Hit the IoT wave in 100 days

The IoT market is developing rapidly and it is more important than ever to have a solution ready in no time

The IoT market is undergoing an explosive growth at the moment – and if you want to be part of it, there is no time to spare. Companies no longer have the time to develop their own solutions from scratch – at least not if they want to gain real competitive advantage and differentiation in their niche.

Companies now have the opportunity to capitalize on the expert, market-ready software and hardware, and build on top an IoT platform. This can remarkably reduce time to develop and deploy a complete consumer proposition in 100 days.

IoT platform for smart living

Companies that want to get started on their IoT solution right away, can make a use of a platform like the one provided by Geeny and Develco Products. The platform provides a framework for businesses in smart living area to deploy new IoT applications, services, and solutions faster and easier. It minimizes development costs and reduces failure ratio associated with developing a solution from scratch.

“There will be billions of consumer IoT devices in use by 2020, yet the hyper-efficient IoT future, where our groceries order and deliver themselves into our refrigerators, and our speakers know our mood to play the right music, is years away”, said Moritz Diekmann, Telefónica NEXT MD responsible for Geeny.

“To enable the full potential for IoT, we need platforms that provide all the right elements linking the IoT touch points to the applications and analytics needed to deliver true value for businesses and end users. Together, Develco Products and Geeny enable companies to build next generation IoT smart home solutions and cater to consumers with growing expectations for problem solving, personalisation, and enhanced service.”

New way of developing

By utilising such a platform, solution providers are well under way in their efforts to build intelligent consumer IoT solutions - fast. How? Access to value added services and IoT components helps them cut back on the traditional development effort.

“Building IoT products or services for the first time requires expertise across the entire IoT development stack, and involves a mixture of trial and error. Develco Products' and Geeny's joint framework speeds up the development process by a factor of 10, enabling solution providers to deliver ready-to-market products in just 100 days. We have high expectations for this platform and I think, we will see new innovative solutions on the market very soon”, states Karsten Ries, CEO of Develco Products.

At the same time, rich consumer data allows companies to understand their consumers better and build smarter, more personalised products. With Geeny's strong partner network companies can always find the right industry experts whenever they might need them. This way, solution providers can devote their attention to their core competencies.

About Develco Products

Develco Products provides white label products for the entire IoT industry. We develop, produce, and market high-volume customized products for companies supplying end-users with Internet of Things solutions. We take pride in advancing the technology of Internet of Things, and work with leading organizations and institutions in bringing you tomorrow's wireless technology today. For more information, visit www.develcoproducts.com

About Geeny

Geeny is an IoT proposition from Telefónica NEXT. As an IoT software platform it connects B2C companies, developers, makers, and smart users. It disrupts IoT space, giving end-users access and control over data from their connected devices. Rich data, consumer insights and cutting edge technology help companies build IoT products and services that answer tangible needs of their customers. For more information, visit https://geeny.io/.

Develco Products contact:
Dorthe Gaardbo-Pedersen
Relationship Manager
+45 25385434
dgp@develcoproducts.com

Geeny contact:
Karolina Mosiadz
Marketing and communication
karolina@geeny.io