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For Immediate Release:

20-Year Telecom Veteran ETI Launches Global IoT Device Management Platform

BEAMFLY brings maturity to a new frontier - focuses on integration, security, installation concerns within the marketplace

Atlanta, GA – February 4, 2016 — ETI Software Solutions, a global leader in communication technologies and services, is proud to announce the launch of Beamfly, an integrated and complete solution for connected IoT devices. This device management and analytics platform was created to address the industry’s main concerns, which are security, integration, and installation – issues that are priorities in the rapidly emerging new frontier called the IoT.

Because of their longstanding history of developing smart solutions within the telecom space, ETI developed Beamfly, an end-to-end turnkey solution that crosses all industries and protocol barriers to easily and seamlessly connect any device and automate, analyze and manage the data it collects.

“Today, the average person encounters five connected devices daily and that number is only going to increase,” said Frank Gine, President and COO of ETI & Beamfly. “As smart homes, smart cities, smart cars, smart factories and smart *everything* become more common, IoT device applications will get more diverse and more complicated, and require smarter, faster and more accurate device management systems. This is what Beamfly does.”

Recent findings by a Forrester Research, Inc. study entitled, *Connected World Adoption Among Enterprises*, pointed out the top 5 concerns of firms deploying M2M/IoT technologies. They were:

- 1) Security Concerns – 37%
- 2) Total Cost of Ownership – 32%
- 3) Lack of Technology Maturity – 25%
- 4) Integration Challenges – 24%
- 5) Difficulty and Risk of Migration or Installation – 21%

“Early on we understood that the emergence of smart things was going to dominate the future business landscape and we decided to apply our expertise in integrating diverse operating systems and devices, effectively making it easier for users to access this phenomenon,” he adds. “The robust nature of Beamfly’s end-to-end platform allows us to offer a significantly quicker, and more secure go-to-market opportunity, regardless of industry or specific application.”

Additionally, the **Beamfly Certified** program offers IoT providers the ability to test device compliance against selected IoT protocols, including TR-069 and LWM2M. Beamfly Certification is available for multiple devices including sensors, meters and communication links as well as gateways, Wifi points, IPTV set-top boxes, modems, routers, webcams and more.

“Today’s IoT device managers must have secure ways to manage multiple connected devices, operate sophisticated networks cost-effectively, while providing outstanding customer service,” says Pete Pifer, Chairman and CEO of ETI Software and Beamfly. “We understand and are committed to this emerging technology and realize the importance of providing the IoT industry with superior service assurance.”

About ETI and Beamfly:

ETI Software Solutions has been a global communications technology and services for 24 years, developing the tools broadband service providers need to manage complex systems more efficiently. Its expertise in back office integration and connected devices birthed the Beamfly platform, a unified device management software platform to activate, monitor and monetize IoT devices, networks and applications.

For more information, visit www.Beamfly.com or meet us at the IoTTech Expo, Feb. 10-11, London.

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