

How IoT Can Help Your Organization Keep Customers Coming Back for More

What is it?

Azure IoT Central is a fully managed IoT SaaS (software-as-a-service) solution that makes it easy to connect, monitor and manage your IoT assets at scale. This end-to-end IoT SaaS solution enables you to create connected products that bridge the physical and digital worlds while deriving new insights to enable better products and experiences for your customers.

- ✓ Get started quickly with less work and hassle, so you can harness the value of IoT device connectivity and management
- ✓ Reduce solution development and management burden with a fully managed cloud solution
- ✓ Improve your customer's experience by anticipating needs with proactive vs. reactive solutions
- ✓ Stay in control of your connected product data with industry-leading data protection features and security standards
- ✓ Achieve your connected product vision with trusted partners to support your business needs
- ✓ Fully hosted and managed by Microsoft and built on Azure



Connect your things to gather data



Analyze data to create new insights



Intelligent action enables you innovate faster

Device connectivity and management

Bi-directional, secure communication

Command and control of devices

Rules and actions over streaming data



User roles and permissions

Time series data exploration

Seamless integration across business apps

Dashboards and custom visualizations