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IOT Special

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50 Most Promising IoT Solution Providers 2015

'Connectivity' is a pioneering idea that has revolutionized the technological landscape. Right from basic telephonic systems to advanced wireless accessories, everything revolves around an initiative to craft a connected world. Amid this large arena of connectivity, lies the booming landscape of Internet of Things (IoT) that has spread its wings to foster whole new era of intelligence.

Realizing this crucial need of intelligence, today's enterprises are embracing the concept of IoT to significantly improve business performance, profitability and customer-experience. Retailers, warehouse systems, and manufacturers have already employed IoT within their workspace and are experiencing benefits of the connected world.

In spite of its current limited coverage, experts of the IT industry foresee high demand for IoT deployments in the coming future. All along this

growth, is the emerging trend for Edge Computing in the field of IoT. Edge computing is an idea where one captures, processes and store the information locally. This allows organizations to filter out the inconsequential messages while also augment the value of existing data. The other advantages include—deployment of smaller and simplified sensors, and application of security at a local level.

Citing these innovative trends and expansion of IoT, the necessity for competent IoT solution providers has increased immensely. Subsequently, a number of companies have achieved distinction in delivering these services. In the last few months, we have come across hundreds of IoT solution providers and shortlisted some of the pioneering companies who have helped manufacturers, retailers and several other enterprises in tackling the IoT's impediments. We present you 50 Most Promising IoT Solution Providers 2015.



Company:

Theatro

Description:

Offers powerful IoT wearables to benefit the indoor mobile workers through effective voice-driven applications.

Key Person:

Chris Todd,
President and CEO

Website:

www.theatro.com

Theatro “Heads-up and Hands-free” with IoT Wearables

Through the convergence of tiny embedded computers, ubiquitous wireless networks, and the Internet, IoT has the potential to transform nearly every area of business operations. Enterprises with large hourly workforces such as retail, hospitality and manufacturing have yet to realize the same massive productivity gains from smart mobile devices like those enterprises with large professional workforces. Hourly service and manufacturing workers are hobbled if required to carry a smartphone or tablet while trying to do their job since they need their hands free and their eyes focused on their work. Thus, the mobile device explosion that has transformed and connected so much of society in the last 10 years has largely passed these workers by.

The emergence of tiny IoT wearable computers with a voice user interfaces have the opportunity to do for hourly workers what the smartphone with a screen user interface did for professionals, consequently unleashing a massive onslaught of productivity improvements and improved customer experiences in the service sectors.

The Container Store, a Texas-based national retailer of storage and organization products, was challenged by the fact that their store employees lacked an effective way to communicate with each in order to act as a team to serve customers. Like most retailers, they used broadcast walkie-talkies for in-store communication, a few handheld mobile computer devices in the store to access IT resources and had experimented with smartphones. The Container Store executives recognized that this approach was negatively impacting their employees’ ability to provide great customer service and it created inefficiencies in their day-to-day store operations as most employees had go to the information they needed, versus the needed information coming to them. “Customer experience is today’s retail battleground and we needed a way to streamline our in-store communication and connect our employees to the BI systems and alerts to ensure they could find the right person or information on the sales floor to provide great customer service,” remarks John Thrailkill, Vice President Store Systems, The Container Store.



Theatro, founded in 2012, brings the advantages of IoT and new workforce optimized apps together in a SaaS offering to provide organizations with ingenious mobile solution for hourly employees. “Most of the IoT solutions in the enterprise space are developed to leverage smartphones,” says Chris Todd, President and CEO. “...an employee holding a phone can create a negative customer experience and productivity loss while they are

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The kind of innovation that the world has witnessed through smartphones might be just be the tip of the iceberg on what is possible with voice-driven IoT wearables

engaging with the screen.” Theatro offers a powerful stand-alone IoT wearable with an intuitive voice user interface called the Theatro Communicator. The Communicator, coupled with Theatro’s communication, indoor location and productivity apps, specializes in providing “heads-up and hands-free” real-time assistance for employees to be more productive by giving them in the moment information such as inventory counts, price checks, access to store management, and the ability to communicate across the store.

The Theatro Communicator, connected over the in-store Wi-Fi network, is driven by a set of voice-activated apps that enable immediate real-time and P2P, P2M, and M2M communication capabilities. Using speech to text capabilities, Theatro’s solution enables team members throughout the store to use their voice to easily access existing IT store systems to provide them 3600 operational awareness.

The explosive innovation and productivity that came about with the introduction of smartphones is just a preview of what might be possible with IoT. Leading the way is Theatro; the early pioneer of enterprise IoT with a voice-driven, simple to use wearable. **CR**