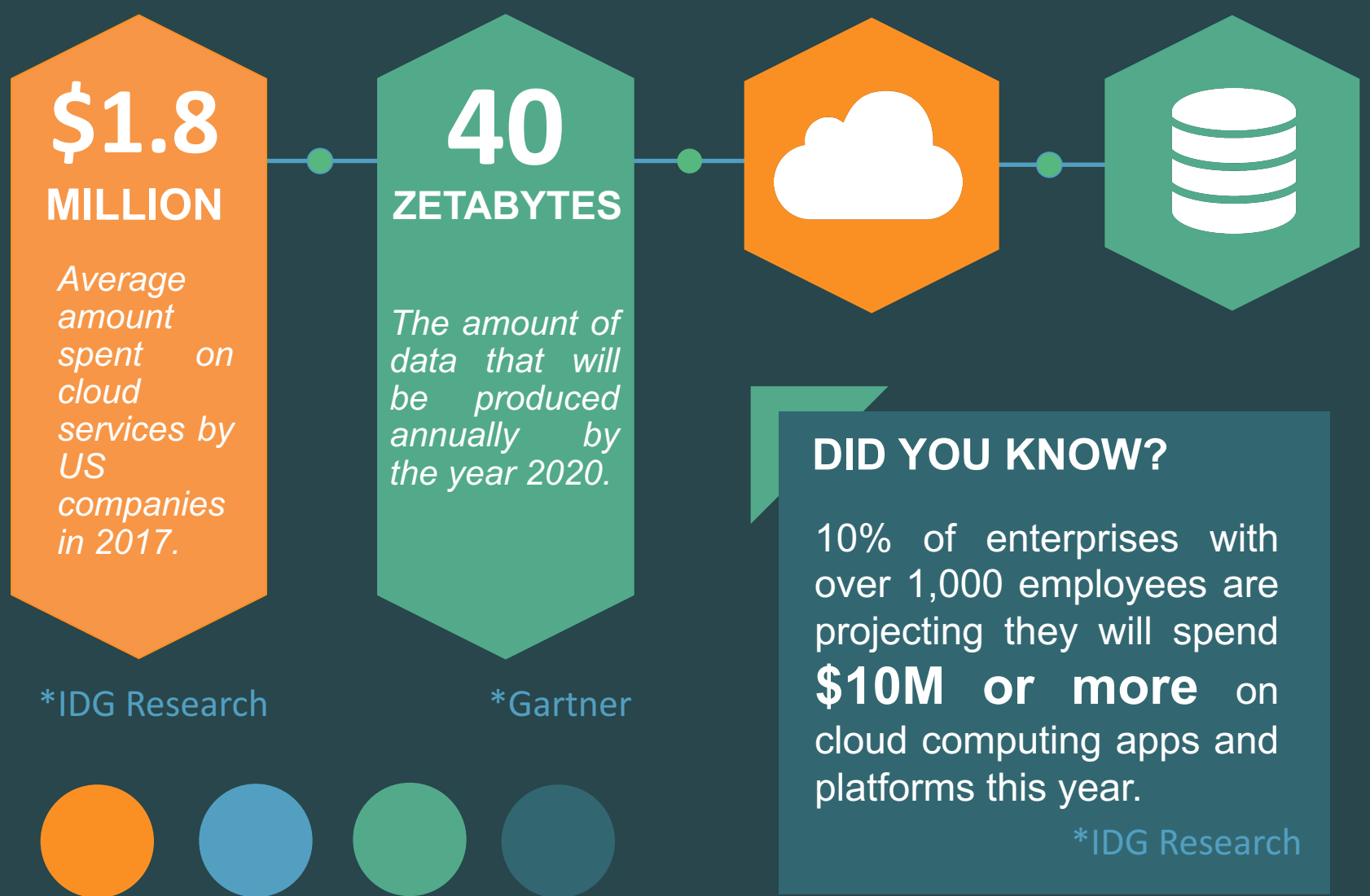


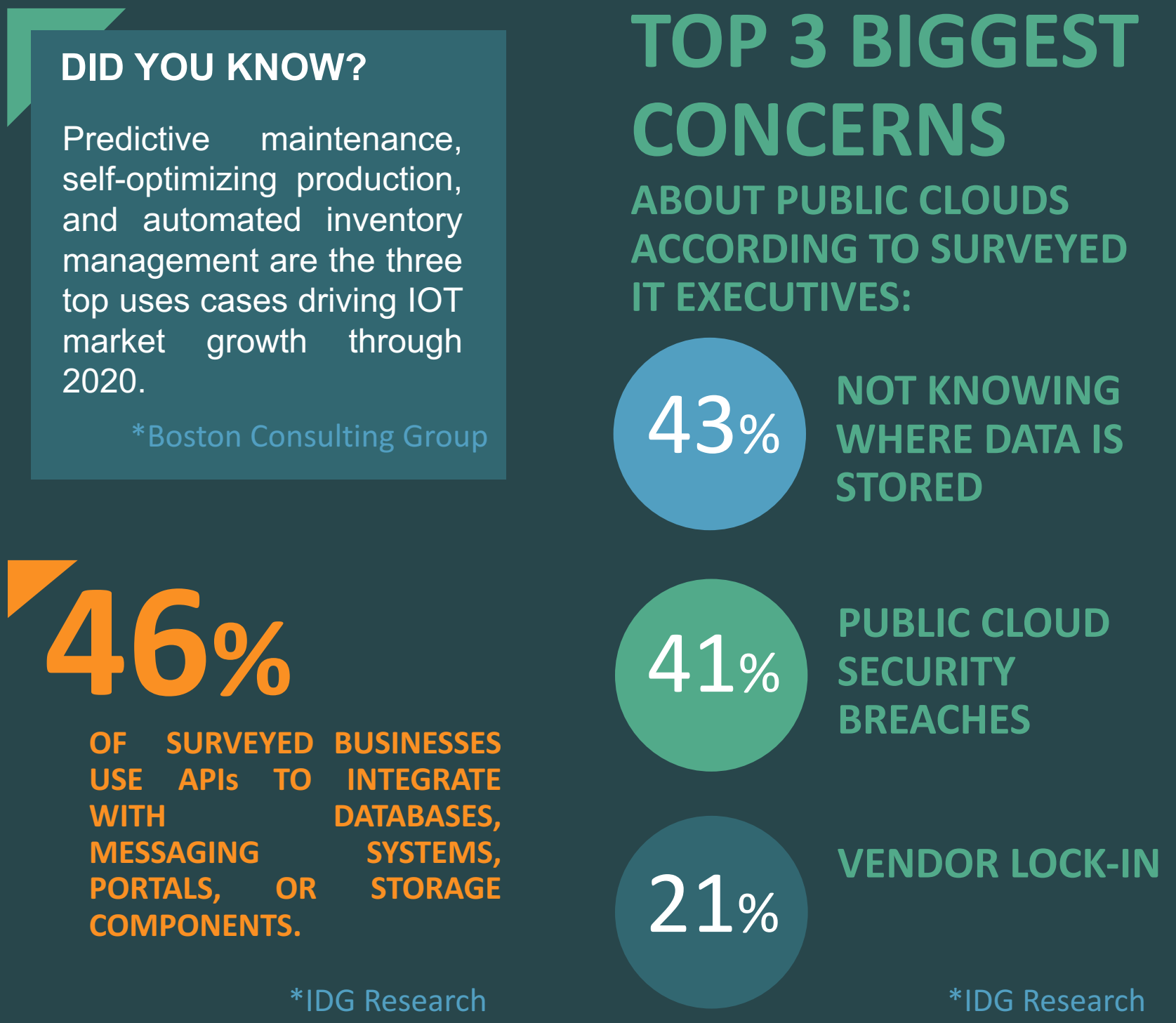
# THE COSTS OF RUNNING BUSINESS IN THE CLOUD

Cloud-based IOT applications that are expected to receive and process real-time streaming data from sensors face several costly challenges. Everything from crowded network traffic and large data storage requirements can significantly increase the cost of service without even accounting for the time and effort spent preparing data and running analytics. While many businesses look to make actionable, on-the-spot decisions, these costs are prohibitive to implement and achieve – regardless of whether it's done internally or by a 3<sup>rd</sup> party provider.

## WHAT'S THE COST OF A CLOUD?



## THE CLOUD IS NOT ENOUGH



## AN INTELLIGENT HYBRID SOLUTION

