DATA SHEET

EVRYTHNG™

MAKE PRODUCTS SMART

The EVRYTHNG Engine.

An Active Digital Identity™ on the Web for Every Thing.

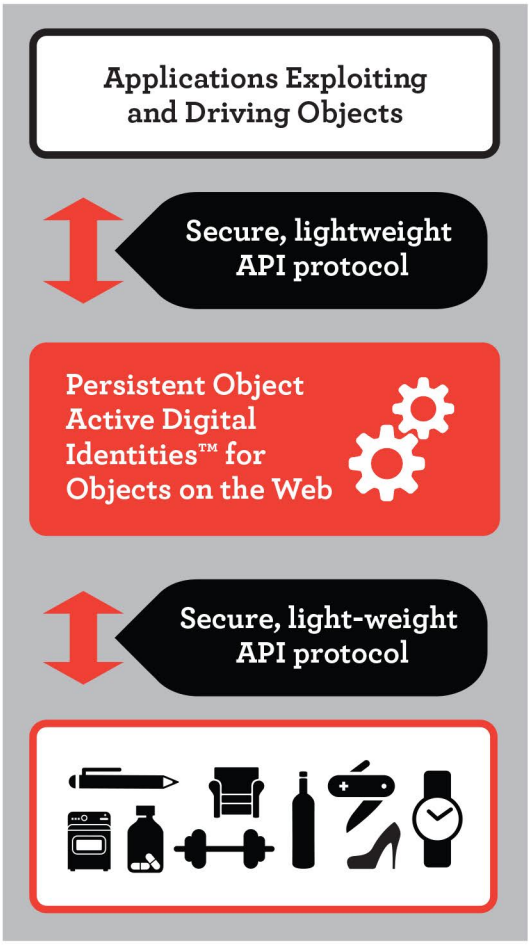
The EVRYTHNG Engine provides an on-demand software service on the internet to create and serve Active Digital Identities™ - smart web objects that create a persistent, interactive presence on the Web for products and other physical things.

With a rich set of standards-based RESTful Web service APIs, the EVRYTHNG Engine makes it quick and easy to create millions of online profiles for products or other physical objects, store and manage real-time information from and about these objects, and develop and drive applications interacting with the objects and their information. Push or query information to and from enterprise systems, connect products with social network identities, and drive web or native applications.

With support for a wide range of object identification and connectivity methods and technologies – including QR, NFC, RFID, embedded systems and more – applications don't have to worry about how an object is identified or connected physically to interact with it on the Web.

EVRYTHNG's high performance technology and high scale architecture makes it possible to connect millions of products in moments, manage and store their data in real-time, and rely on persistent and consistent availability on the Web with enterprise grade SLAs. Secured protocols assure business integrity, while fine-grained access control makes it easy to manage sharing product information and interaction with different user groups.

The EVRYTHNG Engine is the industrial platform for the Web of Things.



CONNECT PRODUCTS TO THE WEB QUICKLY AND EASILY.

Smart Web Objects for Physical Things.

- Create a unique and persistent Active Digital Identity™ on the Web for physical objects (connected or not).
- Augment each product with an individual URL & API to build Web or mobile applications and services to interact with that product.

Define, Store and Retrieve Object Information.

- Create, store, and access unrestrained data about individual product instances - for example, serial number, technical specification, or quality testing results.
- Define custom data models for individual products and classes of products, such as Web links, binary files, textual parameters, geographic locations, or relationships with other entities or databases.
- Store and access unlimited data and properties about each individual product, including historical and current location or status, activity and interactions with application users, or key-value pairs.
- Semantically augment product and object descriptions and metadata using standard, machine-readable formats (hProduct, RDFa) – allowing data consumption by 3rd party applications with minimal integration effort.
- Store, query, and retrieve historical data (location, status, or other attributes) about any object at any point in time.

Manage and Organize Millions of Product Identities.

- Tag and organize products into smart collections to easily find and filter relevant information.
- Advanced search functionality makes it easy to find relevant Active Digital Identities™.
- Control access for different applications and users.



- Batch create and edit objects in a specific collection, location, or state.
- Do all this either via an API or a comprehensive Web-based interface.

Connect Different Types of Objects.

- Support for many automatic identification tagging standards (1D barcodes, QR codes, NFC, RFID and more).
- Support for various connected electronic devices (Arduino, Flyport, ARM mbed and more).
- Straightforward integration of any data source accessible via APIs (track & trace or logistics software, etc.).

RAPIDLY BUILD APPLICATIONS.

Web-friendly Application Programming Interfaces.

- Tools to efficiently manage digital identities for millions of products allows application developers to focus on the business logic and user experience without worrying about data management and integration.
- Rapidly prototype and deploy Web or native mobile/desktop applications that interact with and are driven by product and object data, using standards Web service APIs (REST).
- Use our developer dashboards to rapidly visualize and manage your virtual objects, their status and lifecycle, along with all their data.
- Build applications that capitalize on individual product data without compromising the security of your data and privacy of your customers.
- Generate individual short URLs for each product in a format ready to be printed or encoded on individual products and 1-click batch update of redirections at any time.
- Straightforward integration of 3rd party social networks and identity providers for easy signups and logins of users in client applications
- REST-compliant APIs allows our engine to be accessed using any programming language that has a HTTP client library.
- Leverage our developer community and resources (code examples, libraries, detailed documentation) to run your first application in minutes.

Connect Object Information with Enterprise Systems and Social Networks.

- Rapidly integrate object data and virtual identities with 3rd party applications such as ERP/SCM applications or social networks.
- Automatically attach to objects the social network identity of users that interact with or use the product.
- Out-of-the-box integration of Web objects into a continuously updated list of common social networks and business applications.

Comprehensive Dashboards and Tools to Create Applications.

- Elaborate analytics tools to visualize and analyze in real-time every unique interactions between any customer and any product.
- Understand usage of your products across your campaigns and applications, geographic regions, and customer segments.
- Tools and a rule engine to personalize the dynamic behavior of your applications depending on contextual factors (region and languages, time of day and local weather) and customer profile (activity of the user, history of usage and purchase, personal preferences)

SECURED, CONTROLLED ACCESS TO YOUR DATA.

Secure Access, Fine Grained Control.

- Manage fine-grained access control to object data.
- Control which users and applications have access to what products, and their read-write privileges.
- Secure connectivity using crypto-secure API tokens, HTTPS, and implementation of best practices in SaaS security.

High Performance, Scalable from Thousands to Millions to Billions.

- Designed to manage billions of objects without performance degradation.
- High scale infrastructure in the Cloud (uptime >99.99% since day 1).
- Ultra-high availability and supported by industrial-grade SLAs.



STRAIGHTFORWARD, ON-DEMAND BUSINESS MODEL.

- Provided as a software service (SaaS) on the Web, available on-demand as and when needed.
- Pay for what you use, with subscription plans based on the volume of Active Digital Identities™ being managed.
- Online support and 24/7 Service Levels.
- Developer community resources.

INSTANT SETUP.

- Start using the EVRTHNG Engine immediately as a developer: **https://dev.evrythng.com/register.**
- Or contact us to discuss your needs: **sales@evrythng.com.**

About EVRYTHNG.

EVRYTHNG is a Web of Things software company, making products smart by connecting them to the Web. Companies use EVRYTHNG's software-as-a-service to manage their connected products, make product operations smarter with real-time tracking analytics, and help their customers connect to products in a smarter way.

being managed.

The EVRYTHNG Engine helps companies to manage billions of intelligent online identities in the cloud for their products. World-leading manufacturer and retail brands work with EVRYTHNG to operate applications linked to individual items as they are made, sold and used, making their supply chains smarter and connecting products more cleverly to people's lives.

To find out more about how EVRYTHNG is enabling the Web of Things today by powering the next revolution in product operations and customer interaction, please visit **evrythng.com** and follow **@EVRYTHNG**.

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