20 Most Promising IoT Solution Providers 2017

Connected devices are radically bridging the gap between the physical and the virtual world to improve the productivity levels, across industries, and the quality of life in general. Internet of Things (IoT) has become a ubiquitous phenomenon as evidenced by the proliferation of smart appliances, wearable devices, and digitally-optimized vehicles. It has been rapidly expanding at various endpoints and connection models in the modern business environment.

The vendors in the IoT space today are leveraging the power of IoT and analytics to create business value for customers. The enterprise-grade IoT products are designed to empower software developers and device manufacturers to address complex problems and enhance productivity. Additionally, the vendors also provide IT security software and solutions to help customers deploy, monitor, and secure their applications and infrastructure. A broad portfolio of IoT products and services in combination with unmatched IoT expertise and developer resources can be quite overwhelming for CIOs scouting for the right match for their organizations. In order to simplify and assist CIOs identify the right IoT solution providers, CIOReview presents "20 Most Promising IoT Solution Providers 2017."

A distinguished panel comprising CEOs, CIOs, VCs, analysts, and the CIOReview editorial board has reviewed the top companies in the IoT domain. In our selection process, we looked at each of the vendor's capability to fulfill the need for cost-effective and flexible solutions that add value to IoT landscape. The shortlisted companies are at the forefront of tackling the challenges associated with IoT by catering to the needs of the enterprise buyers to automate processes, monitor digital assets, and optimize business outcomes.

We present to you "20 Most Promising IoT Solution Providers 2017."

Xenio Systems

recognized by **CIOReview** *magazine as*

20 MOST PROMISING
IoT 2017
SOLUTION PROVIDERS

An annual listing of 20 companies that are at the forefront of providing IoT solutions and impacting the marketplace

Company:
Xenio Systems

Description:
Offers a platform to dramatically improve the retail shopping experience

Key Person:
Reza Raji
CEO

Website:
xeniosystems.com

Xenio Systems
Empowering the Next Generation of Retail Shopping

Retailers are increasingly hurting from the major disconnect between online and in-store shopping experiences. The ability of ecommerce platforms to track shoppers' behavior on their websites helps retailers in personalizing the shopping experience for each customer by showing up the products or brands of their choice. On the contrary, physical stores are unable to track shopper behavior, resulting in their inability to offer a personalized experience to shoppers. The Internet of Things (IoT) is at the forefront of the movement to address this problem. "We give retailers a unique and sophisticated platform needed to compete with pure-play ecommerce sites and to unify their online and offline shopper journeys. We do this by enabling them to track in-store customer behavior and engage with their visitors in a very individualized, contextual way," says Reza Raji, CEO of Xenio Systems, a commercial IoT platform provider headquartered in San Francisco, CA.

Reza Raji

> " A highly accurate indoor positioning system that collects shopper behavior data in the cloud, allowing retailers to offer new value added services and a dramatically enhanced shopping experience "

According to Raji, deploying IoT inside a store, delivered through the lighting infrastructure, can help track shopper movements around products and brands in a very precise way. The Xenio end-to-end platform comprises of cloud-connected smart modules that get integrated into the lighting fixtures and create an invisible fabric of Bluetooth beacons. "Unlike traditional beaconing, this is a highly accurate indoor positioning system that collects shopper behavior data in the cloud, allowing retailers to offer new value added services and a dramatically enhanced shopping experience," explains Raji. The

platform can also be used for understanding customer choices as also understanding and optimizing employee activity within a store. "The manager can monitor how and where the sales associates are spending their time in the store," states Raji. On their part, the sales associates too can track customers who are in need of help. All these help retailers in optimizing and maximizing their existing revenue channels.

For stores with both online and offline presence, Raji believes a seamless integration between the two worlds is badly needed; he highlights two scenarios that could be realized with Xenio platform— customers walking into the store being shown the product they had searched for on the retailer's website earlier. And conversely, a customer who left a physical store without buying anything, being shown the product they hovered around in-store, online. Not only does this improve the customer experience, but also helps the retailer in forecasting demands better through the shopper behavior data stored in cloud, improving inventory and supply chain management for the retailer. The ability of a single platform to support retailers with multiple benefits is a key differentiating factor for Xenio, which Raji says has contributed to the product's success.

The success of Xenio Platform is attributed to company's "renaissance approach" to problem solving by the domain experts in IoT, retails, lighting, software, electrical engineering, embedded systems, and mechanical engineering, all functioning as a "well-oiled machine". The company believes that "mashing" different and disparate domains result in new products. "Many ground breaking innovations have happened when people and companies dabble at the edge where multiple industries and markets meet," adds Raji.

The company's investments on innovation have resulted in its intellectual property having over 60 patents around lighting, IoT, positioning and mechanical design. "We're investing heavily on delivering very unique solutions," states Raji. Xenio is gearing up for a product launch in the first quarter of 2017. "It is going to be a game-changing platform in terms of the specific end-to-end hardware and software components and how they solve a massive pain-point in a completely new way," concludes Raji. CR