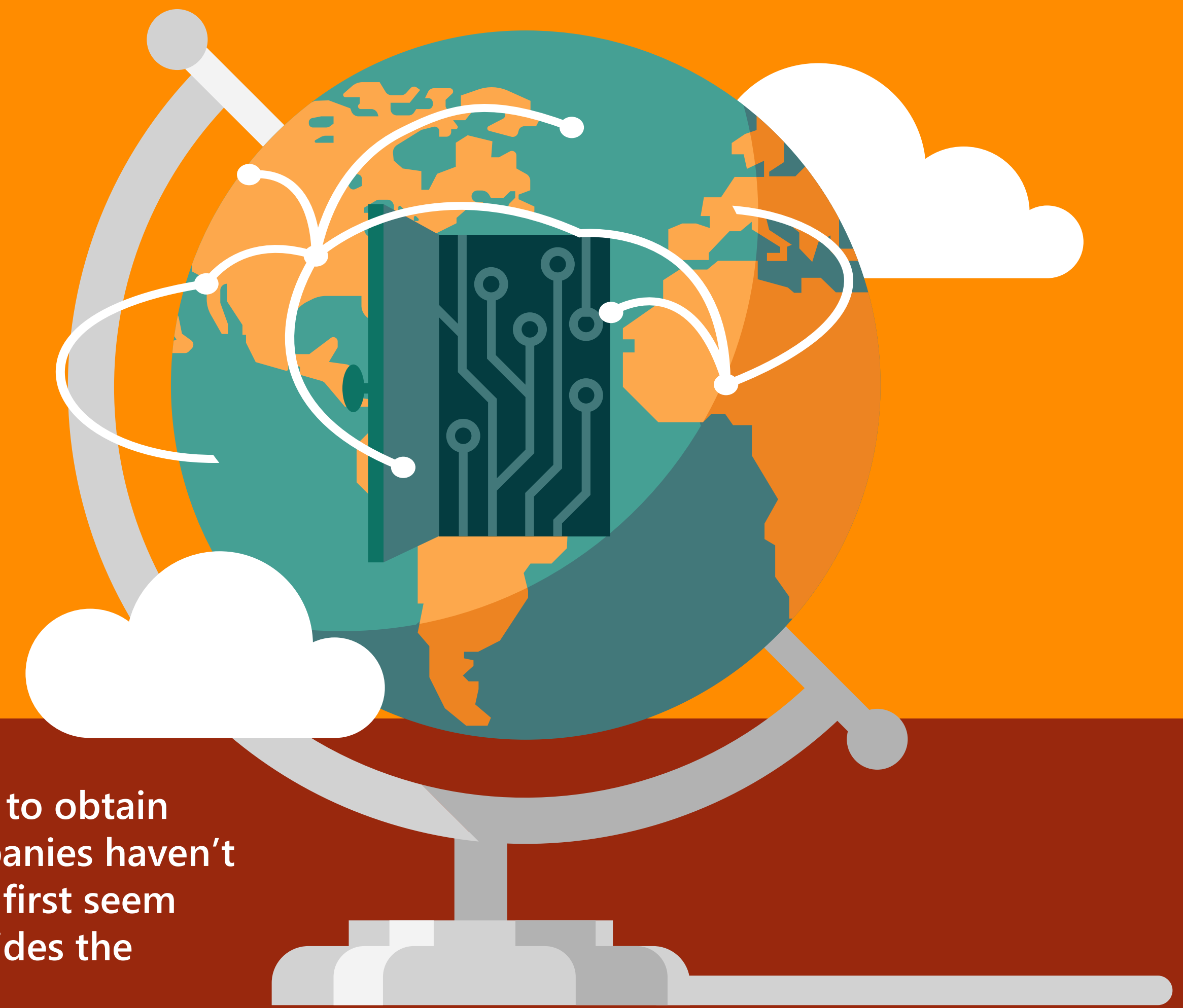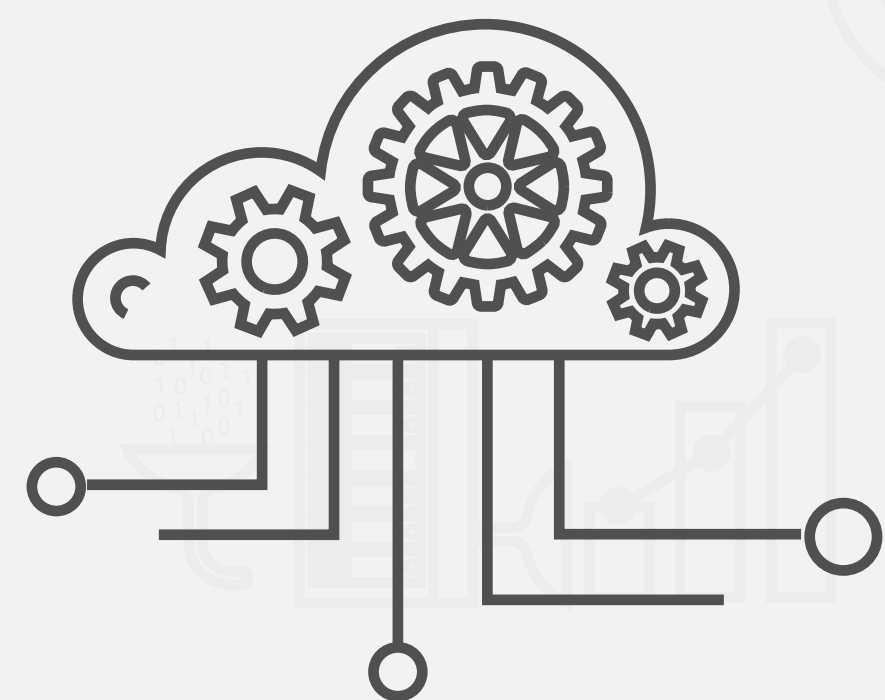# CREATE A CONNECTED BUSINESS POWERED BY MICROSOFT

There's no doubt about it—**the Internet of Things (IoT)** has created a business revolution by enabling companies to obtain unparalleled amounts of data from every touchpoint inside and outside of their organization. However, many companies haven't made the leap yet because of the complexity associated with IoT initiatives. In their defense, though, the IoT can at first seem overwhelming. Success requires careful planning and oversight. It also involves choosing a solid platform that provides the flexibility, scalability and security businesses need to stay at the top of their game.
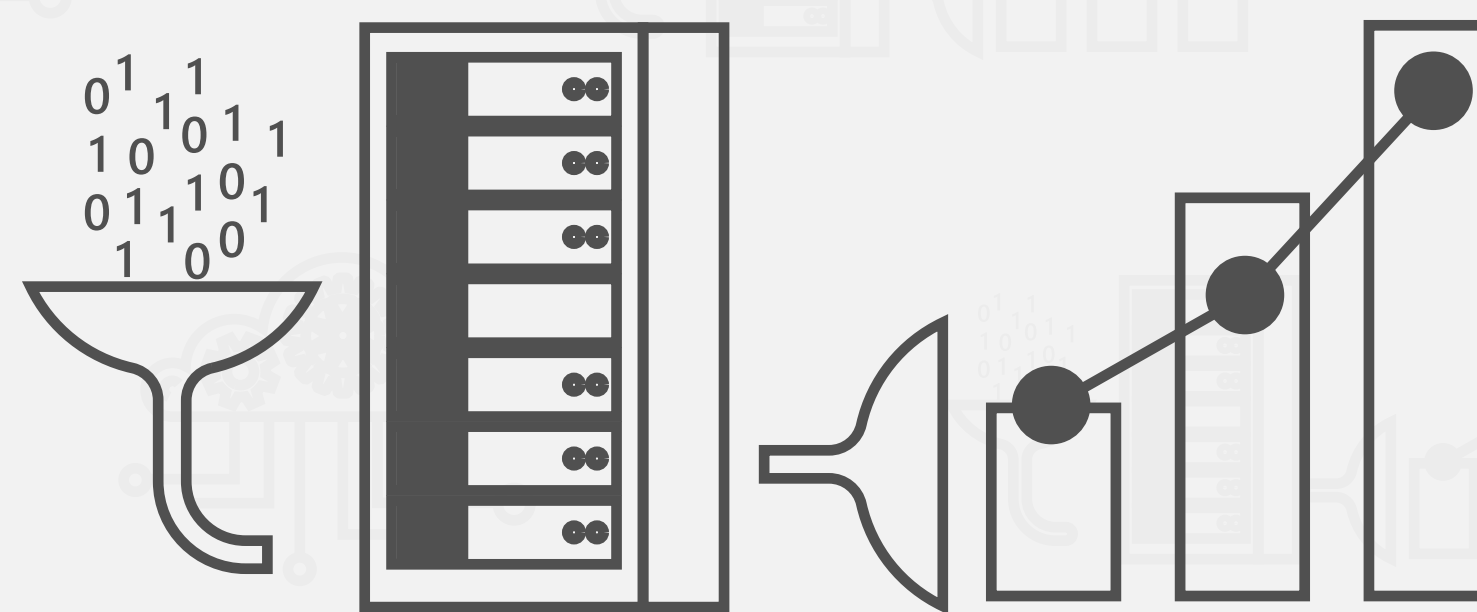
In this infographic, you'll learn three ways in which Microsoft IoT Central helps take the complexity out of IoT, enabling you to focus on delivering value through your connected products.

1. IT'S A FULLY MANAGED SaaS SOLUTION

With Microsoft IoT Central, you avoid the common IoT pitfalls of complex, hard-to-create-and-manage IoT solutions. By using Software-as-a-Service (SaaS), we've created a solution that makes it easy to get started and pull new data into your existing business processes. Some of the benefits include:
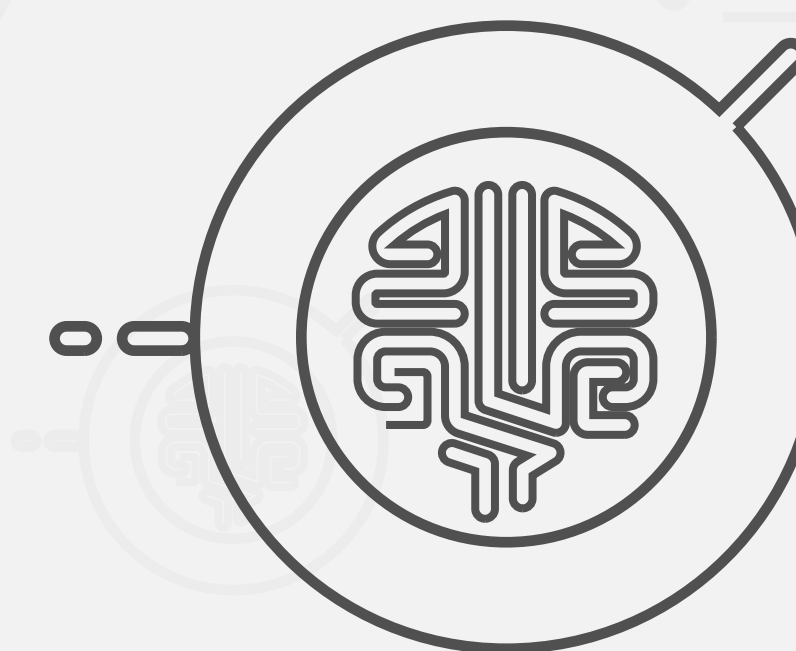
- Faster IoT implementations without the extensive setup time required from customized solutions.
- No work required to develop a proprietary solution, which enables faster time to market.
- Streamlined operations with reduced management overhead and a codeless configuration experience.
- Lower setup cost with an IoT solution that does not require deep cloud development expertise.

2. IT PROVIDES INSIGHTS THAT SPEED INNOVATION

By integrating new streams of connected product data with your business processes, Microsoft IoT Central enables you to automate actions and processes based on real-time insights:

- Use IoT data to help make dynamic changes to your existing products and to design new products through digital modeling and what-if scenario simulations.
- Turn data into insights by visualizing data across products and devices. Gain a complete outlook on all your connected products in one view.
- Employ a flexible, scalable solution that adapts to your needs and processes.

3. IT'S BACKED BY A LEADER IN THE IoT IDUSTRY

By achieving your connected product vision with Microsoft, you gain the support of a trusted enterprise partner with proven technologies, a culture of innovation, and the security features you need to stay in control of your IoT solution and data:

- Leverage proven technologies that benefit from Microsoft's full-stack commitment to innovation, as well as a global base of industry-leading partners.
- Stay in control of your data. With Microsoft, all your data belongs to you and is backed by world-class security standards and certifications.
- Achieve your business goals with updated, rapidly innovating products backed by Microsoft.

Microsoft