The Importance of Industrial IoT Analytics

The Internet of Things (IoT) revolution has resulted in vast amounts of data being generated from connected devices with unprecedented velocity and variety. Many economic studies have shown, however, that the true value of data can only be realized by unlocking the numerous business insights hidden inside the data.

Glassbeam was founded in 2009 to unlock, and make available, these valuable insights to end-users and empower them to make informed business decisions that leverage machine data analytics. These analytics have resulted in substantial economic benefits for our customers including reduced support costs, better upsell opportunities, higher quality products and significantly increased customer satisfaction.

What Differentiates Us

Glassbeam has the unique ability to ingest, parse and analyze structured, unstructured and semi-structured data generated from any IoT-connected device. It does this by abstracting the data at a very high level using its patent-pending technologies – a semiotic parsing language (SPL) and an evolutionary IoT platform, SCALAR.

These next-generation technologies, along with key technology partnerships with ThingWorx (a division of PTC), Tableau, Salesforce.com and LogiXML , enable Glassbeam to easily collect and analyze data and present findings through actionable dashboards, trending charts and its evolutionary Rules/Alerts engine. The Glassbeam platform is hyper-scalable and has immense versatility to model and analyze data from virtually any connected device or through partner connectors.

Investors

Glassbeam has received funding from well-known angel investors and angel syndicates in the Silicon Valley including VKRM Group, TiE Angels and Tech Coast Angels.

Glassbeam Products

Glassbeam is a leading platform for analyzing data that gets generated from IoT-connected devices. It can be deployed in the cloud, on-premise and at the edge of the network.

Key components of Glassbeam's platform include:

Explorer — Powerful full text, parametric search, and log management application for troubleshooting and exploring product operational data, and IT logs and other unstructured data

Studio — Visual development and mapping tool to translate unstructured text data to structured and help developers define the metadata and object model required for complex analytics

Analytics — Suite of productivity apps that allows users to filter and organize data by various parameters. Also includes the ability to save views as best practices templates and to troubleshoot known problems

Rules/Alerts — Powerful engine to check for patterns in incoming data in real-time and to model complex conditions as Finite State Machines (FSMs). Engine automatically creates tickets in CRMs like Salesforce.com

Log Vault — Centralized archive for all log data in original format. Powerful filters to locate log files of interest

Direct Access APIs — Rest-based APIs that allow direct access to parsed data. Analytics can be consumed inside any platform like Tableau, Salesforce.com and others

Workbench — An intuitive, drag and drop interface to perform ad-hoc analysis and create visual analytics of machine data

University Relationships

Glassbeam is a founding member of the University of Santa Cruz's Center of Excellence (COE) for academic research in the area of Machine Learning.

Customers

Glassbeam works with the world's leading product manufacturers across verticals to help glean value from their machine data. Prominent customers include:

IBM
Storage Systems

VCE
Converged Infrastructure

aruba NETWORKS
Wireless Networks

Violin MEMORY
Storage

MERU NETWORKS
Wireless Networks

springpath
Hyperconverged Infrastructure

VYTRONUS REDEFINING ABLATION
Medical Devices

GRID-SCAPE
Electrical Vehicles

ROMI
Manufacturing

dimension data
Datacenter

Partners

Glassbeam is partnering with numerous companies in the IoT infrastructure space that collect, transport and store machine data; and also with companies that help in the visualization of such data. Partners include:

+ableau SOFTWARE

amazon web services™

salesforce

MPHASIS an HP company

SOFTLAYER an IBM Company

LogiXML™

dimension data

ThingWorx A PTC Business

ROI and Glassbeam

Glassbeam's customers accrue impressive ROI both from increased revenues, reduced support costs and increased customer satisfaction. Examples include:

- **Fortune 50 Technology firm —** ROI of $7.5 million borne out of headcount savings of 30 TSRs and new upsell opportunities.

- **Fortune 500 Medical Devices firm —** ROI of $3 million from a 90% reduction in time taken to aggregate and searching through logs.

- **SMB Technology leader —** ROI > 25% from efficiencies in Support processes and centralization of tribal knowledge.

Management Team

- **Puneet Pandit**
  Chief Executive Officer

- **Ashok Agrawal**
  VP of Engineering

- **Eric Warner**
  VP of Worldwide Sales

- **Pramod Sridharamurthy**
  Director of Products

- **Taneli Otala**
  Chief Technology Officer

- **Devang Mehta**
  Director of Marketing

Board of Directors

- **Puneet Pandit**
  Chief Executive Officer

- **Raj Parekh**
  Experienced Technology Executive

- **Kumar Malavalli**
  Chairman, Co-founder and Chief Strategy Officer

- **Suresh Vasudevan**
  President and CEO, Nimble Storage

- **Sashi Reddi**
  Founder and Managing Partner, SRI Capital

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