

ThingBook

Streaming Intelligence

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What is ThingBook?

Thingbook is a predictive behavior analytics platform for Machine to Machine environments able to provide predictions anytime all the time. Thingbook notifies to the subscriber when the predictions show a service degradation or potential failure in the short/mid-term

Why is it important for M2M?

Predictive monitoring (e.g. Smart grid, Critical Infrastructure)
Security threat detection
E-health

How it works?

It is deployed in a PaaS model
The platform take data feeds from any source (sensors, data clouds, etc.)

Business Model

The sensors are charged in subscription bases
The subscriptions are charged with (0.1\$ per month)
Only notifications are charged (0.2\$ per notification)

ThingBook?

We turn IoT sensor data streams into actionable intelligence, in real-time, through online machine learning across collaborative communities of things.

Market

We are witnessing the most significant data explosion in history

667 XB

Worldwide volume of data carried by telecom networks in 2013 . Mobile Data consumption is doubling year on year.

6.5 B

Mobile phones subscribers worldwide In 2013
70% of growth coming from emerging markets

75 Billion

Of devices will be connected to the telecom network by 2020 according to Morgan Stanley

£123 B

The UK Trade and Investment government office estimates the global size of the cyber security market alone, with an annual growth rate of 10 per cent.

The IoT Data Challenge

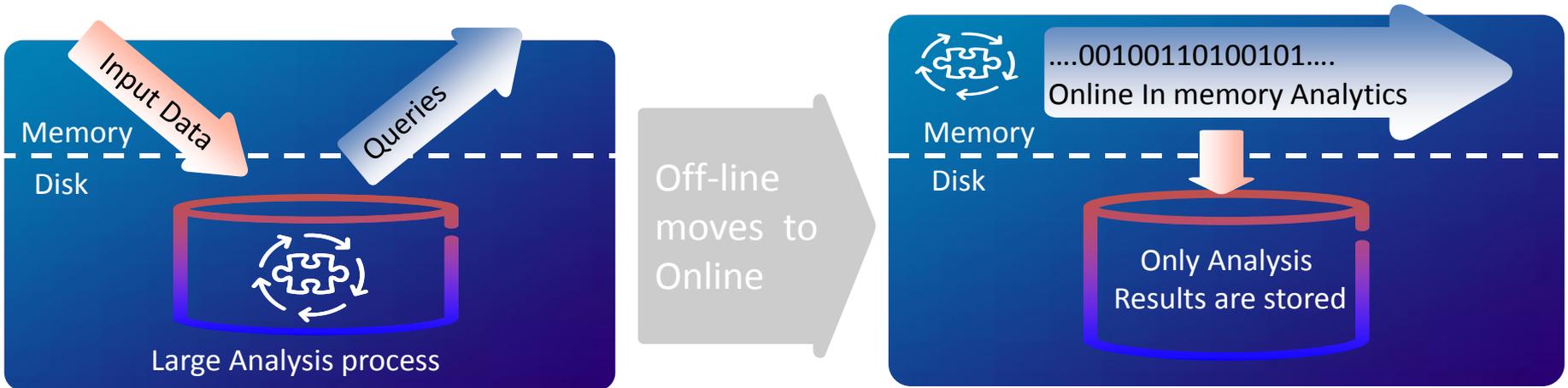
Process millions of sensor data in real-time to...



Drive actionable intelligence (i.e., security threats, intrusion, fraud and service degradation)

Hypothesis

Focus on Data in Motion vs. Data at Rest



What's the benefit?

- › Not all the generated data represents useful information
- › New behaviors emerge almost every day.
- › Not historical information is always available (E.g. M2M traffic or Electric car adoption)
- › Need to react instantly to meaningful changes in data. (E.g. trends on market stock exchange)

Solution

ThingBook: A collaborative analytics platform that employs machine learning to learn, share, compare and evaluate behavior between sensors.



Why this is important?

By sharing the sensors data with the platform you can:

- Predictive monitoring based on learned and shared patterns
- Early warning of emerging security threats
- Establishing profiles of communities of things

Qualifications

- ✓ Team: Over 10 years working in Machine Learning field with focus on Stream Data Management
- ✓ Proven: Service in alpha release. Working with 300K sensors. Validated in Telecom & Utilities.
- ✓ Strong IP: Patented (Pending)
- ✓ Industry Expertise: Advisory board with strong experience in bringing 'connected' companies to market
- ✓ Market: Great tailwinds from IoT / M2M

Business Model

- Cloud-based Platform as a Service
- Pay as you go pricing
- Public and Private Communities of sensors
- Value-Added Revenue streams:
 - Performance statistics and monitoring
 - Custom features and drivers

Roadmap

- 1. Market validation:** (1 - 5 months) Deploy the platform in a dedicated environment like pilots projects (E. g. Smart cities) where we can get a real PoC and validation. No income from sells at this stage
- 2. Targeted Deployment:** (6 – 12 months) Deploy dedicated platforms (in private communities bases) for costumers in key verticals. (Industrial Equipment Manufacturers, Utilities, Telco, Smart cities)
- 3. Broad Deployment:** (from month 12) Deploy ThingBook massively in public and private communities

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Thank you!!