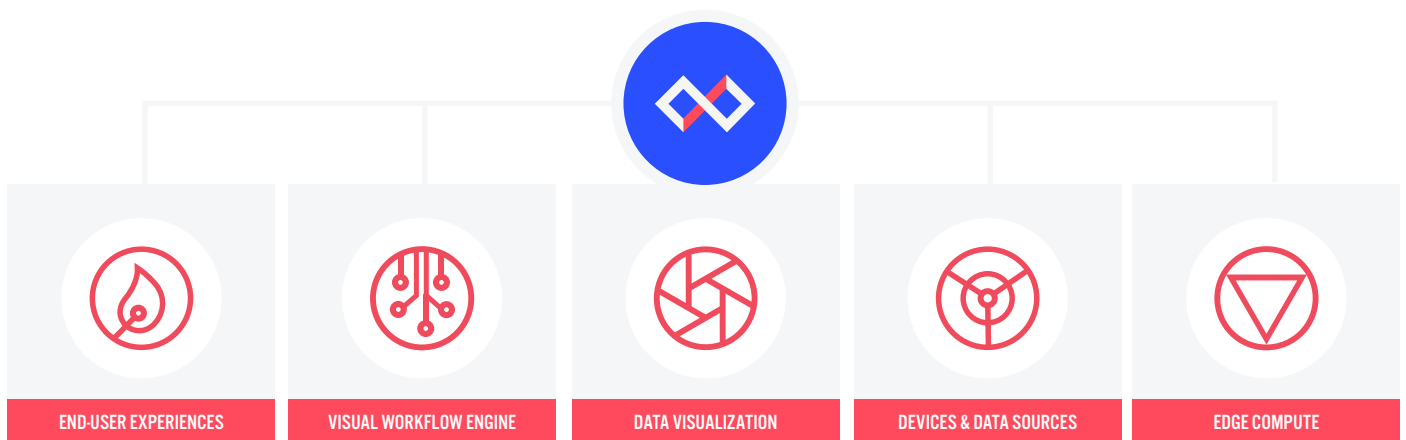# WHY CHOOSE LOSANT'S APPLICATION ENABLEMENT PLATFORM

Application enablement platforms (AEP) provide IoT-specific components to simplify the development of IoT solutions. Device management, visualizations, a rules engine, integrations, analytics, and security are already built into AEPs, saving enterprises significant development time. Many cloud platforms (Azure, AWS, Google Cloud Platform, or IBM Cloud) provide the capabilities but require additional investments and complex architecture. Discover the benefits of Losant's application enablement platform and how it can help your team bring IoT solutions to market faster.

HOW DOES LOSANT'S AEP MEASURE UP?

We created Losant to solve a technology gap by providing a new set of cloud services specifically tailored to the development of IoT solutions. To make your decision even easier, we've provided all the ways Losant exceeds expectations in every criteria category. Don't just take our word for it; several Fortune 500 companies have delivered IoT solutions with Losant and continue to benefit from the usability, flexibility, reliability, and security of the Losant Enterprise IoT Platform.

LOSANT PROVIDES THE TOOLS YOU NEED TO SUCCEED

The Losant Enterprise IoT Platform allows enterprises to effectively build applications that securely scale to millions of devices. With real-time stream processing and batch processing capabilities, users can create dynamic experiences and perform complex analytics. All of Losant's components, from Edge Compute to End-User Experiences, work seamlessly together to transform data into tailored IoT solutions.

| END-USER EXPERIENCES | VISUAL WORKFLOW ENGINE | DATA VISUALIZATION | DEVICES & DATA SOURCES | EDGE COMPUTE |

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ESSENTIALS

REQUIREMENTS	FEATURES	PLATFORM A	PLATFORM B	LOSANT
Security & Privacy	• C 2 Type 2 Compliant			✓
	• TLS 1.3 and 1.2 with 2048 bit key length encryption in transit	✓	✓	✓
	• AES 256 encryption at rest	✓		✓
	• Hosted on GCP for ISO and SOC compliant infrastructure			✓
	• On-premises and dedicated cloud deployment options			✓
	• 24-48 hour response time for critical security patches	✓	✓	✓
	• Two-factor authentication	✓	✓	✓
	• Minimum password complexity requirements	✓	✓	✓
	• Automatic account lockout on failed log-in attempts	✓	✓	✓
	• JWT specification for authentication tokens	✓		✓
	• Per-device and revocable authentication keys	✓		✓
Disaster Recovery	• Local resilience with edge			✓
	• Cloud resilience	✓	✓	✓
	• Multi-level data protection - User interface and application gateway - Data repositories - Connectivity and network infrastructure - Analytics applications	✓	✓	✓
	• Recovery point objective (RPO) and recovery time objective (RTO) goals			✓
Market Longevity	• Established clients & references	✓	✓	✓
	• Stability in the market	✓		✓
	• Solid financials	✓		✓
	• Proven track record	✓	✓	✓

TECHNICAL

REQUIREMENTS	FEATURES	PLATFORM A	PLATFORM B	LOSANT
Device Management *(Devices and Data Sources)*	• Data aggregation supported	✓	✓	✓
	• Data converters	✓	✓	✓
	• Simulated devices supported	✓	✓	✓
	• Support to store raw sensor data	✓		✓
	• Support for real-time alerts with integrated workflows (email, mobile alerts, tweets)	✓	✓	✓
	• Support for geographically structuring of connected buildings (Country -> City -> Building -> Floor -> Room) with locations visible on map	✓	✓	✓
	• Device twin, digital twin, device shadow	✓		✓
	• Support for OTA updates	✓	✓	✓
	• Indication of the location (GPS coordinates and indoors) of gateways and sensor devices placement on an imported map (imported from .jpeg, .dwg, .pdf, etc.)	✓	✓	✓
	• Device tagging and device state reporting	✓	✓	✓
	• Embedded hardware device templates for rapid gateway and device registration	✓		✓
	• Extensive troubleshooting tools through an interactive device shell and remote log viewing	✓		✓
	• Mass device registration	✓	✓	✓
	• Field installation and maintenance of the sensors and gateways	✓		✓
	• Built-in rules engine	✓	✓	✓
User Interface *(End-User Experiences)*	• Dashboards	✓	✓	✓
	• Custom branded web pages, and custom API endpoints for end users			✓
	• Multi-tenant application development for customer divisions or regions			✓
Rules Engine *(Visual Workflow Engine)*	• Drag-and-drop workflow engine			✓
	• Low-to-no-code node-based development		✓	✓

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TECHNICAL

REQUIREMENTS	FEATURES	PLATFORM A	PLATFORM B	LOSANT
Data Access *(Data Visualization)*	• Support for real-time analytics	✓	✓	✓
	• Support for historical data analytics integration (Jupyter Notebooks)			✓
	• Accessible analytics show individual device level statistics, device state, and device availability	✓	✓	✓
	• Device and event simulator available	✓		✓
	• Location-based service support	✓	✓	✓
	• Log analytics (searching, analyzing, and visualizing machine data generated by devices/services in the IoT platform) to gain operational insight	✓		✓
	• Embedded development tool kits with Graphical User Interfaces			✓
Edge Computing Capability *(Edge Compute)*	• Installed using a container to non-connected devices and microcomputers (Raspberry Pi, Beaglebone, or Arduino)	✓		✓
	• Local control	✓		✓
	• Functionality can be deployed to environments with low connectivity	✓		✓
	• Enables data filtering at the local level, reducing data noise in your application, saving battery life, and reducing bandwidth load	✓		✓
	• Updating, versioning, and deploying changes to edge workflows can be performed through the platform	✓		✓
Connectivity	• Device connectivity support for LPWAN agents, IP, LoRa, NB-IoT	✓	✓	✓
	• Protocols supported include HTTP, MQTT, OPC UA, Serial, BACnet	✓		✓

SUPPORT

REQUIREMENTS	FEATURES	PLATFORM A	PLATFORM B	LOSANT
Domain Experts *IoT expertise, engineering services, and support*	• Customer onboarding with a Success Engineer			✓
	• Solutions department	✓		✓
	• Support services with published SLA for clients	✓	✓	✓

	• User education
	   - Tutorials
	   - Webinars
	   - Guided training
		✓	✓	✓

IoT Ecosystem *Strong partner ecosystem for collaboration*	• Solution partners capable of developing tailored solutions for enterprise teams	✓		✓
	• Strategy partners capable of creating a go-to-market strategy with enterprises			✓
	• Technology partners capable of providing hardware solutions for enterprises	✓	✓	✓
IoT Roadmap *Consistent platform evolution influenced by customer needs*	• Frequent and regular updates for platform evolution	✓	✓	✓
	• Defined future IoT roadmap shared with partners and customers	✓		✓
	• Open customer feedback channels			✓
	• Evidence of customer feedback applied to updates			✓
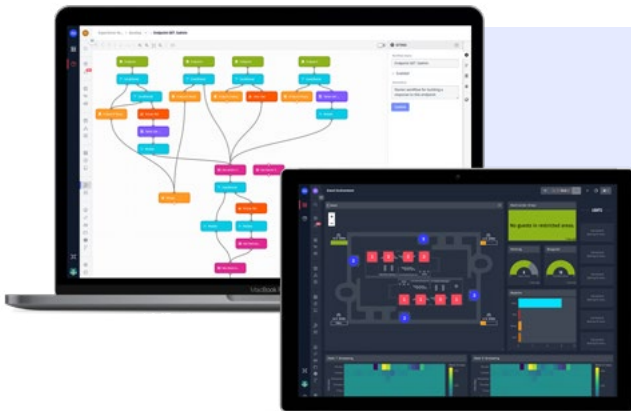
LOSANT ENTERPRISE IoT PLATFORM TEAM: WHAT WE BELIEVE

Losant is a progressive product team composed of software engineers, solutions engineers, and automation specialists. Together, we produce superior technology for enterprise IoT solutions. We believe in continuous improvement and work toward our vision of an ever-connected world. As we adapt to our changing environment and add features to our IoT cloud platform, we consider usability, flexibility, reliability, and security to promote ease of use for our customers.