



ELECTRIC IMP AND MICROSOFT PARTNER TO ACCELERATE SECURE IoT AND SIMPLIFY CONNECTIVITY FOR INDUSTRIAL AND COMMERCIAL CUSTOMERS

Electric Imp IoT Platform offers Azure IoT Services to Expedite IoT Deployments on Public and Private Clouds

LOS ALTOS, Calif. – April 3, 2018 – [Electric Imp, Inc.](#), a global leader providing secure edge-to-enterprise IoT connectivity, today announced that it will offer Azure-based managed services on its IoT platform. Commercial and industrial users can take advantage of Azure IoT Hub and Electric Imp’s scalable and secure connectivity platform to simplify retrofits of new and existing products for end-to-end IoT applications. The new offering expands Electric Imp’s cloud options to include a public impCloud™ on Azure, enabling existing and new Microsoft customers to implement Azure-based IoT solutions.

“With access to Azure and Electric Imp’s powerful IoT platform, Microsoft Azure users are gaining pre-integrated connectivity that virtually eliminates the complexities of deploying, commissioning, securing, and managing IoT devices at scale,” said Hugo Fiennes, CEO and Co-founder of Electric Imp. “Industrial and commercial customers can now easily and securely connect new and retrofit IoT applications to Microsoft Azure IoT Hub and fully realize the value of Microsoft’s advanced data analytics, machine learning and other powerful tools.”

Electric Imp’s integration with Microsoft Azure IoT Hub includes the advanced functionality required for real-world product and service deployments, including secure device on-boarding, custom in-flight data processing and transformation, and fail-safe device management at scale. The integration enables customers to securely integrate real-world data with the myriad of offerings from Microsoft – including Azure IoT Central, Azure IoT Suite, Power BI, and Dynamics.

“Securely connecting devices to the Azure Cloud is a critical step for organizations on the path to digital transformation,” said Kevin Dallas, corporate vice president, IoT and intelligent cloud business development, Microsoft. “Enabling the application of Microsoft’s intelligent cloud services including AI, machine learning and deep neural networks through IoT leaders like Electric Imp makes it easier for customers to implement IoT solutions that deliver business impact.”

The Electric Imp IoT platform, already deployed on more than one million devices with over 100 customers worldwide, includes:

- A secure, purpose-built Edge-to-Enterprise IoT Platform-as-a-Service (“PaaS”)
- The first and only IoT platform certification for UL® 2900-2-2 (Cybersecurity for Industrial Control Systems)
- Managed security and platform maintenance
- Customization to a wide array of commercial and industrial applications ranging from asset and energy management to remote monitoring
- Public and private Azure Cloud support

The partnership builds on Electric Imp’s earlier [integration with Microsoft Azure IoT Hub](#), which enables customers to use Microsoft’s storage and advanced data analytics while simplifying the setup and management of communications between the edge and cloud.

To learn more about Electric Imp’s Microsoft Azure IoT Hub integration, visit electricimp.com/microsoft.

About Electric Imp

Electric Imp helps more than 100 manufacturers and enterprises transform the world through the power of secure IoT connectivity. Over a million devices have been built with our highly secure platform as a service, with devices deployed and managed in 105 countries. Our unique solution - featuring fully integrated hardware, OS, security, APIs and cloud services purpose-built for the IoT - dramatically decreases cost and time to market while increasing security, scalability, and flexibility. The Electric Imp platform enables innovative commercial and industrial applications and empowers manufacturers to manage and quickly scale their connected products and services to millions of users. Electric Imp, founded in 2011, is located in Los Altos, California, and Cambridge, England. For more, visit <https://electricimp.com>.

electricimp.com
(650) 383-7143
5150 El Camino Real C31
Los Altos, CA 94022

John Giddings
Public Relations
john.giddings@electricimp.com
(650) 245-2782