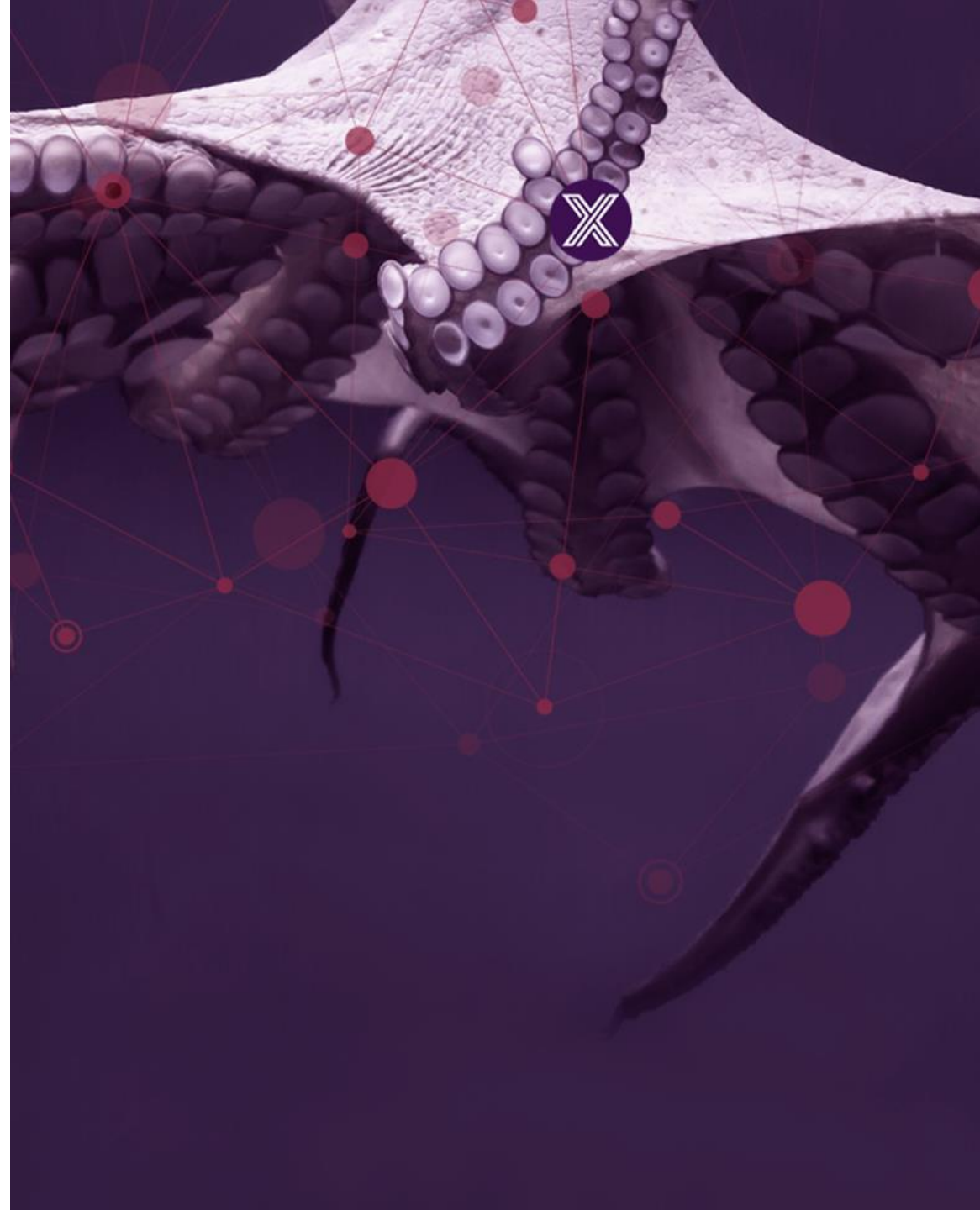


EDGE X FOUNDRY™

# EdgeX Marketing Subteam

November 12th, 2019



# Antitrust Policy Notice

Linux Foundation meetings involve participation by industry competitors, and it is the intention of the Linux Foundation to conduct all of its activities in accordance with applicable antitrust and competition laws. It is therefore extremely important that attendees adhere to meeting agendas, and be aware of, and not participate in, any activities that are prohibited under applicable US state, federal or foreign antitrust and competition laws.

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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



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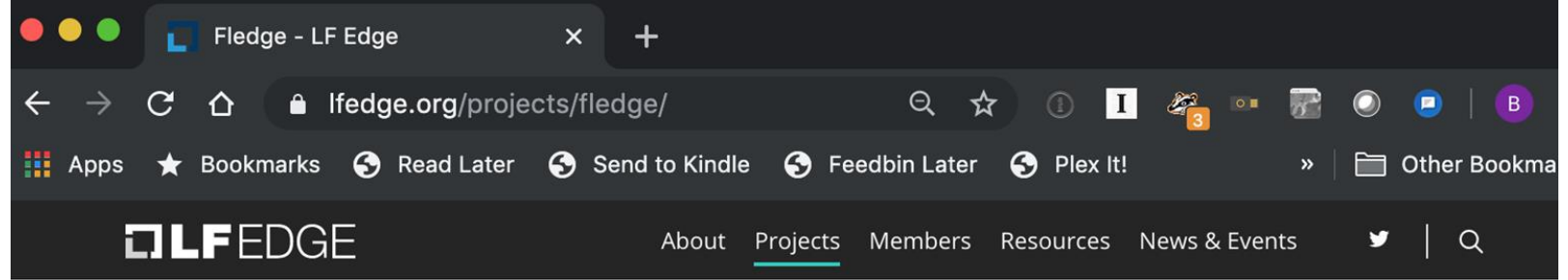
EdgeX Website

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

Answered: 19 Skipped: 2



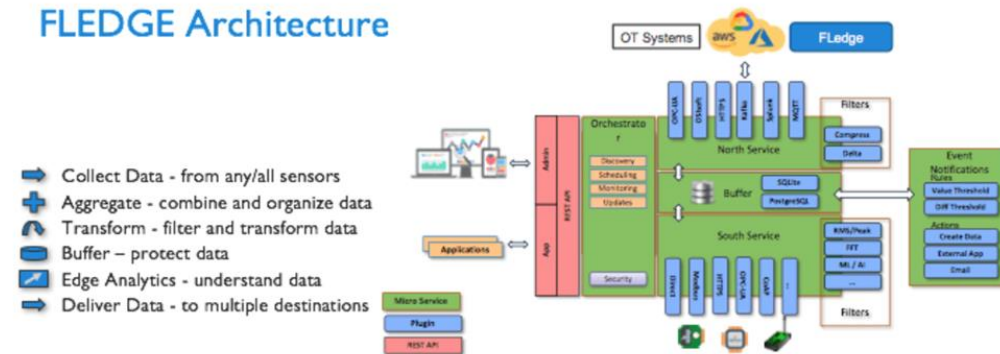
# FLEDGE



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.

## FLEDGE Architecture



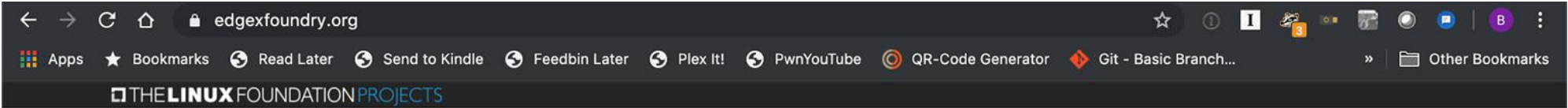
### For Industrial Equipment Vendors – Build Your Next Generation Machines

- 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"



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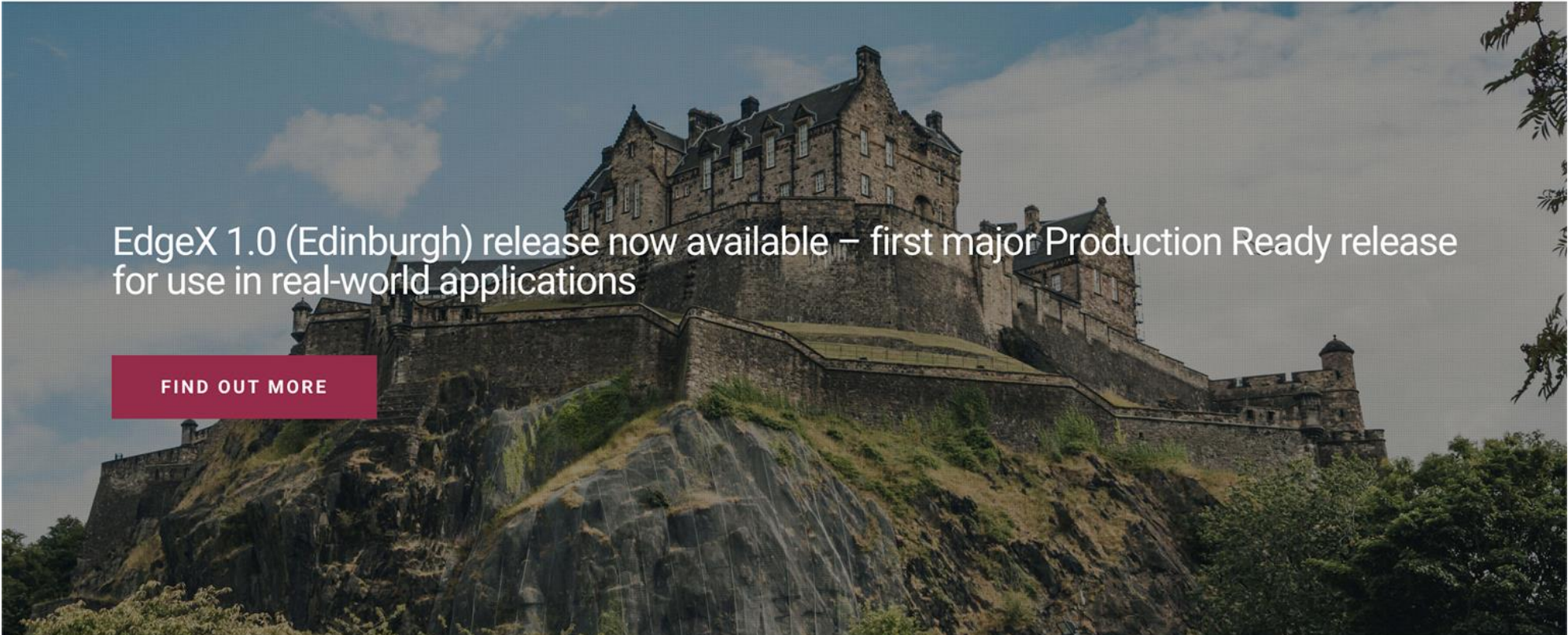
About

Get Started

News & Events

Community

EdgeX in Market



EdgeX 1.0 (Edinburgh) release now available – first major Production Ready release for use in real-world applications

FIND OUT MORE

# Learning about EdgeX

THE LINUX FOUNDATION PROJECTS

EDGE X FOUNDRY

About Get Started News & Events Community EdgeX in Market

EdgeX 1.0 (Edinburgh) release now available – first major Production Ready release for use in real-world applications

FIND OUT MORE

Once you've learned how EdgeX works in the Getting Started pages above, it's time to start building your own solutions on top of it. The EdgeX Foundry provides a wealth of documentation, tutorials and AP references to help you with that.

LEARN MORE

EdgeX is a community developed project, and participation is open to everyone. You can talk directly to developers building the core EdgeX microservices as well as solutions on top of EdgeX Foundry in our mailing lists and chat.

JOIN THE COMMUNITY

EdgeX Foundry is supported and governed by representatives from our member communities. Join your industry peers in helping to evolve the technology and direction of the project.

BECOME A MEMBER

## 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!

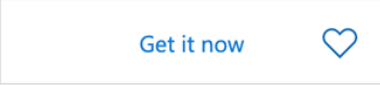

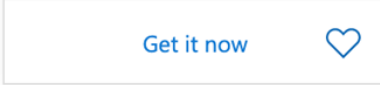

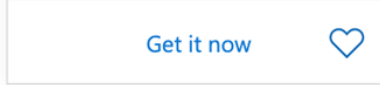

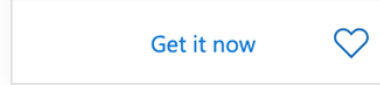


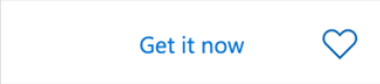


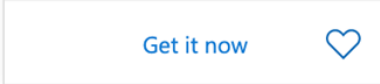


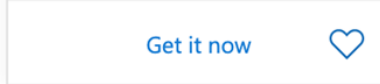


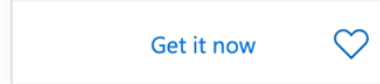





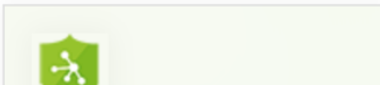







Highly flexible open source software framework that facilitates interoperability between heterogeneous devices and applications at the IoT Edge, along with a consistent foundation for security and manageability regardless of use case. The open, vendor-neutral platform speeds developer and technology 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)

 <p>Get it now </p>	 <p>Get it now </p>	 <p>Get it now </p>	 <p>Get it now </p>
 <p><b>Sentiment Analysis Container – Azure Cognitive Services</b> By Microsoft Analyze text on the edge, on premises and in the cloud using container support.</p>  <p>Get it now </p>	 <p><b>Unsupervised Anomaly Detection Module</b> By BRFRame Inc Unsupervised Anomaly Detection IoT Edge Module (with Python)</p>  <p>Get it now </p>	 <p><b>AI Vision Dev Kit Get Started Module</b> By Microsoft Deploy several sample AI models or even your own models with this get started module.</p>  <p>Get it now </p>	 <p><b>AiKaan IoT Edge Monitoring &amp; Control</b> By AiKaan Labs AiKaan IoT Edge Application and Device Monitoring.</p>  <p>Get it now </p>
 <p><b>Nebulus UDP Receiver</b> By Codit Receiver that will be activated on startup and listens on the configured UDP socket for UDP</p>  <p>Get it now </p>	 <p><b>Azure Security Center for IoT</b> By Microsoft Azure Security Center module collect, process and analyze security data from your IoT Edge</p>  <p>Get it now </p>	 <p><b>NVIDIA DeepStream SDK</b> By NVIDIA Corporation IoT container for NVIDIA DeepStream SDK for NVIDIA Jetson and T4 GPUs</p>  <p>Get it now </p>	 <p><b>RedisEdge</b> By Redis Labs RedisEdge is Redis packaged for IoT/IIoT edge computing solutions</p>  <p>Get it now </p>

# SEO

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

The screenshot shows a Google search for "edge iot". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar, there are navigation links for "All", "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The search results are displayed below, starting with "About 99,700,000 results (0.57 seconds)".

The first result is "The All-in-one IoT Solution | Sierra Wireless Octave™" with a URL [www.sierrawireless.com/Octave/IloT-Solution](http://www.sierrawireless.com/Octave/IloT-Solution). The snippet describes Octave as an all-in-one edge-to-cloud solution for connecting assets.

The second result is "IoT Edge Devices & Gateways | LTE Solutions by Cradlepoint" with a URL [www.cradlepoint.com/IoT/Edge-Devices](http://www.cradlepoint.com/IoT/Edge-Devices). The snippet mentions COR IoT routers and hyperconnected M2M & IoT networking applications.

The third result is "Industrial Edge Report | Framework to define your edge" with a URL [www.stratus.com/](http://www.stratus.com/) and a phone number (800) 787-2887. The snippet asks to read the report results to see how peers are rethinking operational architecture.

The fourth result is "Edge-to-Cloud IoT Software | Enterprise Ready | WebNMS.com" with a URL [www.webnms.com/](http://www.webnms.com/). The snippet says it unlocks the power of IoT data with the WebNMS IoT Platform.

The fifth result is "IoT Edge | Microsoft Azure" with a URL <https://azure.microsoft.com/en-us/services/iot-edge>. The snippet describes Azure IoT Edge as a fully managed service built on Azure IoT Hub.

Below the search results is a "People also ask" section with three questions:

- What does EDGE mean?
- What is azure IoT edge?
- What is an edge controller?

At the bottom of the page, there are more search results:

- "What is Azure IoT Edge | Microsoft Docs" with a URL <https://docs.microsoft.com/en-us/azure/iot-edge/about-iot-edge>. The snippet mentions that Azure IoT Edge moves cloud analytics and custom business logic to devices.
- "Edge computing - Wikipedia" with a URL [https://en.wikipedia.org/wiki/Edge\\_computing](https://en.wikipedia.org/wiki/Edge_computing). The snippet defines edge computing as a distributed computing paradigm.
- "Internet of Things (IoT) - Five components of IoT edge devices ..." with a URL [https://www.cisco.com/Solutions/Internet\\_of\\_Things](https://www.cisco.com/Solutions/Internet_of_Things).



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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		<b>\$50k</b>
Website/SEO	\$70k	\$10k	\$10k	\$10k	<b>\$100k</b>
Tradeshows		\$50k		\$50k	<b>\$100k</b>
Meetups	\$5k	\$5k	\$5k	\$5k	<b>\$20k</b>
Total	\$100k	\$65k	\$40k	\$65k	<b>\$270k</b>

## 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



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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](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 tradeshow
    - 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)