

About

The Crosser Story

It started back in 2009 when Uffe Bjorklund, as one of the true pioneers in the field of real time data communication, started a hobby project to build a real time communication server. The hobby project emerged into a side-project when he released a free version of the server to the developer community under the name XSockets. It got over 60.000 downloads in short period of time. Uffe received requests for a commercially supported version which led to the next step with customers around the world using the realtime server for all kinds of projects.

In early 2016, Uffe met with Johan Jonzon, a marketing specialist and Martin Thunman, an experienced networking and tech entrepreneur. Together they realized that the upcoming explosion of IoT devices would create challenges, that only a high performing and smart real time server could solve. Crosser was then born and the team set out to build the first pure-play software solution following the architecture of the Open Fog Computing Consortium.

The team is located in Stockholm and Sundsvall, Sweden.

What We Do

Crosser designs and develops the industry's first pure-play realtime software solution for Fog Computing architecture.

The Crosser Fog Computing solution offloads Cloud services, provides real time analytic and decision making capabilities close to IoT sensors and IoT devices. This substantially reduces Cloud services cost and bandwidth costs and gives a sub millisecond response time on data streams for real time local actions.

The software is ideally suited for Enterprise customers of various industries and applications including industrial IoT, healthcare, smart buildings and smart cities.

Our Vision and Business Idea

At Crosser, our vision is a connected world where everything is connected which will lead to enhanced quality of lives for everyone, a lower carbon footprint and a more secure world. Our business idea is to accelerate the adoption of Internet of Things by enabling real time analytics and actions at ultraspeed and at places where internet bandwidth is scarce or unreliable.

Founders



Martin Thunman – *CEO*

Background

Martin is a tech entrepreneur and executive with more than 15 years experience from VC owned fast growing tech startups.

Prior to co-founding Crosser, Martin was a CEO of Adra, a Norwegian enterprise software company, that he transformed into a SaaS business with a suit of fast growing cloud applications. Prior to joining Adra, Martin was Head of Sales for Edgware, the edge-video-server company that IPO'd in 2016, securing fast international expansion.

Prior to joining Edgware, he co-founded and was CEO of PacketFront, a FTTH router and systems company, that became one of the fastest growing tech-companies in the Nordics. Martin started his career with five year in Sales and Sales Management at Cisco and he has a Master of Science in Business Administration from Lund University, Sweden.



Uffe Björklund – *Head of R&D*

Background

Ulf has worked with advanced enterprise software development and systems integration projects since 2003. Working for leading system integrators such as Sogeti, Know-it and others has given him the opportunity to be involved in major projects in various industries and use cases.

In 2009 Ulf developed a passion for real-time communications over TCP/IP and he started to build the first generation of what later evolved into Crosser real time analytics engine.

As a pioneer in the real time industry Ulf has been a highly appreciated speaker at developer conferences as well as a teacher in real time technologies.

Ulf has a degree in software development from Mid Sweden University.



Johan Jonzon – *Chief Marketing Officer*

Background

Johan is a do-it-all small business serial entrepreneur who have founded several small businesses within marketing, retail and business consultancy since 2004.

Prior to co-founding Crosser, Johan was an appreciated business advisor at Akroken Science Park. Coaching startups with their digital marketing and investment preparations.

Over the years Johan has made both analog, digital and event-marketing campaigns for both small business and enterprises. Where he focused on action-sports, mobile applications, and real-time engagement.

Johan has studied marketing and project management at Umea University

Market size

According to a report by BCG, [Winning In IoT, It's All About The Business Processes](#), the market estimates for B2B IoT spending is:

- B2B spending on IoT technologies, apps and solutions will reach €250B (\$267B) by 2020.
- By 2020, 50% of IoT spending will be driven by discrete manufacturing, transportation and logistics, and utilities
- Spending on IoT applications is predicted to generate €60B (\$64.1B) by 2020.
- IoT Analytics spending is predicted to generate €20B (\$21.4B) by 2020.
- 40% of today's IoT customers prefer to use traditional and well-established software companies for their IoT solutions.

Edge/Fog Computing is a part of the overall IoT market and several industry insiders believe it will be a [multi-billion dollar industry](#).