

# thethings.io Engineering Solution

How a hardware engineering improved sales complete solutions and not just a PCB

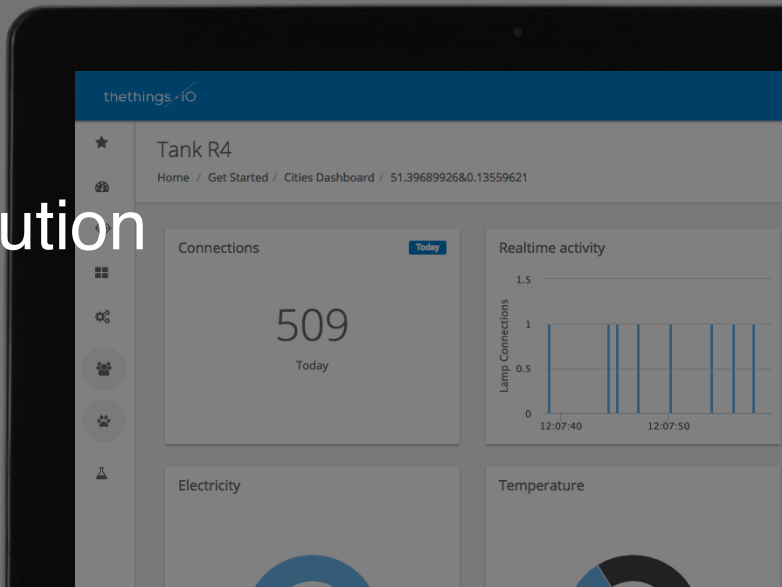
## Challenge

Sales developers working for hardware engineering companies, chip manufacturers and even connectivity telcos used to sell going with a suitcase full of chips. They were usually showing the chips to their leads and clients, trying to make them imagine how good would be their new connected product. That type of sales are over!

73% of companies who want to get into the Internet of Things, don't understand any business model related with the digitalization of their products. Furthermore, more than 50% of these companies can't imagine their future service neither.

That means that showing a chip, and not a complete system as a service does not help the sales. Companies need someone who can walk with them all the digitalization journey, showing them their IoT experience and fails to don't repeat them again with them.

# Simple, Scalable Solution



thethings.io Engineering Solution brings a plug&play platform for any type of connectivity seamlessly.

- ✓ Collect Data from connected hardware (Sigfox, LoRa, WiFi, NB-IoT, GPRS or Satellite).
- ✓ Analyze the data with thethings.io Cloud Code (triggers, jobs and functions).
- ✓ Visualize data and KPIs within dashboards with your own logo or your clients' brand.

thethings.io is helping hardware engineering and connectivity telcos in order to go to the market with end-to-end solutions. Increase of sales thanks to show complete solutions demonstrates how companies are want to see an IoT final solution on their desk.

Working with thethings.io Engineering Solution, you have an IoT real-time solution that enable your company to improve your sales technique in a really simple way. Clients are more aligned with your sales message because they already imagine their own solution. Let your clients to test the hardware and the complete platform themselves and see if they are visiting it or not.

## Benefits

*With thethings.io solution and their team working with us we can be more efficient on sales. We close 32% more leads now than with the older techniques.*

*Now when we visit a client with a dashboard made with thethings.io we know that we have more chances to get them as clients.*

***Sales manager, Engineering, thethings.io client***

Thanks to thethings.io Engineering Solution you will be able to connect your hardware and create an IoT Solution in less than an hour. Invest time to prepare a live demo for your clients. And stop opening your suitcase to show chips or modules and start to demonstrate value!

Now engineering, telcos and others can benefit from thethings.io's Solutions. We provide them trainings and massive support with the goal of simplify the sales process and reduce the time to close leads into clients.



# References

## Telcos

We are working with “old days” telcos and with new LPWAN disruptive companies.



## Consulting firms

We are working with consulting firms, mobile app boutiques and more in order to bring our IoT know-how into their portfolio.



## Hardware Engineering

Engineering and distributors can improve their sales showing a complete solution.





## About

thethings.iO is the Internet of Things platform that enables fast and scalable connection of things to the Internet, allowing companies to monitor and manage their assets in real-time and get flexible analytic reports.

## Get in touch

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