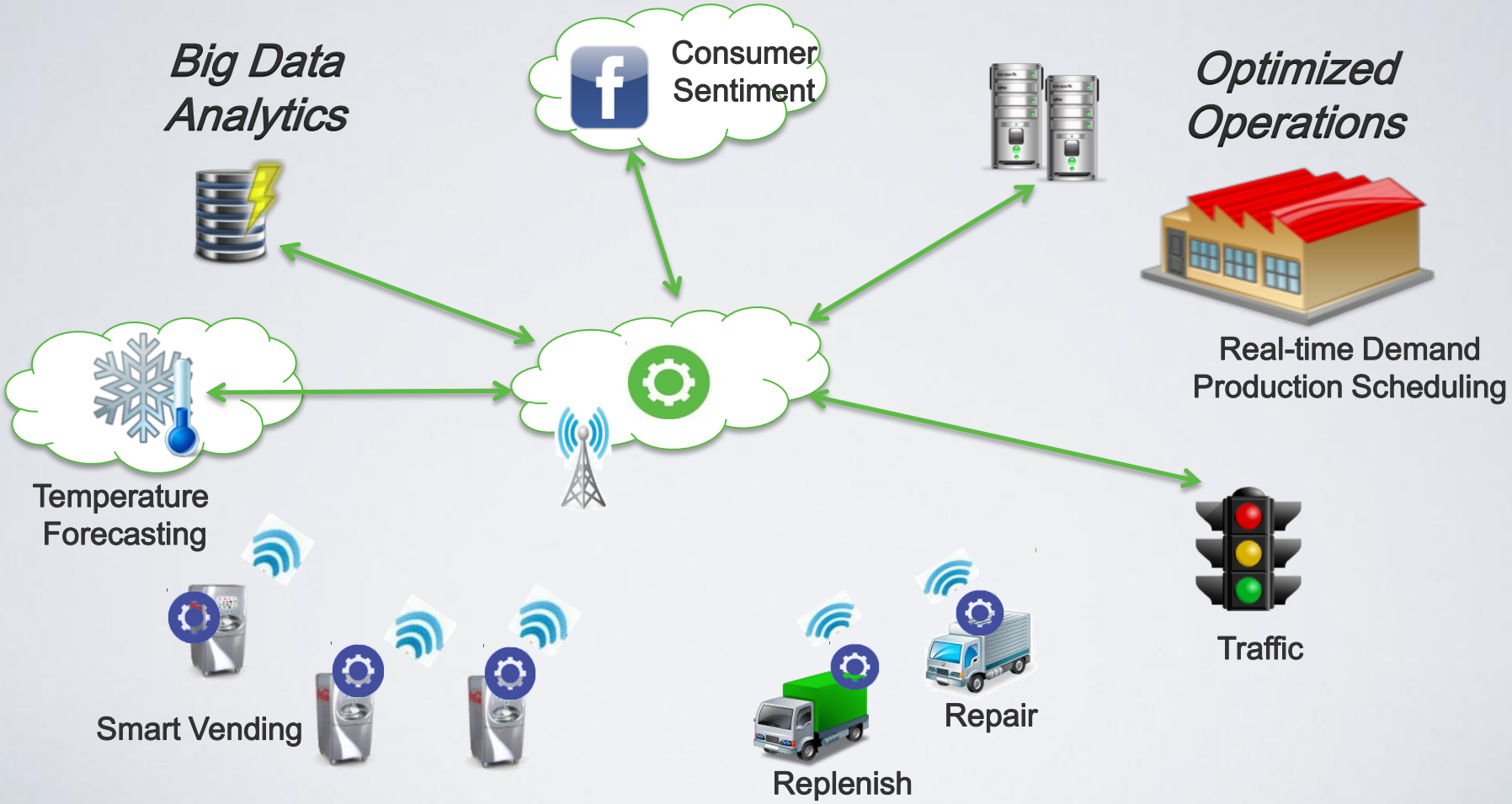
Applications are the Key to Value Creation

Rapid Application Development is the Bottleneck Holding Back Mass Deployment of M2M

Applications are the Key to Value Creation



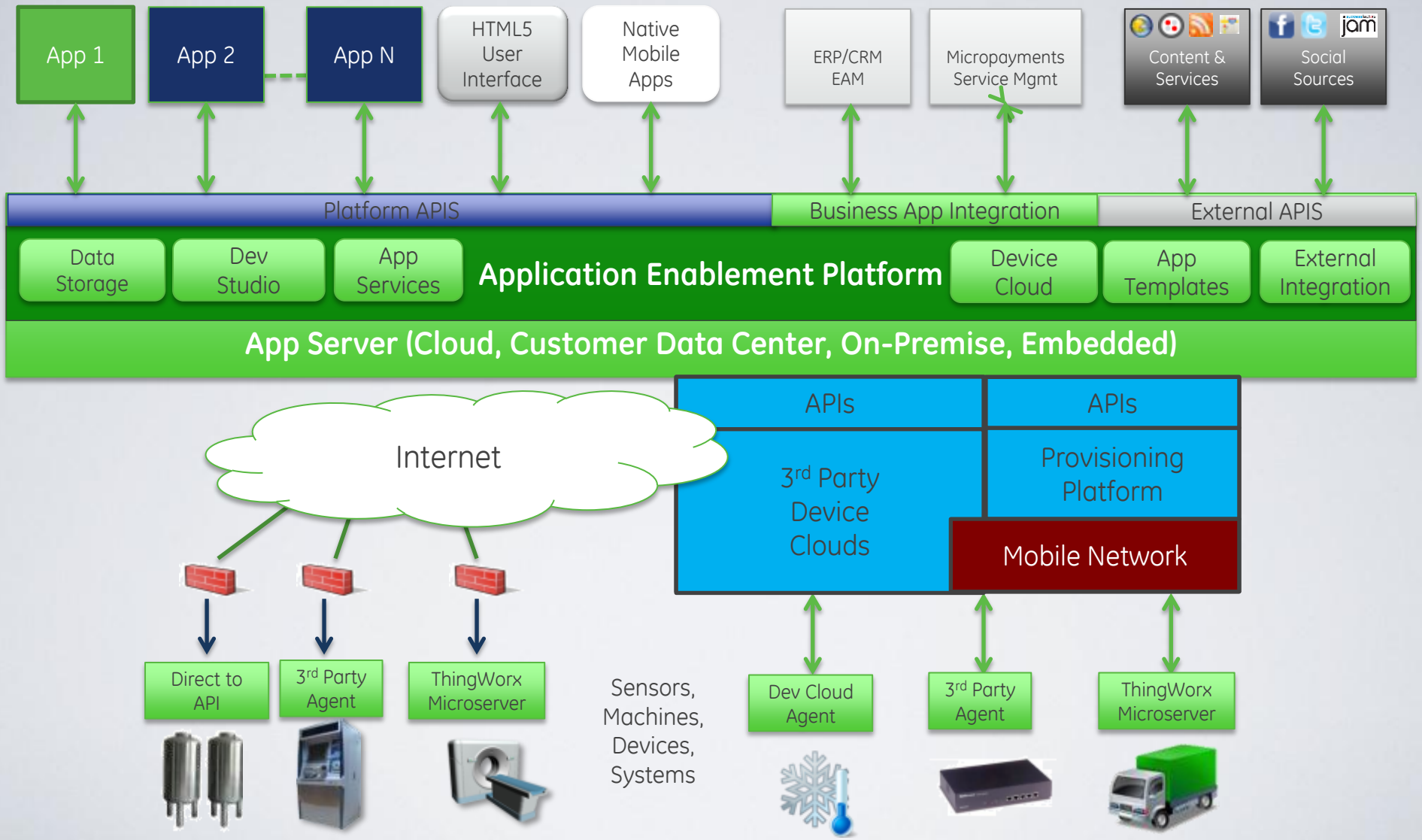
Connected Applications are the Key to Value Creation



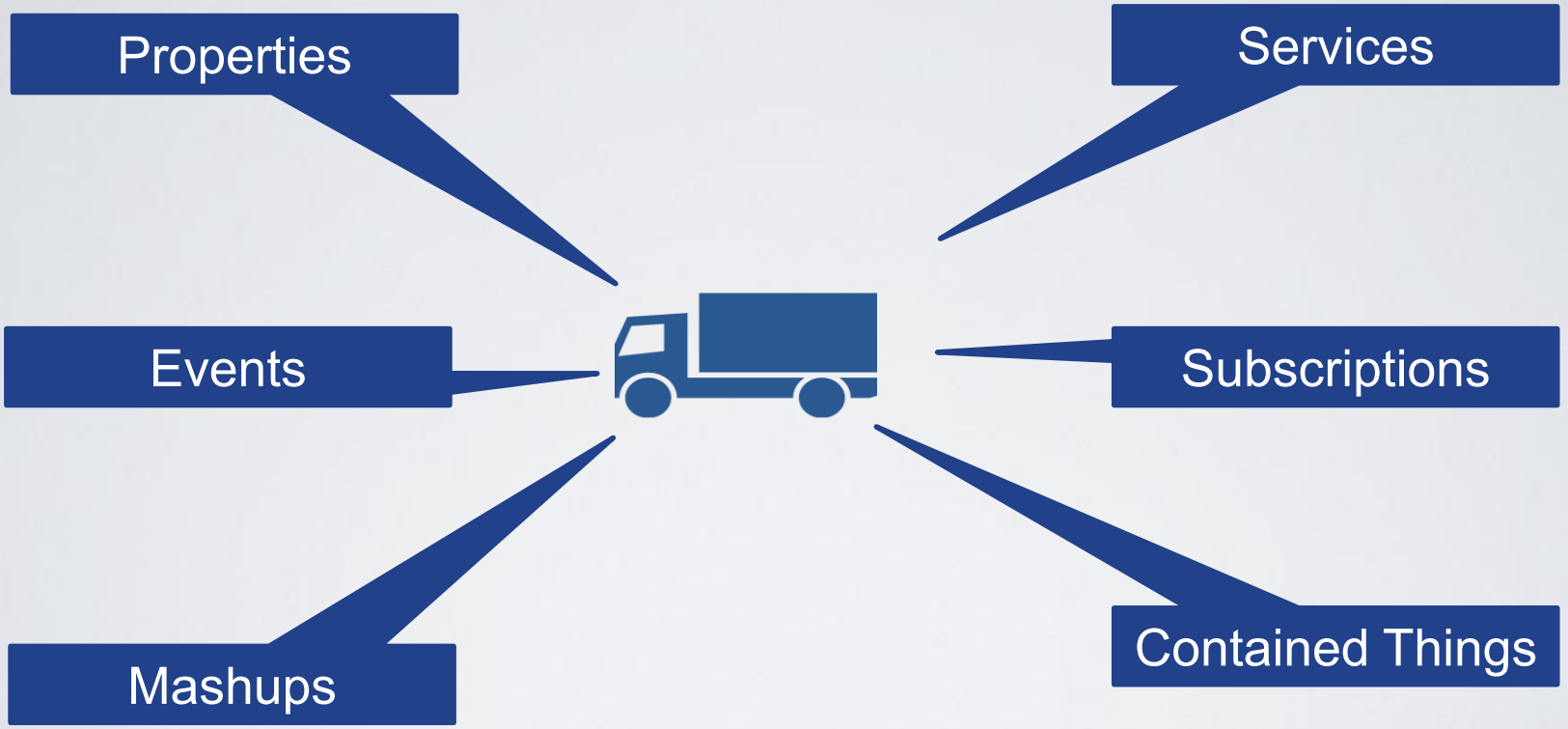
What is Required to Remove the Application Bottleneck?

- Ubiquitous Connectivity
- Easily Extensible, Business Oriented Semantic Models and the Tools to Create Them
- Remove the Dependency on the Programmer or IT Specialist for Generating Interactive Applications

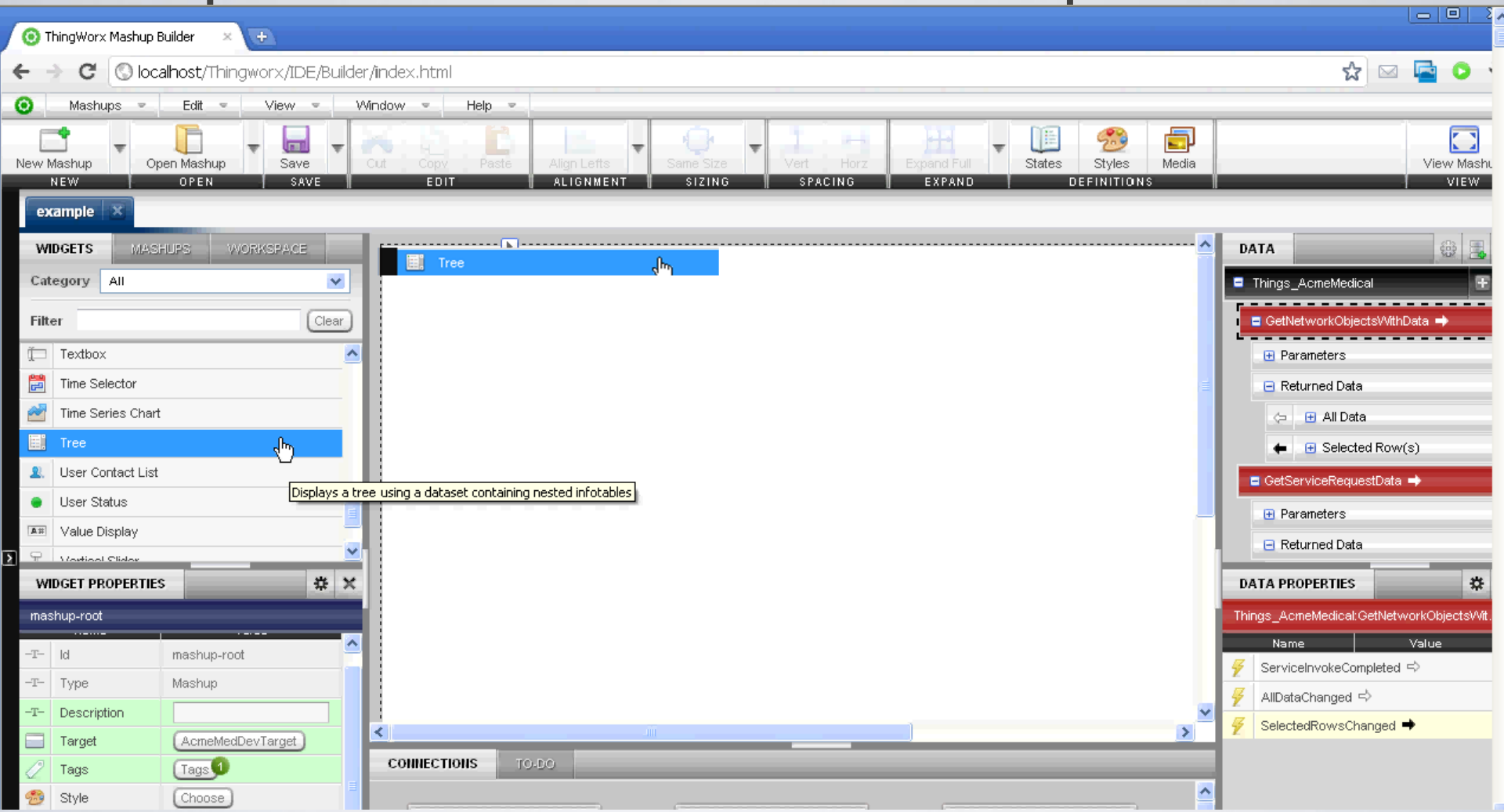
Ubiquitous Connectivity



Extensible, Business Oriented Semantic Modeling



Removing The Programmer / IT Specialist From the Equation



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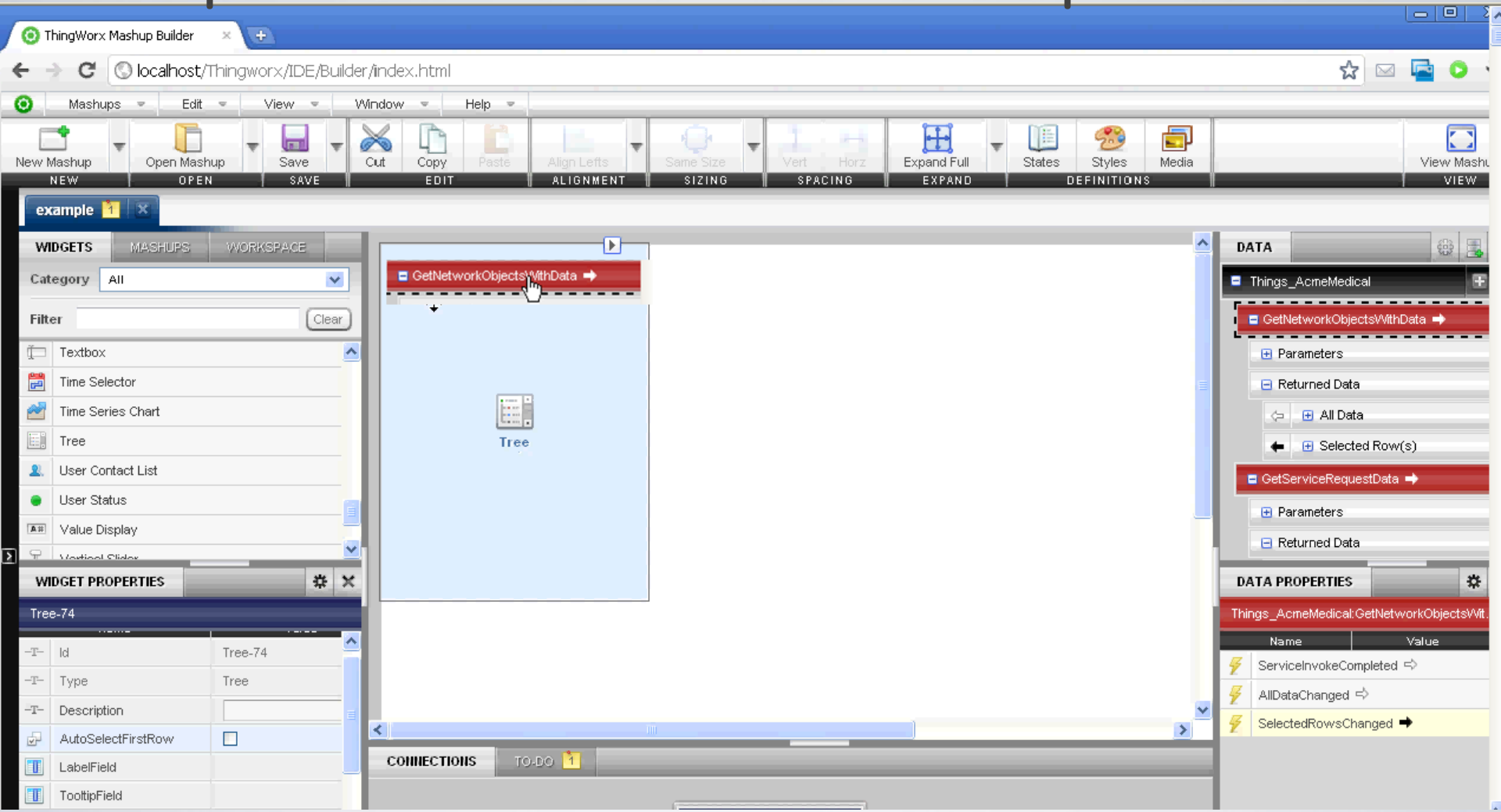

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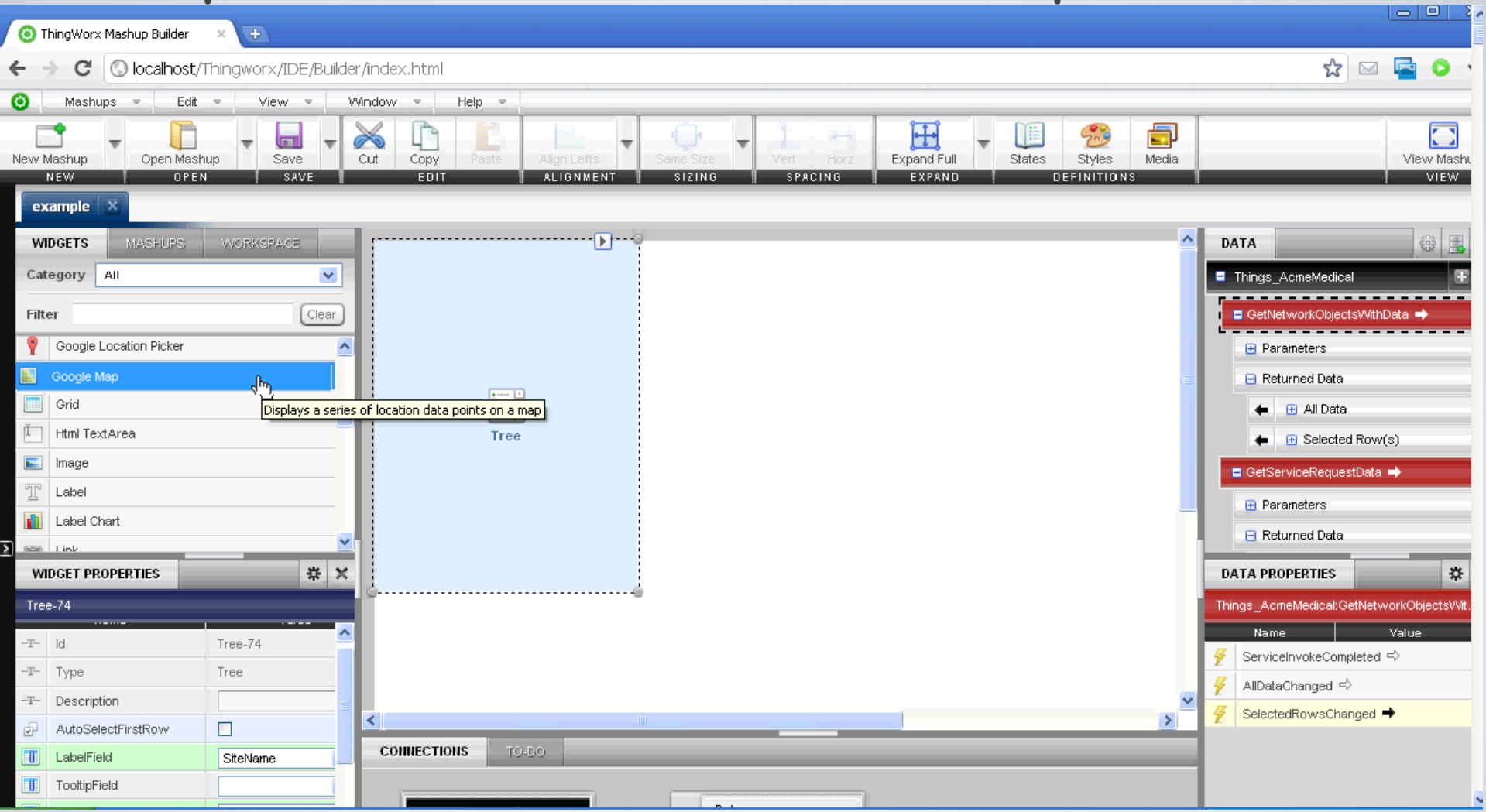

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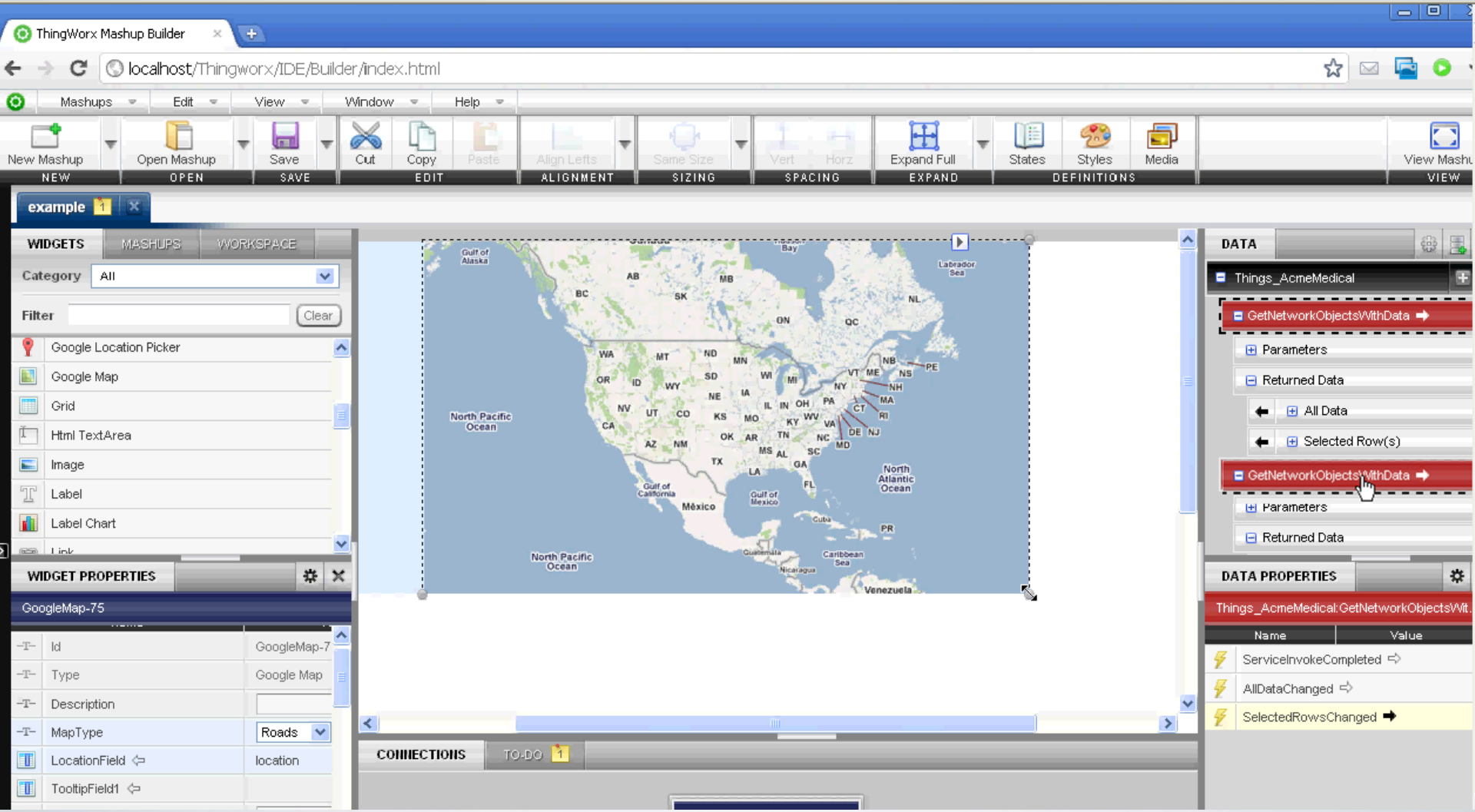

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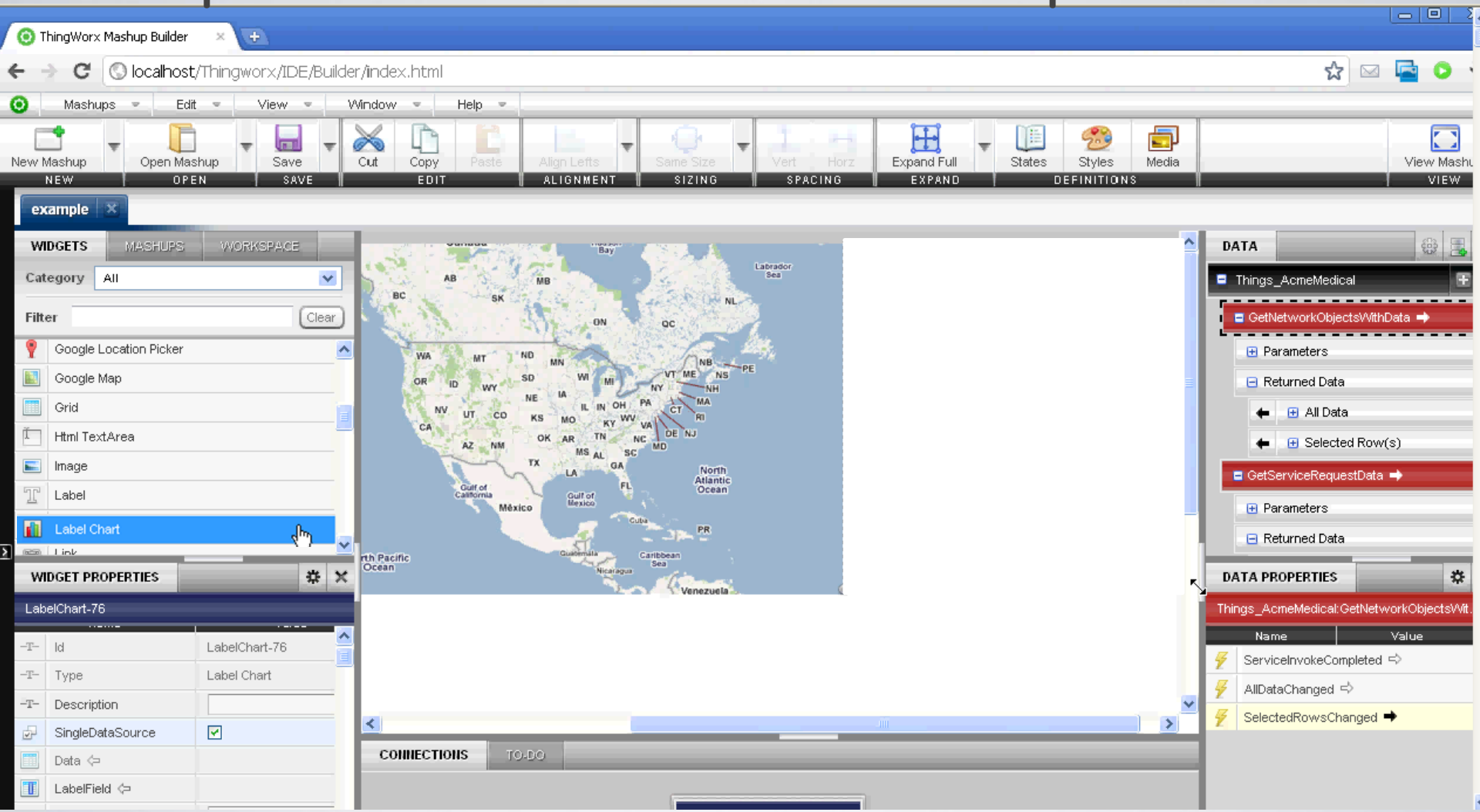

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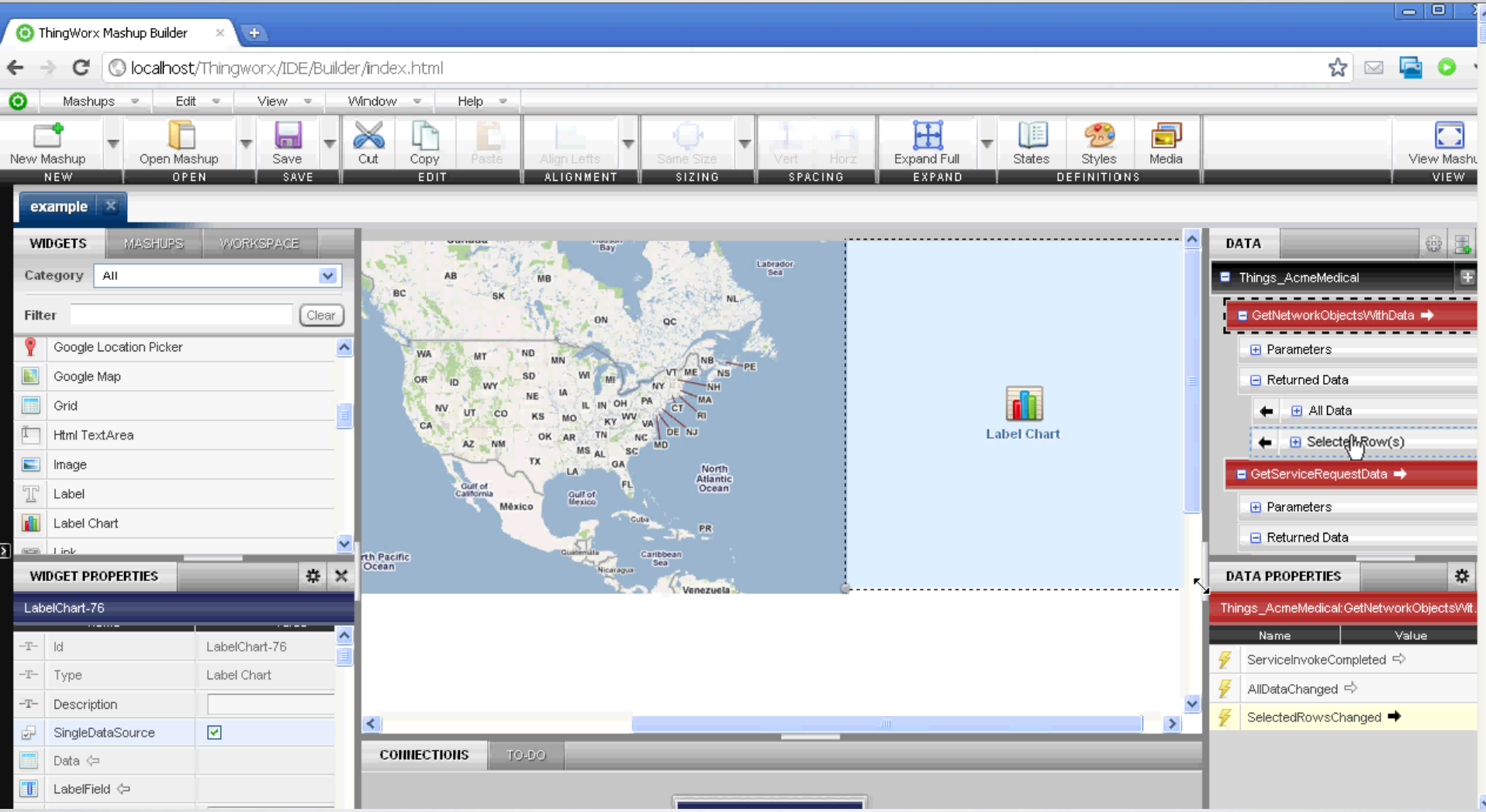

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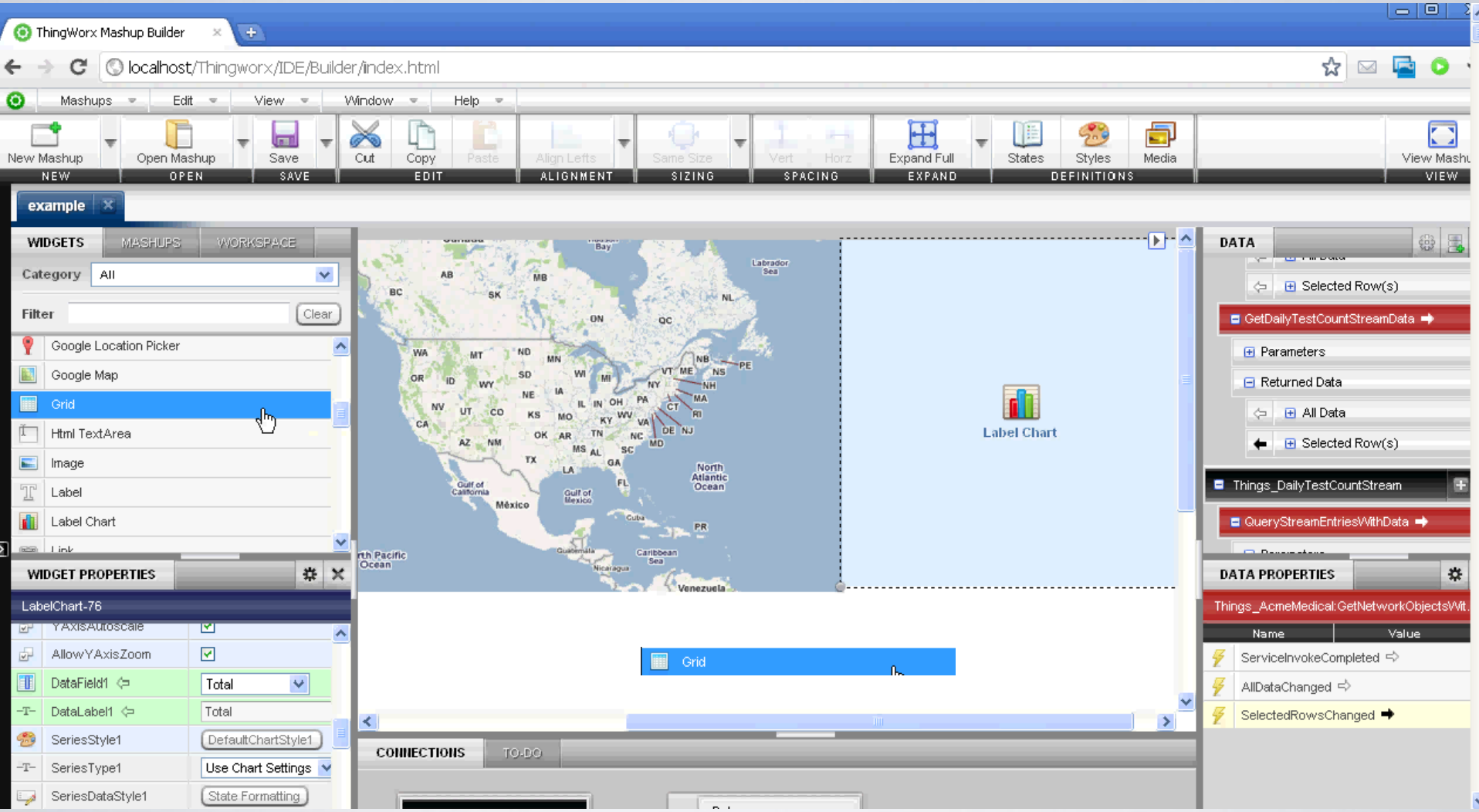

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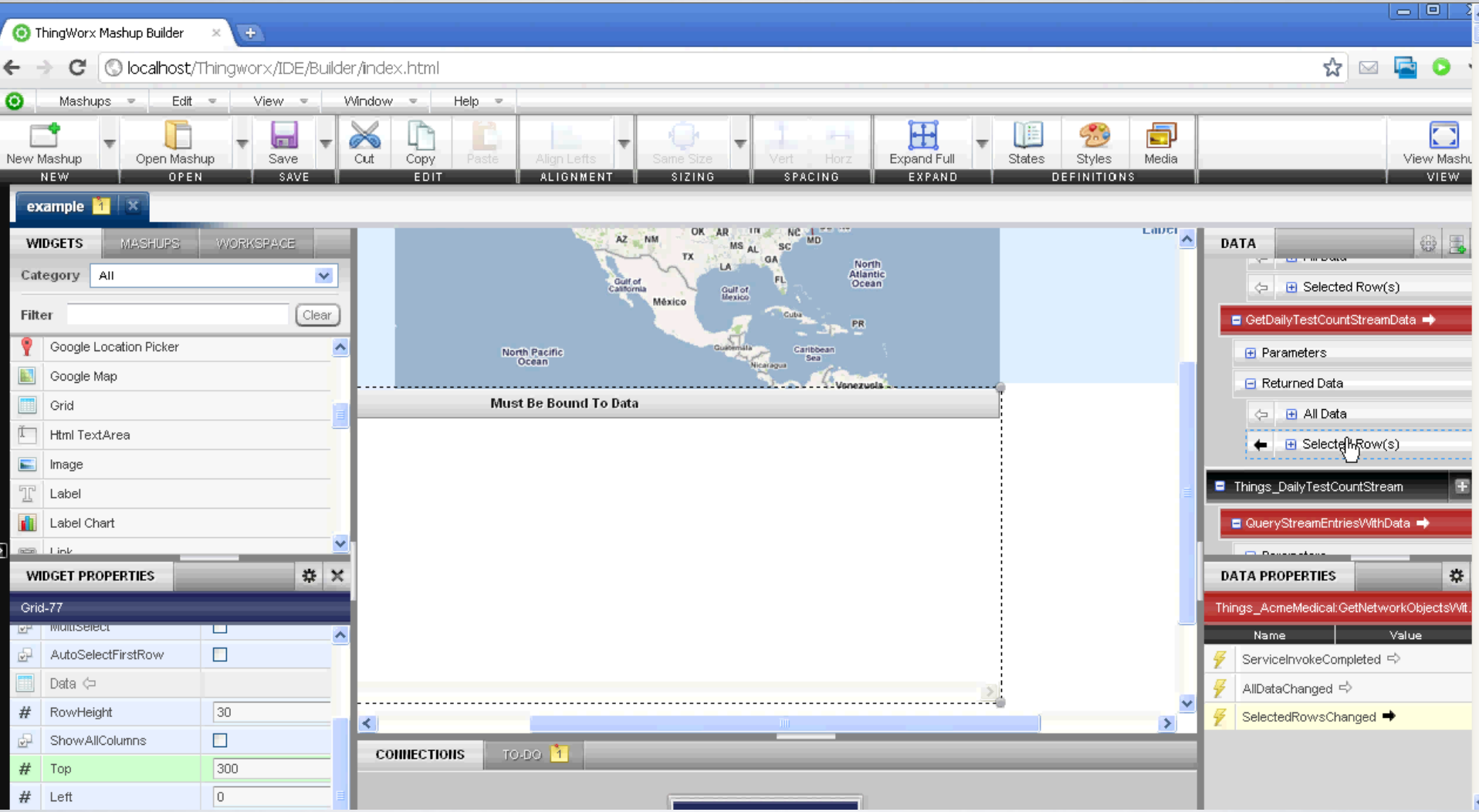

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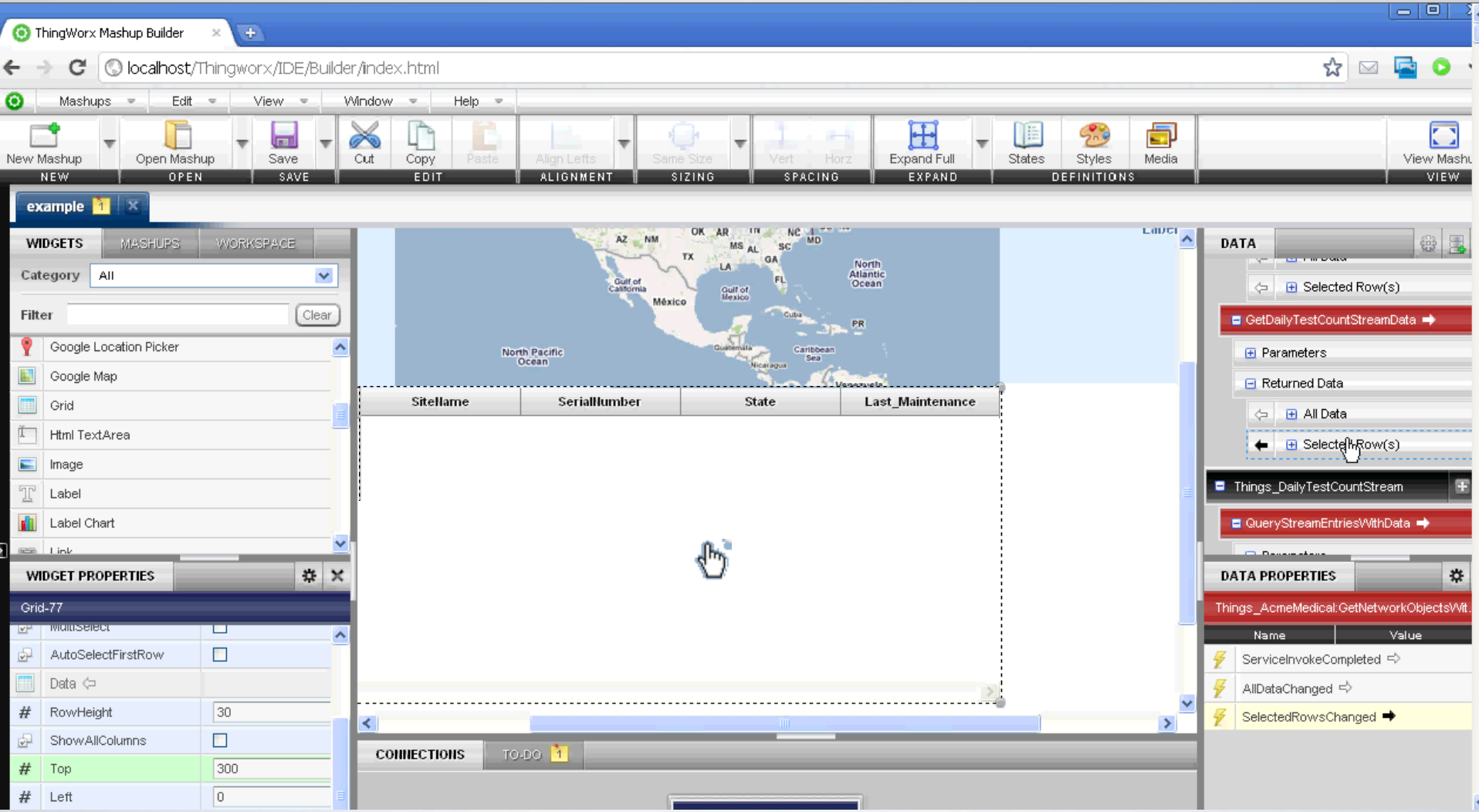

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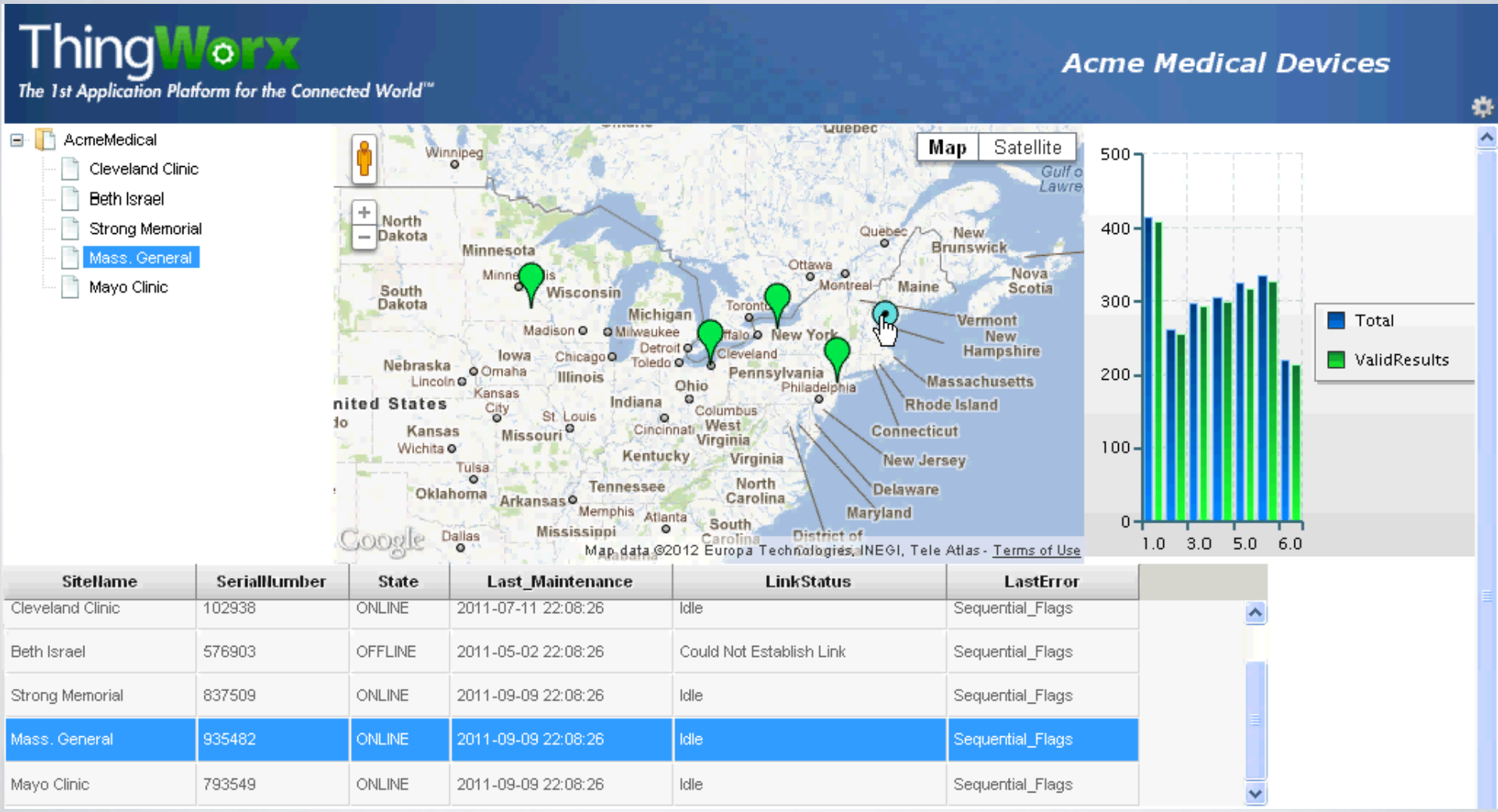

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Cleveland Clinic	102938	ONLINE	2011-07-11 22:08:26	Idle	Sequential_Flags
Beth Israel	576903	OFFLINE	2011-05-02 22:08:26	Could Not Establish Link	Sequential_Flags
Strong Memorial	837509	ONLINE	2011-09-09 22:08:26	Idle	Sequential_Flags
Mass. General	935482	ONLINE	2011-09-09 22:08:26	Idle	Sequential_Flags
Mayo Clinic	793549	ONLINE	2011-09-09 22:08:26	Idle	Sequential_Flags

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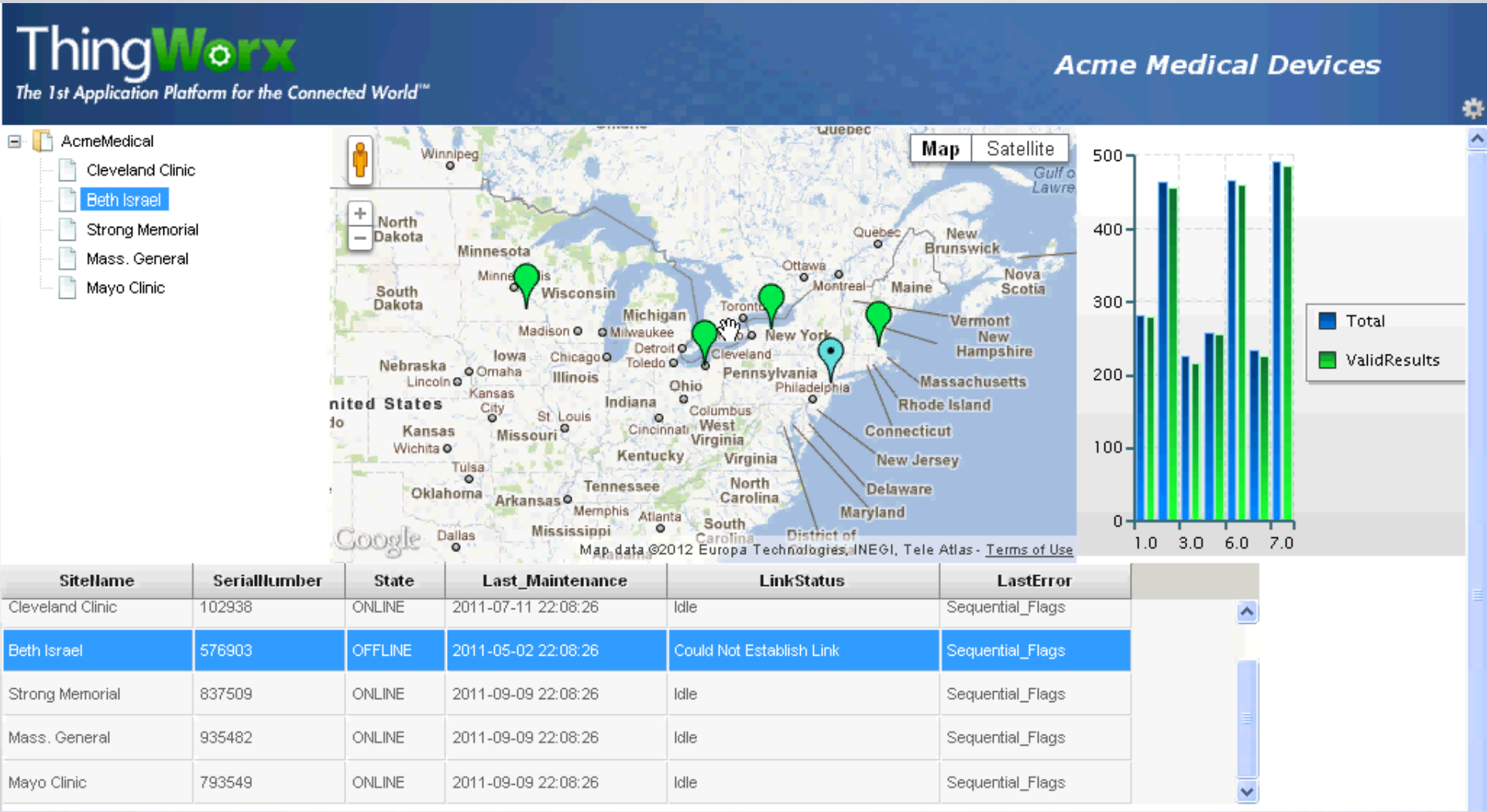

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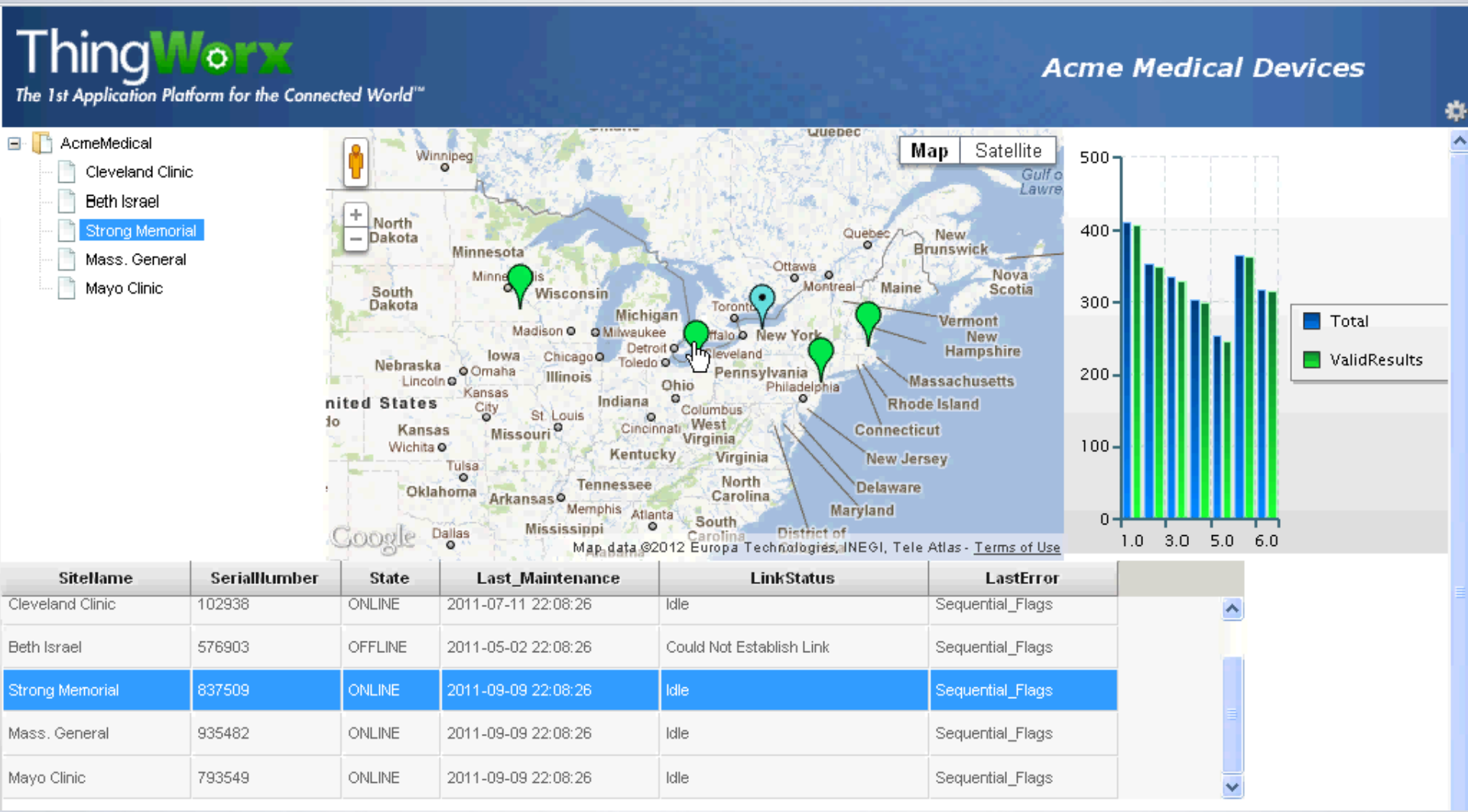

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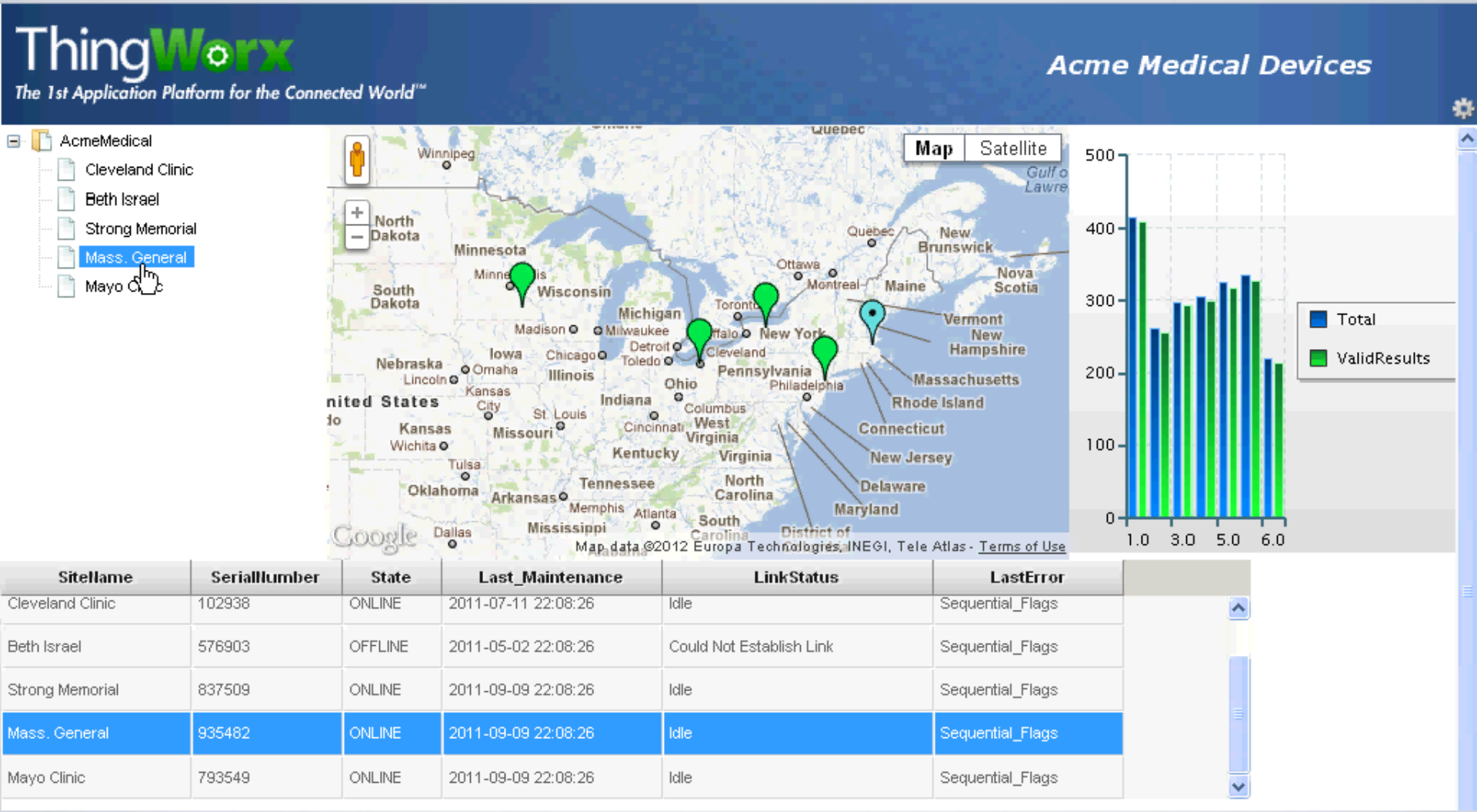

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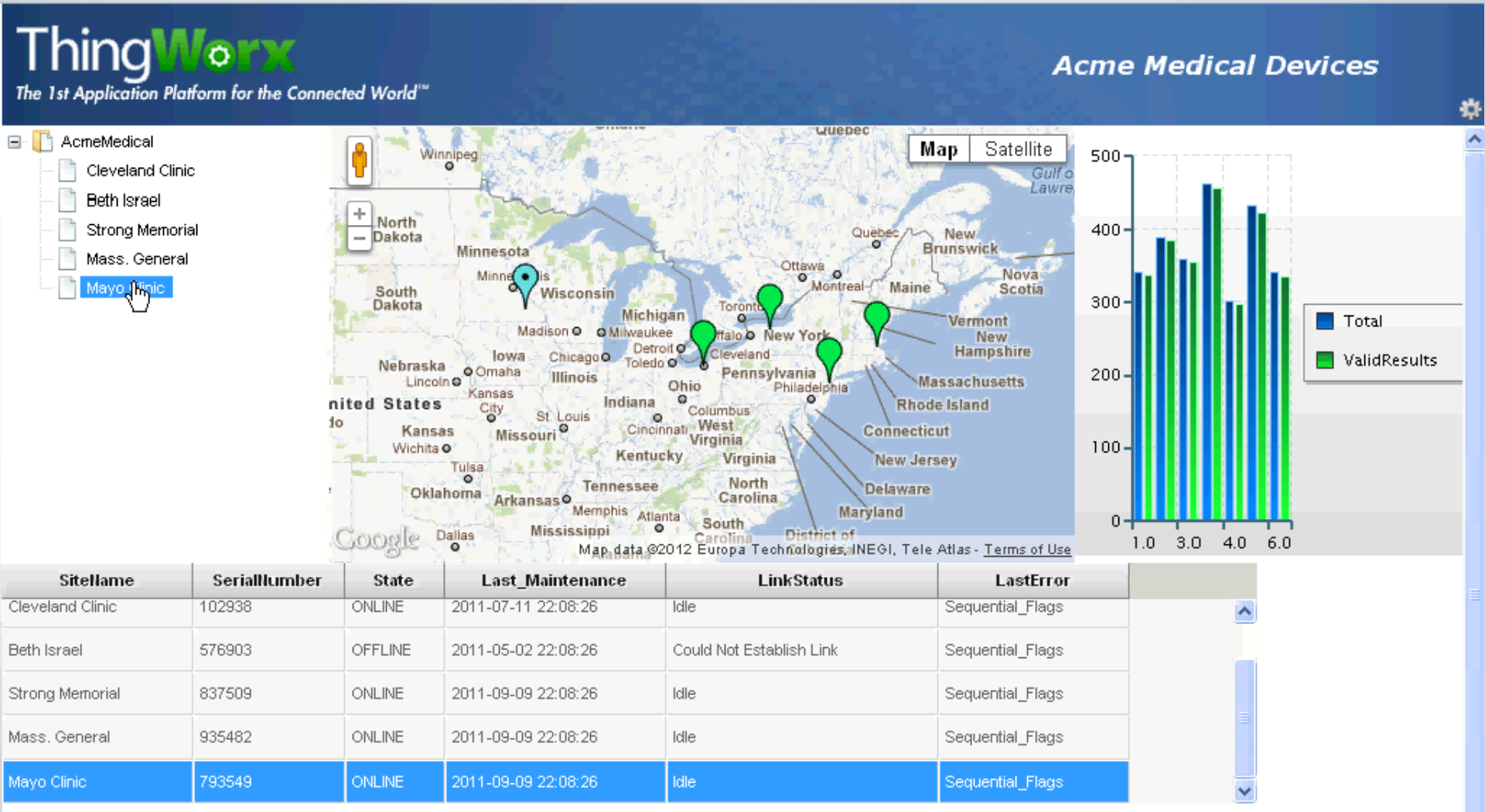

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Summary: Mass Deployment of M2M Requires a Major Shift

Only Complete Platform Designed to Build & Run Applications Connecting

Build and Run Applications Connecting

PEOPLE•SYSTEMS•THINGS

Vielen Dank für Ihre Zeit und Aufmerksamkeit

THE 1ST APPLICATION PLATFORM FOR THE CONNECTED WORLD