



## Customer Experience (CX): IOT Platforms

The platforms that make IoT  
come to life

Q3 2018

### CUSTOMER EXPERIENCE IOT PLATFORMS

ALIBABA CLOUD FOR IOT

AWS IOT

C3 IOT

CISCO IOT

GOOGLE CLOUD PLATFORM IOT

MACHINEQ

CONSTELLATION  
ShortList™

12

solutions  
to know

MICROSOFT AZURE IOT SUITE

PEAXY

PTC THINGWORX

SALESFORCE IOT CLOUD

UPTAKE

VANTIQ

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

### About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

### About This Constellation ShortList™

Developing products for the Internet of Things (IoT) is a complex endeavor. Because most organizations lack the resources and skills for custom app development, successful projects require development on an IoT platform or solution. IoT data solutions offer a place to start by combining many of the tools needed to manage a deployment from device management to data prediction and insights, all into one offering.

For customer experience offerings, Constellation has identified a range of platform providers, including pure-play third-party platforms, hardware vendors, connectivity providers and system integrators. Having an end-to-end ecosystem strategy means a company doesn't have to develop their own modules, network stack or cloud onboarding

## Threshold Criteria

Constellation considers the following criteria for these solutions:

- End-to-end ecosystem strategy
- Reliably scale to billions of devices and trillions of messages
- Manages up to 500,000 assets and 100,000 device messages per second
- Cloud infrastructure as a white-label subscription service
- Web-scale processing, analytics and machine intelligence
- Ultra-low latency
- Augmented reality integration
- Messaging broker supports connections using native MQTT and WebSockets MQTT
- Pre-built integrations to major CRM and CX systems

## Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

## Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## Business Themes



New C-Suite



Next-Generation Customer Experience

## The Constellation ShortList™

Constellation evaluates over 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- Alibaba Cloud for IoT
- AWS IoT
- C3 IoT
- Cisco IoT
- Google Cloud Platform IoT
- machineQ
- Microsoft Azure IoT Suite
- Peaxy
- PTC ThingWorx
- Salesforce IoT Cloud
- Uptake
- VANTIQ

To learn more:

Visit [www.constellationnr.com/ShortList](http://www.constellationnr.com/ShortList)  
or email [shortlist@constellationnr.com](mailto:shortlist@constellationnr.com)



### R "Ray" Wang Founder and Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.

