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# A Closer Look: How Thinaer's IoT Platform Outperforms Amazon Monitron

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In December 2020, Amazon introduced Amazon Monitron, an IoT-enabled predictive maintenance solution that leverages AWS for data processing. It promises to detect machine abnormalities and reduce downtime by identifying maintenance needs before they become problems.

Thinaer's emotionally-intelligent IoT platform offers the same solution, i.e. predictive maintenance that reduces machine failure, manages downtime, and improves overall machine utilization. However, it offers so much more than that, making it the preferable, long-term choice for any company implementing IoT to optimize processes and improve operational efficiency.

Here are four key benefits that demonstrate how Thinaer outperforms Amazon Monitron:



**Thinaer integrates people-based feedback to offer an emotionally-intelligent IoT platform that drives lasting transformation.**



**Thinaer's IoT platform addresses multiple use cases. Amazon Monitron focuses solely on predictive maintenance.**



**Thinaer's hardware & cloud agnostic IoT platform is affordable and easy to deploy.**



**Thinaer provides a full suite of optional services to help clients realize the full value of an IoT platform.**



# Thinaer integrates people-based feedback to offer an emotionally-intelligent IoT platform that drives lasting transformation.

Research shows that only 11% of leaders have scaled a digital transformation initiative. Among the reasons cited for this, leaders point to limited employee engagement as a key factor in lackluster results.

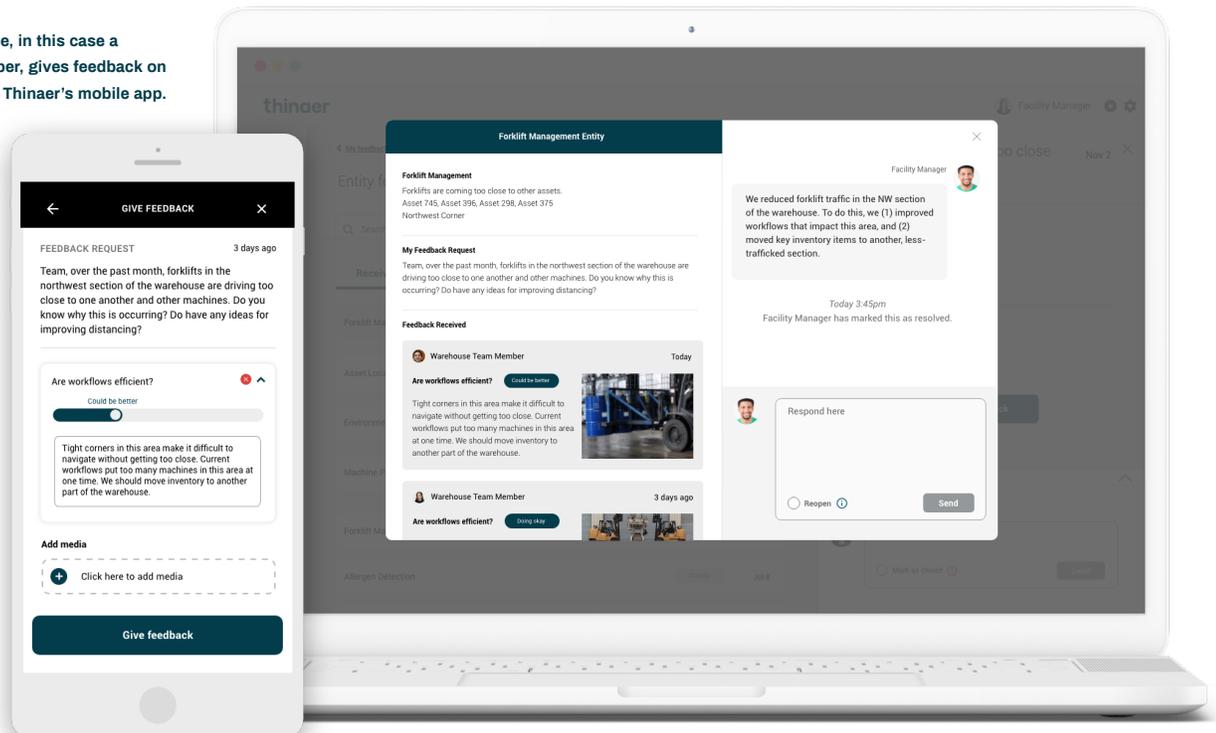
Thinaer solves for this issue by integrating input from employees through a proprietary micro-feedback SaaS tool. In equipment-heavy sectors like manufacturing, transportation, and healthcare, it's critical to capture feedback from those closest to day-to-day operations. These employees have distinct institutional knowledge, on-the-job skills, and qualitative data to share.

When this rich employee-provided input accompanies the quantitative machine-generated data from IoT beacons, the platform becomes emotionally intelligent. Leaders receive an unprecedented understanding of their operations - including employee knowledge and sentiment, at scale. Through this, they engage employees in ideating and implementing solutions that will work.

Amazon Monitron offers the hardware platform and data processing through AWS; however it does not offer a method for capturing and incorporating feedback from important stakeholders and employees.

On the left, an employee, in this case a Warehouse Team Member, gives feedback on workflow efficiency via Thinaer's mobile app.

On the right, the Facility Manager reviews feedback to gather critical insight on the issue and implemented changes to improve workflow efficiency.





# Thinaer's IoT platform addresses multiple use cases. Amazon Monitron focuses solely on predictive maintenance.

Amazon Monitron's standardized, out-of-box solution captures vibration and temperature data to provide users with a predictive maintenance solution. It promises to detect machine abnormalities and reduce downtime by identifying maintenance needs before problems occur. Amazon Monitron's beacons do not capture other types of data. As a result, users who wish to integrate an additional IoT-centered solution - e.g. location services, air quality monitoring, or workflow optimization - must engage another vendor.

By contrast, Thinaer not only offers a robust predictive maintenance solution, but it also integrates additional IoT solutions into a single IoT platform. Thinaer's beacons capture multiple types of data, including location, humidity, moisture, pressure, voltage, electrical current and much more. More than that, Thinaer captures machine data once a minute indefinitely, unlike Amazon's Monitron, which captures data once an hour and has a battery life of only three years. Thinaer's "always-on" and frequent data capture enables use cases that require more precision and real-time information.

Thinaer's platform offers multiple IoT solutions, while Amazon Monitron offers one.



**Predictive Maintenance**



**Location Services**



**Air Quality Monitoring**



**Employee Feedback**



**Pressure Sensing**



**Workflow & Process Optimization**



**Supply Chain Logistics**



**Cold Chain Monitoring**

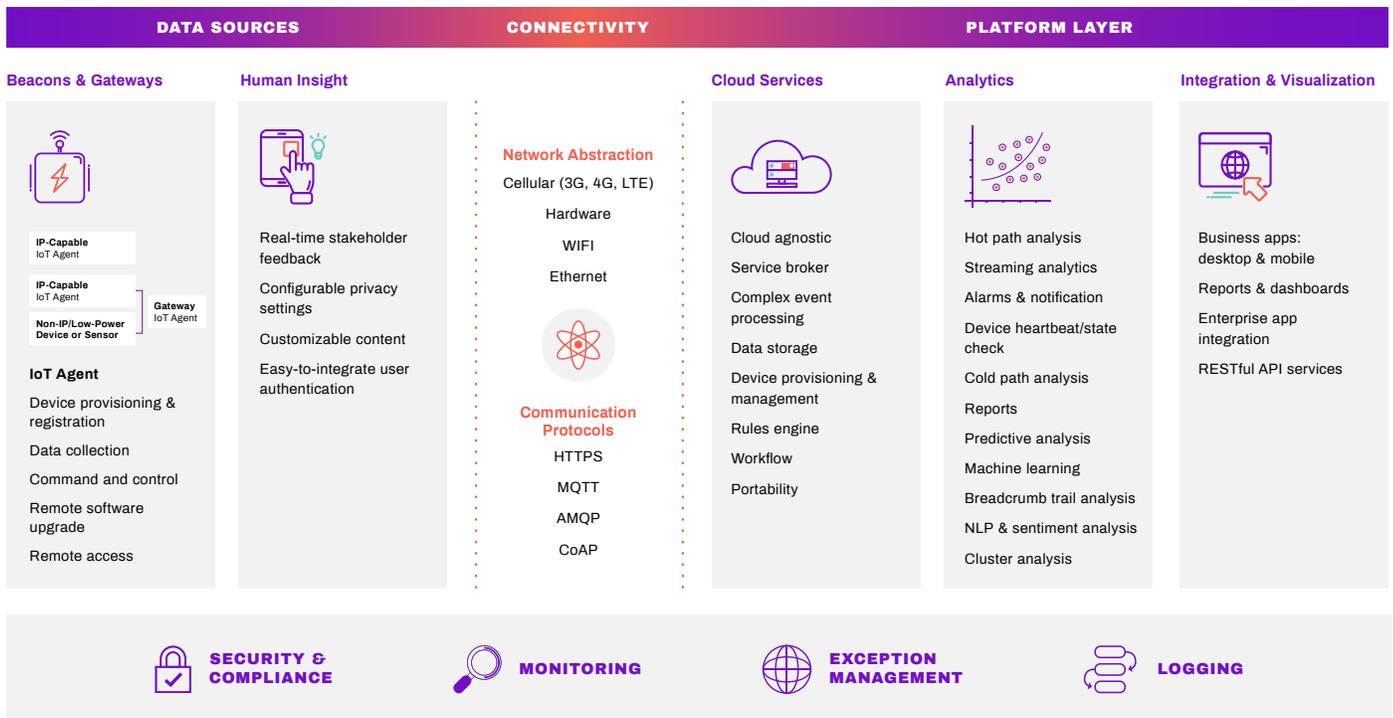


# Thinaer’s hardware & cloud agnostic IoT platform is affordable and easy to deploy.

**HARDWARE AGNOSTIC** Thinaer’s IoT platform is also ‘hardware agnostic.’ While Amazon’s AWS system only works with Amazon Monitron beacons, Thinaer’s platform works with whatever hardware or sensors clients prefer. This opens cost-saving opportunities for Thinaer’s clients and a nearly endless expansion of use cases. “We don’t care what the data is or what hardware it comes from,” says Thinaer Senior Software Engineer Taylor Veith. “We’ll categorize, contextualize, and present anything.”

**CLOUD AGNOSTIC & EDGE PROCESSING** Thinaer uses edge processing to process data. This delivers significant cost-savings potential by eliminating the need to pay a third-party to process data in the cloud. By contrast, Amazon Monitron requires use of AWS for data processing which becomes expensive given the volume of data processing required for robust predictive maintenance solutions.

## Thinaer’s Technology Platform





# Thinaer provides a full suite of optional services to help clients realize the full value of an IoT platform.

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“If I had to focus on one thing that sets us apart,” says Veith, “it’s that when you roll out Thinaer, you have everything you need.”

In addition to the IoT platform, Thinaer offers a full suite of consulting services, which includes advanced analytics, digital transformation consulting, business process redesign, strategic communications, and leadership development. With this support, clients adeptly utilize IoT data to improve business processes, optimize workflows, and increase operational efficiency. Thinaer shows you what’s happening—and what to do about it.

By comparison, Amazon Monitron requires users to complete beacon and gateway installation and integration, or pay an additional fee for installation assistance. Additionally, Amazon Monitron does not offer direct consulting services to its users, leaving companies to determine how to best leverage the newly captured data.

**With a range of data capabilities, advanced analytics, and consulting services, Thinaer’s IoT platform provides firms all the tools necessary for a successful digital transformation. While Amazon’s Monitron and AWS system is very similar in its underlying technological approach, Thinaer’s all-inclusive suite of services, coupled with its extended data collection capabilities and hardware flexibility, gives it an edge. Human feedback completes the picture by increasing connectivity between people, machines, and the C-suite leading to more valuable, reliable, and proactive decision-making, well-rounded strategy, and continuous improvement and learning. Thinaer offers the complete solution for digital transformation, designed to roll out quickly, effectively, and comprehensively, for a price competitive to Amazon’s Monitron.**

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Thinaer empowers enterprise-level digital transformation for a growing list of Fortune 500 firms. We offer proprietary technology, advanced analytics, strategy consulting, and a change management approach to help clients solve complex challenges and capture new opportunities.

Our technology platform brings together IoT data generated by an organization's assets and real-time feedback from its key stakeholders to present a dynamic, data-centric view of the organization. The platform uses BLE-enabled beacons to collect millions of data points per second to monitor asset location, vibration and movement, and environmental conditions. Its real-time feedback features gather input and sentiment at a scale that transcends distance, hierarchy, function, and role.

We employ advanced analytics techniques to evaluate each client's unique data and use this to inform strategic recommendations, implementation considerations, and change management. Using this approach, Thinaer drives impactful process optimization, improved efficiency, and cultural alignment.

Contact us at [info@thinaer.io](mailto:info@thinaer.io)

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