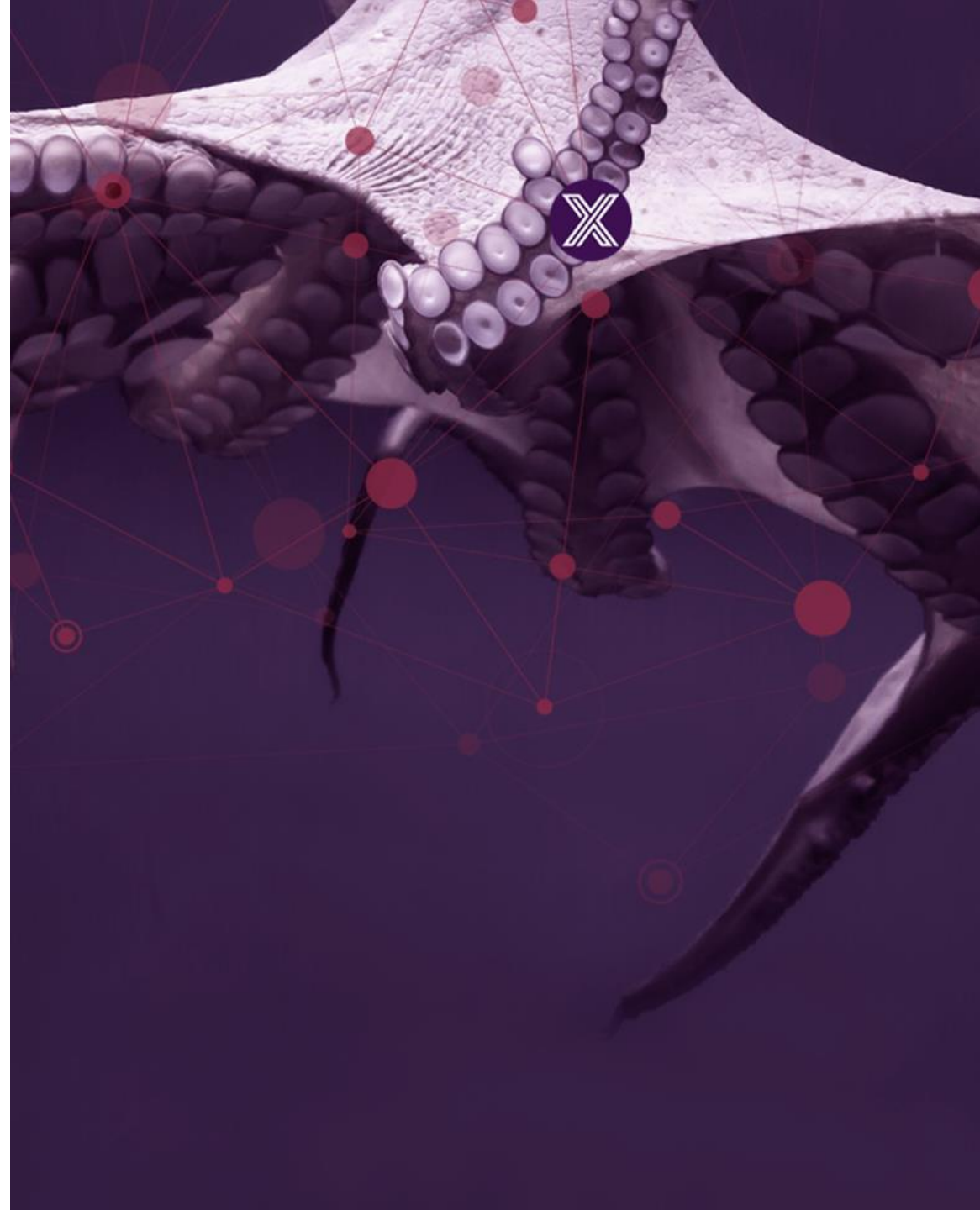# EdgeX Marketing Subteam

November 12th, 2019

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Agenda 11/12

- Pass downs from EdgeX TSC F2F – Business topics (All 10mins)
- EdgeX Website (All 15mins)
- Agree on Quarterly EdgeX Marketing Budget '20 (Camilo 15mins)
- Approval and strategy for EdgeX Open Videos (Mae 15mins)
- Agenda for 11/19 meeting

  - Post event collaterals – ONS and IOT SWC (Mae 15mins)

  - TBD LF Edge Marketing Budget Process/Status (Arpit/Bret 20mins)
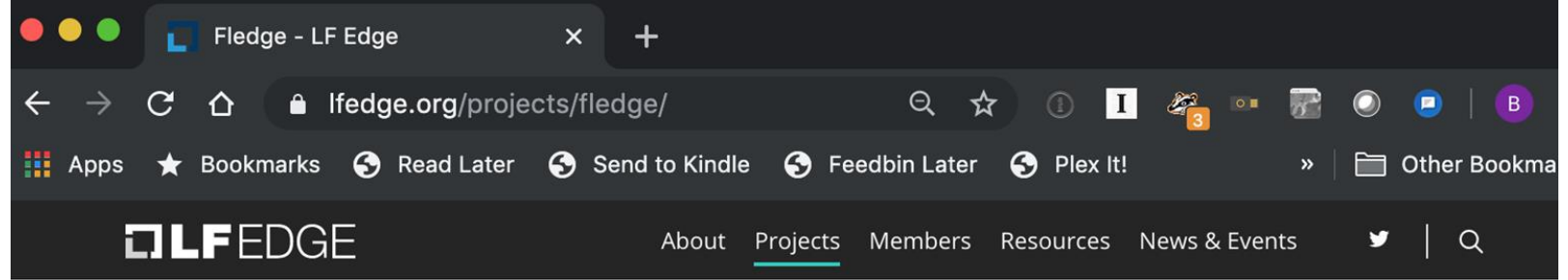
  - EdgeX Website

EDGEXFOUNDRY™

EdgeX Website

Does the website landing page convey your understanding of the EdgeX purpose and value propositions?

Answered: 19   Skipped: 2

Source: Pre-TSC Survey

FLEDGE

Fledge is an open source framework and community for the industrial edge focused on critical operations, predictive maintenance, situational awareness and safety. Fledge is architected to integrate Industrial Internet of Things (IIoT), sensors and modern machines with the cloud and existing "brown field" systems like historians, DCS (Distributed Control Systems), PLC (Program Logic Controllers) and SCADA (Supervisory Control and Data Acquisition). All sharing a common set of administration and application APIs.

Fledge developers and operators no longer face complexity and fragmentation issues when building their IIoT applications as they gather and process more sensor data to automate and transform business. Fledge's modern pluggable architecture eliminates the data silos often found in plants, factories and mines. By using a consistent set of RESTful APIs to develop, manage and secure IIoT applications, Fledge creates a unified solution.
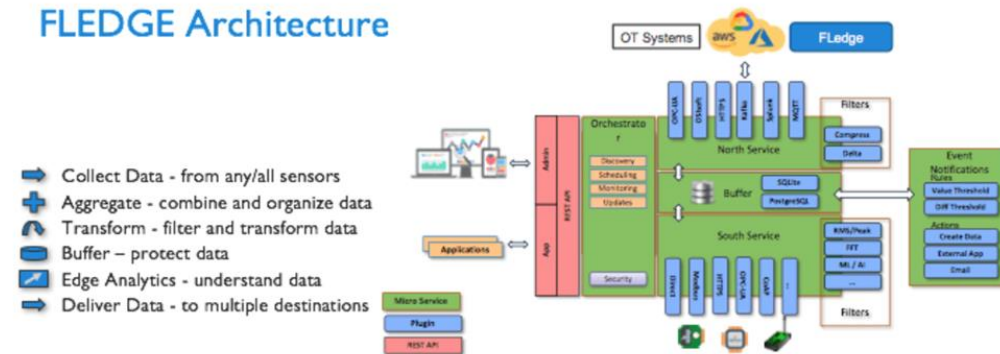
For Industrial Equipment Vendors – Build Your Next Generation Machines

- That learn
- Maintain themselves
- Integrate with your new cloud services
- Integrate with your customer's existing and emerging data systems

For Industrial System Integrators – A Framework for All Your IIoT Business

- Accelerate deployments
- More/tighter integrations
- Own and re-use your value-add code
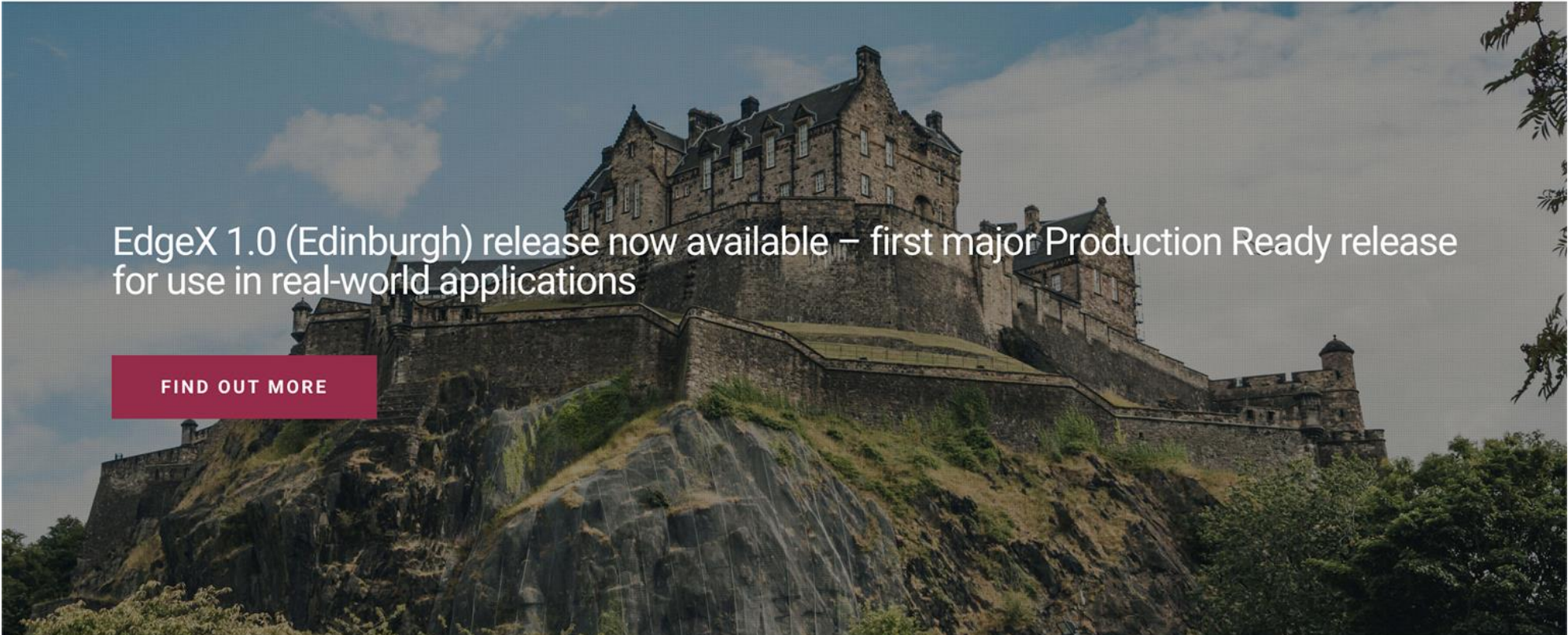
By contrast, here's our "above the fold"

Learning about EdgeX

Observations

- No one knew what EdgeX was before their test session. After reading the EdgeX home page, they still didn't know. The EdgeX About page helped on a little, and the Wikipedia summary quite a bit more.

- The EdgeX home and About pages were so high-level and full of marketese that it was difficult to tell what EdgeX was actually for.

- This lack of clarity about EdgeX contributed to participants having only a fuzzy sense about what Intel Inventory Suite (IIS) brought to the table instead of basic database operations.

Participant 3

[At website] This? I still don't know what this is... I'm mad that I still don't know what it's claiming to do!

Some Recommendations for Conversation

1. Clarify our role - what is the job and what are the tools?
2. Provide front and center value prop on site landing page
   a) Open Source IOT middleware
   b) Need to be ready to promote FOMO (1 Million Downloads)
3. Need to convey "easy" (and back it up with evidence)
4. Marketplace
   a. Emulate Azure page - logos and short descriptions link to provider
   b. OSS plugins link to EdgeX project documentation
   c. Commercial offerings link to vendor product pages (e.g. IOTech for OPCUA pub/sub)
   d. Use Cases/Recipes. Link to solution provider or getting started guides

Three basic roles of EdgeX

1. Collect and ingest data
2. Control and configure devices
3. Analyze, export and share data

What is expected and assumed by our project maturity:

A. It is secure, it is manageable, it is scalable
B. There are a lot of ready to go plugins and integrations
C. It is a modern architecture and easy to extend

We win with 1-3, we lose without A-C

EdgeX Business Value

EdgeX - Your data liberated!
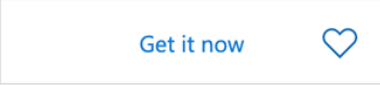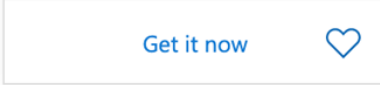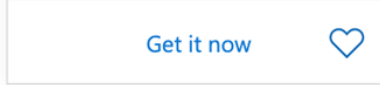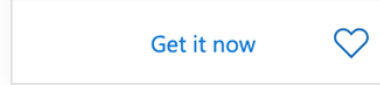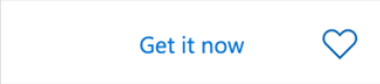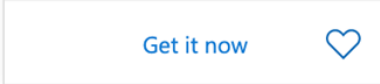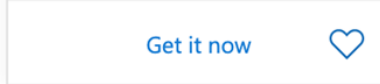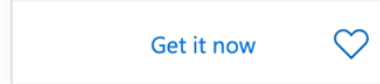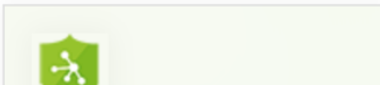
Highly flexible open source software framework that facilitates interoperability between heterogeneous devices and applications at the IoT Edge, along with a consistent foundation for security and manageability regardless of use case. The open, vendor-neutral platform speeds developer and technology providers time to market by providing replaceable reference services for device-data ingestion, normalization, analysis and sharing in support of new IoT data services and advanced edge computing applications.

With more than 1 million downloads EdgeX is the preferred platform to collect, translate and share data from devices and applications at the edge. EdgeX is also cloud agnostic, so end users can have their data where they want it. (Get the code)

- Realize value faster with a modern architecture that is easy to scale (Learn More – Architecture chart)
- Reduce integration risks and costs through large global community of compatible vendors (Marketplace)
- Minimize development time by leveraging community skills and resource sharing (Join the Community)

FOMO: Showcase use cases, downloads (hockey stick), community events and growing marketplace of vendors/solutions/recipes/deployments/ready to go plugins

App Store / Compatibility (Azure IOT Edge)

Get it now ♡   Get it now ♡   Get it now ♡   Get it now ♡

Sentiment Analysis Container – Azure Cognitive Services

By Microsoft

Analyze text on the edge, on premises and in the cloud using container support.

Unsupervised Anomaly Detection Module

By BRFRame Inc

Unsupervised Anomaly Detection IoT Edge Module (with Python)

AI Vision Dev Kit Get Started Module

By Microsoft

Deploy several sample AI models or even your own models with this get started module.

AiKaan IoT Edge Monitoring & Control

By AiKaan Labs

AiKaan IoT Edge Application and Device Monitoring.

Get it now ♡   Get it now ♡   Get it now ♡   Get it now ♡

Nebulus UDP Receiver

By Codit

eceiver that will be activated on startup and listens on the configured UDP socket for UDP

Azure Security Center for IoT

By Microsoft

Azure Security Center module collect, process and analyze security data from your IoT Edge

NVIDIA DeepStream SDK

By NVIDIA Corporation

IoT container for NVIDIA DeepStream SDK for NVIDIA Jetson and T4 GPUs

RedisEdge

By Redis Labs

RedisEdge is Redis packaged for IoT/IIoT edge computing solutions

SEO

Could not find EdgeX or LF Edge in the first 5 pages of results when searching "Edge IOT" or "IOT Edge"

EdgeX
LF Edge '20 Marketing Budget Priorities

'20 EdgeX Budget – Request to LF Edge

Note: Hackathon ~$90k each, events ~$80k+ each, virtual challenges (TBD)....
Members to fund the gap or need to reduce and prioritize activities

	Q1'20	Q2'20	Q3'20	Q4'20	Total
Hackathons/Virtual Challenges	$25k		$25k		**$50k**
Website/SEO	$70k	$10k	$10k	$10k	**$100k**
Tradeshows		$50k		$50k	**$100k**
Meetups	$5k	$5k	$5k	$5k	**$20k**
Total	$100k	$65k	$40k	$65k	**$270k**

Actual/Estimated '19 costs for IOT Tradeshows:
IoT World Santa Clara = $92,955 final cost
IoT SWC = $76,253 projected cost (minus $25k in member sponsorships) -- projected cost to LF Edge = $51,253

Videos

New EdgeX Marketing Assets

- EdgeX Open Recap Video:
https://drive.google.com/file/d/17NBypNsQb0wQBLi5rO9oo3s0tnO65xF6/view?usp=sharing

- EdgeX Foundry Journey Video:
https://drive.google.com/file/d/1f82HgW3rvP0PRqfYxiuc3FI5sucJdMCN/view?usp=sharing

- EdgeX Foundry Retail Use Case Video:
https://drive.google.com/file/d/1WeW2tVbs_eYMZ8iUthSKJqLsiADEE8Dd/view?usp=sharing

New EdgeX Marketing Assets

- EdgeX Open Recap Video:

  - Add it to EdgeX Youtube channel and event listing

  - Share with all sponsors for promotion

  - Ask RILA to post a recap on their blog that includes link to the video

  - Once next hackathon date/time/place is final, create blog to tease next hackathon and feature video in the text

- EdgeX Foundry Journey Video

  - Feature it on the LF Edge EdgeX landing page

  - Add it to the EdgeX Youtube

  - Add it the LF Edge Youtube (in process of creating)

  - Include a link in Jim's F2F recap blog

New EdgeX Marketing Assets

- EdgeX Foundry Retail Use Case Video

  - Create one-page case study that we can post on the website with the video

    - We can PDF this and use it as an asset to give away at tradeshows

    - Will need volunteer to help draft the content (Camilo volunteering for NRF – need other volunteers for other use cases/verticals)

  - Share case study and video with top-tier analysts and media

  - Turn into a blog post that forecasts what to expect in 2020 from the ORI and EdgeX

    - Include link to the video

    - Include teasers for NRF (Jan 10-12)