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50 Most Promising Internet of Things Companies-2014

With the increasing number of inter-connected and internet connected devices, the networking space today is going far beyond the traditional human-to-machine communications. The everyday consumer objects are turning into communication end points for a well connected world—the trend fondly called as Internet of Things (IoT). Now, with the help of a multitude of internet connected sensors, a retailer knows when to replenish the stocks in their vending machines and a driver can select the shortest route for travel, based on the information about the traffic delays–No wonder, IoT is increasingly integrating into our society and supporting our daily life.

The spectrum of IoT probably spans more areas than the existing technologies of today—including multiple research areas like Body Area networks, Device-to-Device communication networks, Home Area networks, Unmanned Aerial Vehicle networks, and Satellite networks. The development of device sensors and wireless networking technologies like Wi-Fi, Bluetooth, 3G and 4G, is giving the momentum required by the IoT.

With a scenario set like this, the future of IoT might be closer than we think. Smart homes are just the beginning of this. But going forward, IoT will be a lot more than just connected refrigerators or coffee makers. Sensor technology will enable computers to observe, identify and understand the world, without the limitations of human-entered data. New technologies like artificial intelligence and machine learning will result in exciting new range of connected devices in the times to come. IoT is surely taking the world beyond standalone devices, into a new era where everything is connected.

This entire spectrum of IoT offers significant opportunities for technology providers. Integration of new technologies, marketing and sales support for small customers and ecosystem presence, are the attributes that define a successful IoT technology provider. For the semiconductor and electronics hardware vendors, it can be a high-volume, low-dollar market. To drive the revenue growth from the vast IoT ecosystem, the vendors must enhance their embedded software and middleware capabilities or partner with software component suppliers.

In this edition of CIO Review, we bring to you "50 Most Promising Internet of Things Companies 2014", featuring the best vendors and consultants providing technologies and services related to Internet of Things.

A distinguished panel comprising of CEOs, CIOs, CTOs, analysts including CIO Review editorial board has decided the top companies that are at the forefront of tackling challenges in the Internet of Things market in the US.

Company:
Coversant

Key Person:
Michael Holdmann,
CMO

Website:
coversant.com

Description:
Coversant, Inc. developed a high performance platform, which moves the Internet of Things to a secure, private, software based fabric enabling federation and communication between any device, system, application and human running on any platform from any provider and any protocol.

Coversant: Enabling Real-Time Action With Event Driven Fabric

With a variety of "Things" for different purposes, it would be nice to manage and organize them under an integrated interface. That is what Internet of Things (IoT) is, to take communication of these devices beyond Machine to Machine using the internet, and Coversant, Inc. from San Jose, CA set out to achieve exactly the same. Michael Holdmann, Chief Marketing Officer of the firm states that their mission is to "build a platform capable of scaling to the needs of the billions of devices projected to be communicating with systems, applications, and humans securely, privately and efficiently over the internet."

Certified by Defense Informations SystemsAgency (DISA) after passing rigorous testing because of their security and interoperability and mandated by the US DoD, Coversant positions itself as one of the leading players in the infrastructure the IoT. It serves customers in the Transportation, Building/Industrial Automation,Energy, Healthcare and Consumer sectors. The IoT-SB's capabilities includes transformation of many popular industrial and consumer protocols along with advanced data mapping capabilities and event driven fabric technology which allows devices, applications and humans to come in and out of relationships dynamically as profiles match events that need attention, as the event is satisfied the relationship is then dissolved until necessary again. Coversant, Inc. delivers both Cloud and On-Premises licensing models to customers with plug and play capability for most devices.

The Open Standard Approach
The market landscape being in infancy brings an element of uncertainty to the customer to determine the best optionfor integration. The approach Coversant recommends is to adopt an open standard from an international standards body. This allows future proofing of the customer's decision. The architecture of Coversant's platform also provides an ability to "Bolt-on" other protocols if in the future there is a protocol released that is better overall for IoT and their customers.

When asked about their recent successes, Coversant cites their success with USAF, which used their technology to federate the command and control (C2) of six countries for real time data interaction with NASA WorldWind technology during Red Flag war games operations. Another client, a Fortune 50 HVAC company needed to scale a Remote Device Management (RDM) platform for 200,000 buildings with 10's of millions of devices. The ability to do this without the need to fork lift out any of the multiple disparate legacy systems was essential. Once the network was upgraded by Coversant, the buildings that were brought on line averaged 30 percent reduction in energy usage and cost. A third citation was that of an ongoing project wherein Coversant is supporting a new advanced cable network enabling RDM for the cable provider and user activity captured real time, securely delivered only to a sanctioned ratings agency.

Michael Holdmann, CMO

In the Days to Come
With backgrounds in Telecom, Internet, SaaS, Embedded and Protocol space, the leadership at Coversant has experience in deployment of very large networks that consist of 10's of millions of devices for Building Automation and device management; Satellite Communication/Navigation;Global SaaS offerings amongst others.

For the near future, the firm will build out its brand, customer base and launch its SaaS offering. Additionally, Holdmann feels that the firm needs to continually monitor the overall adoption rate by vertical and continue to innovate its platform to offer the most advanced Internet of Things infrastructure platform available. CR