

# How IoT Can Help Your Organization Keep Customers Coming Back for More

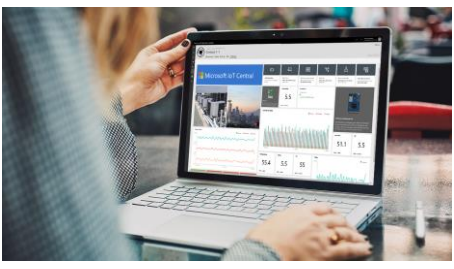
## What is it?

Azure IoT Central is a fully managed IoT SaaS (software-as-a-service) solution that makes it easy to connect, monitor and manage your IoT assets at scale. This end-to-end IoT SaaS solution enables you to create connected products that bridge the physical and digital worlds while deriving new insights to enable better products and experiences for your customers.

- ✓ Get started quickly with less work and hassle, so you can harness the value of IoT device connectivity and management
- ✓ Reduce solution development and management burden with a fully managed cloud solution
- ✓ Improve your customer's experience by anticipating needs with proactive vs. reactive solutions
- ✓ Stay in control of your connected product data with industry-leading data protection features and security standards
- ✓ Achieve your connected product vision with trusted partners to support your business needs
- ✓ Fully hosted and managed by Microsoft and built on Azure



Connect your things to gather data



Analyze data to create new insights



Intelligent action enables you innovate faster

## Why choose it?

- Device connectivity and management
- Bi-directional, secure communication
- Command and control of devices
- Rules and actions over streaming data



- User roles and permissions
- Time series data exploration
- Seamless integration across business apps
- Dashboards and custom visualizations

Learn more or start free today:

<http://azureiotcentral.com>