FREEWAVE EDGE Battle Card

Intro

FreeWave Edge is our new data platform, solving the problem of lost data, low quality data collection, connectivity gaps and congested networks.

With FreeWave Edge, you can:

Do more with what you have
Get on-device edge polling and data storage while keeping your existing network in place.

Save yourself time and headaches
It's easy to install, set up and use without professional services or training.

Eliminate guesswork and increase productivity
Receive all the information needed from the edge to power your business operations and analytics, without having to worry about connectivity gaps.

Discovery Questions

1. Are your networks at capacity?
2. How do you know if your operation is running correctly or having problems?
3. Have you considered moving from a Poll/Response communication method to a Publish/Subscribe model?
4. What challenges do you have in retrieving data from your equipment?
5. Are there any gaps in data collection with your legacy systems?
6. How fast and at what resolution can you collect data today?
7. At what resolution do you need to collect data to run your business efficiently?
8. Are you considering replacing them with something like cellular?
9. Are you tired of sourcing hardware and software from separate places?
10. How are you getting your data into your cloud systems?

Ready to get started? Visit
www.freewave.com/products/edge/

Use Cases

A site manager overseeing an irrigation system was receiving hourly over-the-air data polling. Something on-site went wrong shortly after a poll, and he was unaware of the issue for almost another hour. With FreeWave Edge, the site manager could have installed sensors on his Zum hardware locally to provide down-to-the-second data processing, ensuring he can address future issues in real-time. With FreeWave Edge store & forward, he can store data every second and have it bundled and forwarded efficiently over the air every hour, and have alerts set for the most critical values in his operation.

A utility customer lost data and productivity because of connectivity issues and was facing fines for gaps in their data reporting. FreeWave Edge offered store and forward features; it will continue to poll data even with a connection issue. With the connection restored, FreeWave Edge sends polling data over-the-air in an efficient, condensed format making connection issues a temporary hiccup instead of a bottom-line impacting disaster.

An oil & gas field technician needed to install a system to retrieve data from RTUs, PLCs, and Flow Computers but was struggling with multiple setup tools and over-the air-polling. FreeWave Edge simplified installation by providing IO sensors and industrial protocol polling in a single device along with industrial radio connectivity. They also set it all up with an easy-to-use, on-device web interface so they could ensure it's working properly.

An OEM and App developer was running into issues collecting data from industrial equipment to feed their main product – a cloud dashboard with AI & ML business analytics. FreeWave Edge provided connectivity and industrial protocol data collection so OEM developers could acquire data while remaining focused on their core product development effort. FreeWave Edge also provided compatibility via MQTT with common cloud and IoT systems like AWS, Azure, IBM Watson, and Thingsboard.

State regulations require a producer to pull and report RTU data more frequently, putting more load on an already taxed 900MHz radio network. By leveraging high-speed edge polling and a "report by exception" data platform, FreeWave Edge was able to both significantly free up the producer's bandwidth and allow them to collect, process and report their data at a higher frequency on the same 900MHz radio network. FreeWave Edge also made it easy to publish data directly to their SCADA system so they could continue to use their existing enterprise tools.

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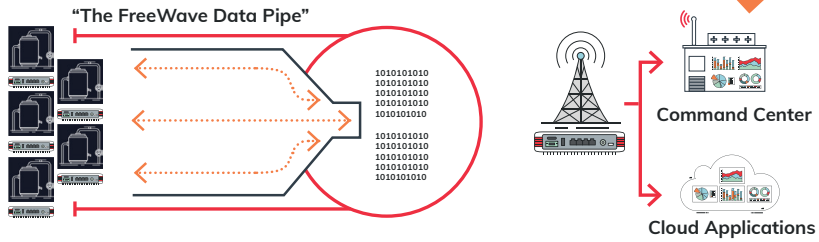
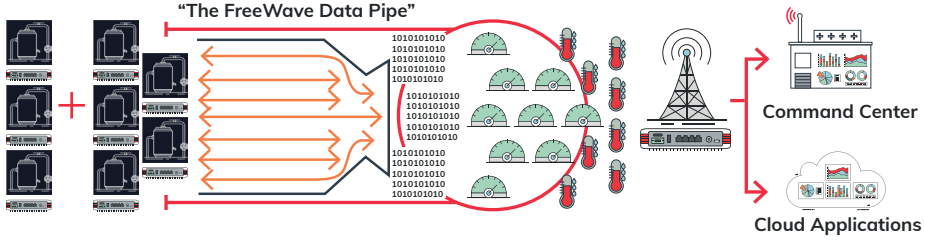
FreeWave Edge Target Customer Overview

Target Customers	Current Challenges	FreeWave Edge Value Prop	Relevant Features, Solutions	**Keywords:** Related to both Pain Points & Solution
Customers with existing FreeWave Networks	• Saturated and Overloaded Networks • Need more data to run business analytics • Considering high-$$$$ capital investments to forklift/replace entire network with something else	• **Do More with What You Have!** • Extend the lifespan of your current network investment • Leverage your existing FreeWave network to include more endpoints and more useful data	• All of FreeWave Edge • Ethernet over Serial – connect ZumIQ to your serial FGR2 or FGR3 network to add FreeWave Edge applications and ethernet capability to your serial network.	• Capacity • Bandwidth • Infrastructure Investment • Do More with What You Have
Oil & Gas …. Production, Midstream, Transmission, Distribution, etc.	• Long Poll-Response data collection times • Proprietary protocols make sending data alerts nearly impossible because of network overload and cumbersome setup	• Get Connectivity, Protocol Inputs, Data Processing – **all in a single box from a single source** • More frequent readings with immediate data feeds and alerting, with easy UI setup and standard publishing.	• Edge Polling, Store & Forward, Data Publishing via MQTT • ROC Protocol Conversion	• Reporting • All in One • High speed data • MQTT
Industrial/Municipal Site Managers	• Collecting data by hand – too slow and too inefficient • Need to get faster high-resolution data • Lost Data in lost connectivity situations	• Get the High-Resolution Data you need, even with poor connectivity	• Store & Forward – One week or more of Storage • Edge polling & Data Publishing via MQTT	• Data collection • Productivity • Revenue

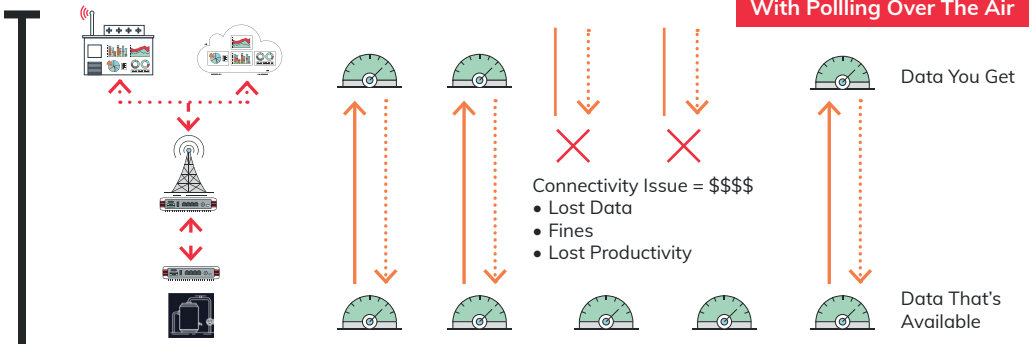
Before: Slow Polling, Overloaded Networks, Limited Data & Endpoints



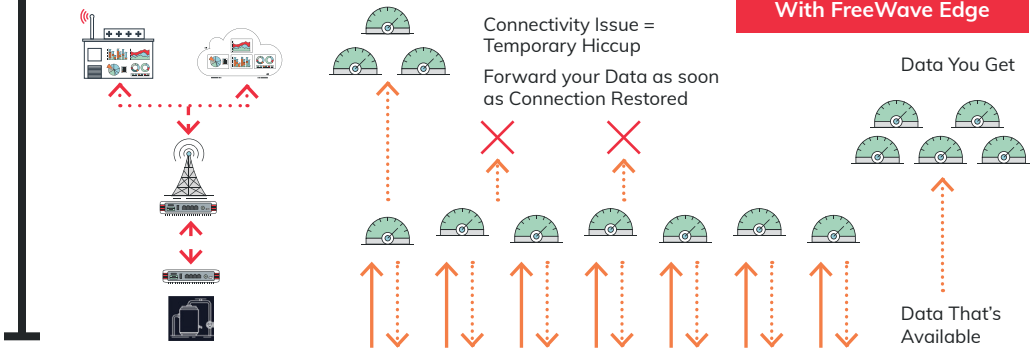
After: High Speed Edge Polling **After: Efficient OTA Usage, Report by Exception, More Data, More Endpoints**



With Pollling Over The Air



With FreeWave Edge



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