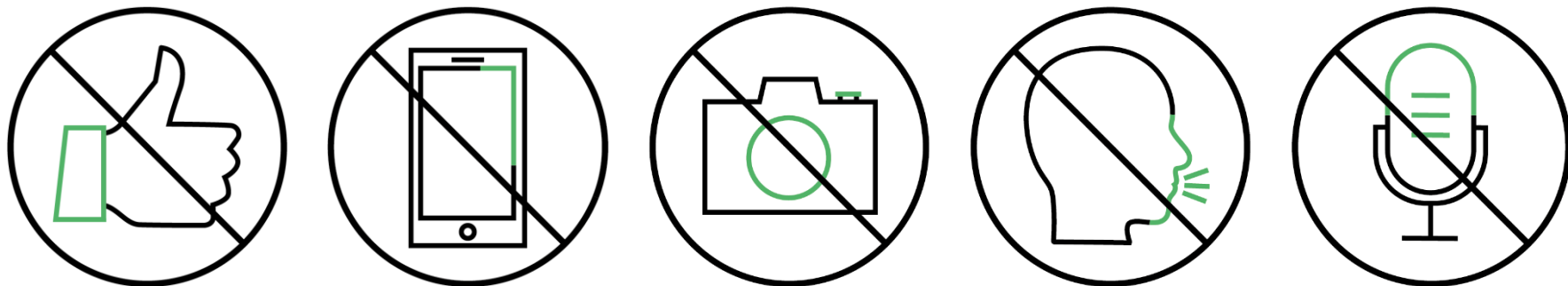


IoTConnect Partner Program

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Avnet's vision:

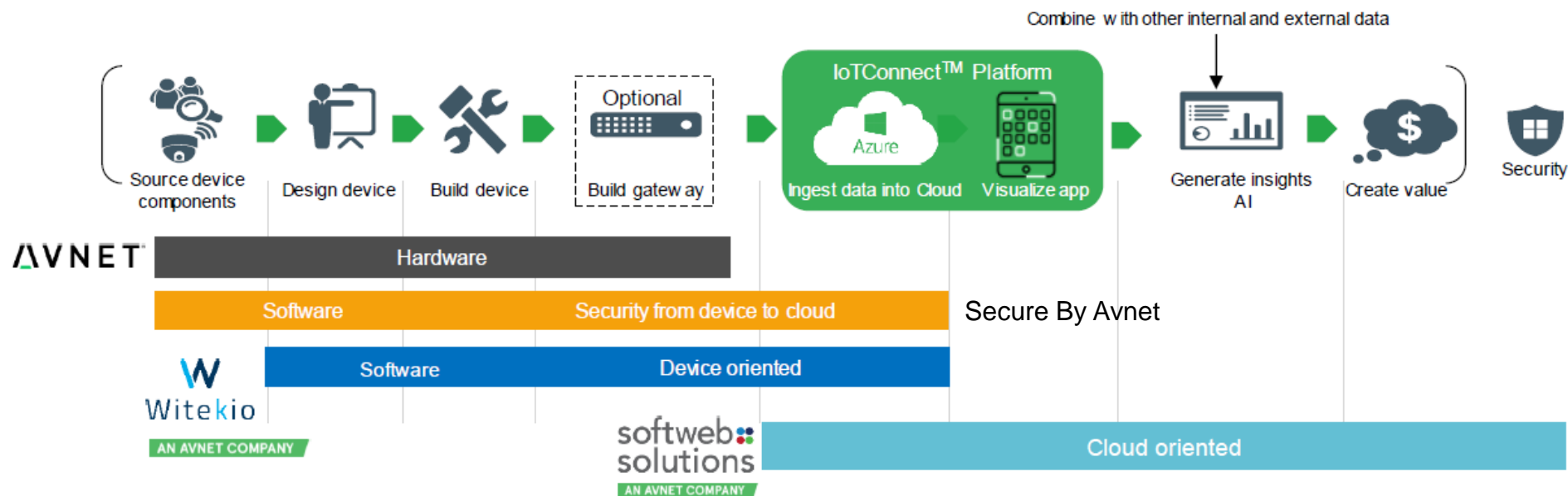
Orchestrate an ecosystem that makes IoT implementation ...

simple

fast

secure

IoTConnect – enabling your journey from devices to insights



Continuing to enhance and differentiate our unique end-to-end advantage

IoTConnect Platform Intro

IoTConnect Platform is a **middleware IoT platform** that leverages Azure IoT Suite which provides infrastructure like storage, compute & microservices like stream units, data services, AI services

Connects, controls and manages devices in collecting device data in the cloud



Analyzes collected data and runs AI / ML algorithms to derive meaningful insights



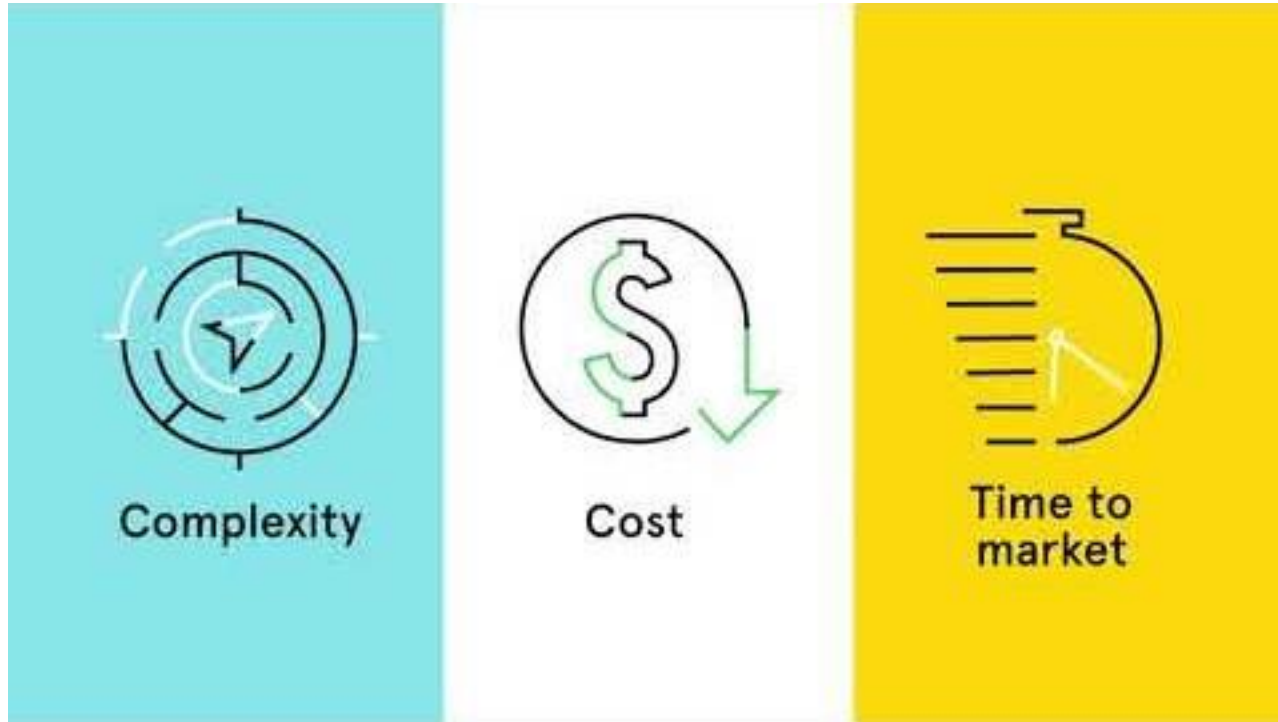
Helps visualize generated insights through dashboards, mobile and web applications



Provides real-time alerts based on criteria



IoTConnect Platform video



Avnet's **IoTConnect Partner Program** enables OEMs, SIs, VARs to easily build & deploy solutions using our IoTConnect Platform.

The **Partner Program** is purpose built to help IoT Partners:

Address hardware and software needs

With nearly 100 years in technology, Avnet has deep hardware and software expertise

Multiply revenue streams

Generate additional revenue streams through Avnet's recurring billing platform and global IoT marketplace

Expand reach and accelerate time to market

Tap into Avnet's technology ecosystem to rapidly deploy your IoT solutions across the globe

Realize complete solutions

Find a global one-stop shop for solutions and services beyond SaaS to include security, hardware and logistics

Solution & Revenue Accelerator



PLATFORM

Flagship Platform

- Devices
 - Connect, deploy, manage
- Data visualizations
- Analytics / ML / AI
- Rules & alerts
- Custom & off-the-shelf solutions

Value

\$

TTM

Months



PROGRAM

Partner Program

- IoTConnect accelerates
 - Solution creation/deployment
- Developer toolbox
 - Knowledge base, tutorials
 - Content, documentation
- Billing support
 - Accelerate revenue

\$\$

Weeks



MARKETPLACE

Marketplace

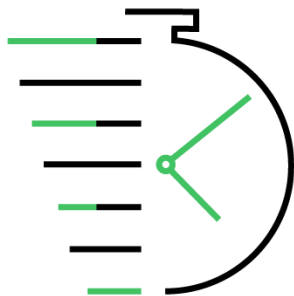
- Enterprise store selling
 - Pre-packaged solutions
 - Devices & Apps
- Partners leverage Avnet's size
 - Global marketing reach
 - OEM customer base
 - Drives revenue streams

\$\$\$

Days

Partner Program: Benefits

**Time to
market**



**Solution
accelerators**

**Revenue
streams**



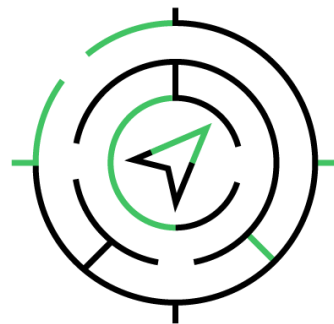
**Recurring,
scalable & sticky
revenue streams**

**Total cost of
ownership**



**Leverage
IoTConnect
platform**

**Complex
technology**



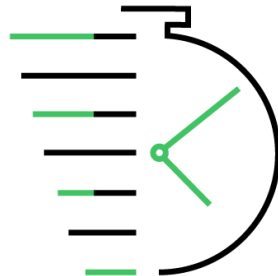
**End-to-end
technology
expertise**

Program Benefits: Get to market faster

Rapidly deploy your IoT solutions with customers

Solution Accelerators

- Ready-to-go vertical focused solutions available
- Quickly customize as needed on IoTConnect Platform
- Demonstrate “proof of value” and deploy in weeks



Smart Building



Smart Healthcare



Smart Fleet Management



Smart Office



Smart Connected Worker



Smart Warehouse



Smart Retail



Smart Asset Monitoring



Smart Factory

Program Benefits: Unlock new revenue streams

Deploy repeatable solutions across many customers

Recurring revenue

- Transform by generating new recurring revenue streams

Scalable

- Develop a solution once and re-deploy across many customers
- Publish solutions to marketplace to attract new customers
- Leverage Avnet's marketing & customer reach to scale your solutions

Sticky

- Strengthen relationship with customers
- Increase stickiness through monthly recurring revenue



Program Benefits: Ease technology complexity

Engage our experts in navigating end-to-end IoT solutions

Hardware

- Sensors
- Gateways
- Custom design & manufacturing

Connectivity

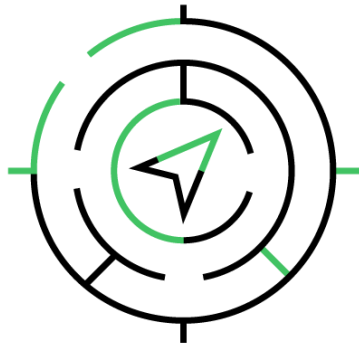
- WiFi, ethernet, NB-IOT, cellular, LoRa, SigFox

Security

- Azure Sphere, Trusted Objects, on-board TPM 2.0, full disk encryption

Software

- Firmware, mobile / web / cloud Applications



Program Benefits: Drive cost efficiency

Leverage IoTConnect Platform to monitor, visualize & analyze

Connect

- Connect and manage your devices through IoTConnect Platform

Collect

- Gather and aggregate sensor data real-time
- Temperature, pressure, humidity, vibration, load, CO2, DO, VOC, etc.

Cost down

- Automate, receive alerts and actionable insights
- Pre-empt & predict manufacturing & operational issues
- Lower total cost of ownership



Partner Program Building Blocks

Knowledge Base



PlayZone



Partner Portal



IoTConnect Platform

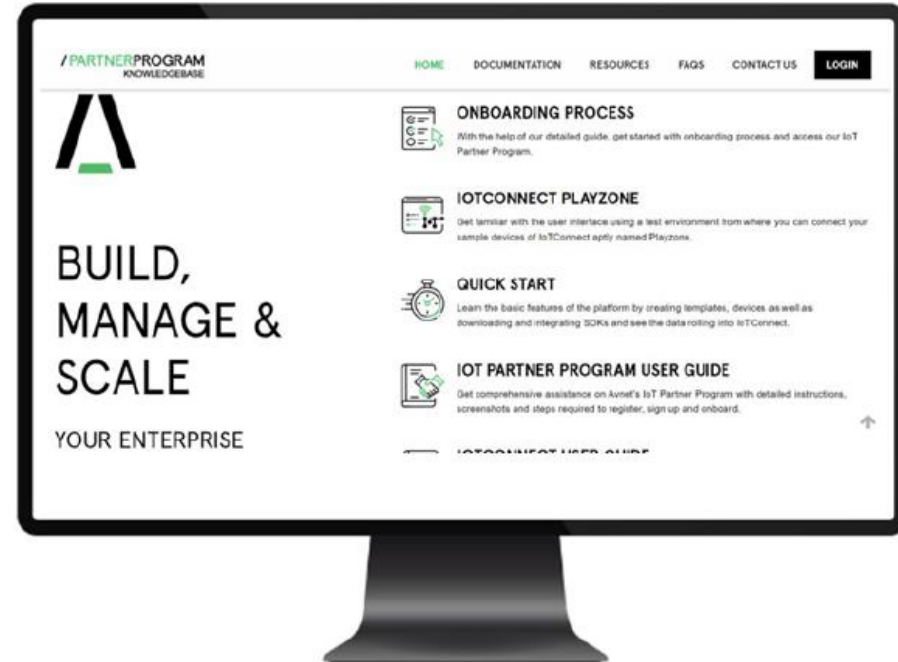


Platform that enables development and deployment of IoT SaaS solutions with device management, data management, analytics, security and application integration

KnowledgeBase: Learn & Understand

A Comprehensive Resource with:

- FAQs
- Quick start guides
- Tutorials
- API documentation and more



PlayZone:

Set up IoTConnect environments, Play & Test

The screenshot displays the IoTConnect Playzone web interface. At the top, there's a navigation bar with a hamburger menu, the text "/PARTNERPROGRAM", and a user profile section showing "Welcome Braydon Downs" with a notification bell icon and a "90" badge. Below the navigation bar, the main heading is "IOTCONNECT PLAYZONE".

On the left, under "What is Playzone?", a paragraph explains that Playzone is a testing environment for IoTConnect, allowing users to conduct frequent tests to ascertain platform functionality and simulate product behavior before building or launching an application.

Below this, the "IoTConnect Environment Setting" section contains a table with the following details:

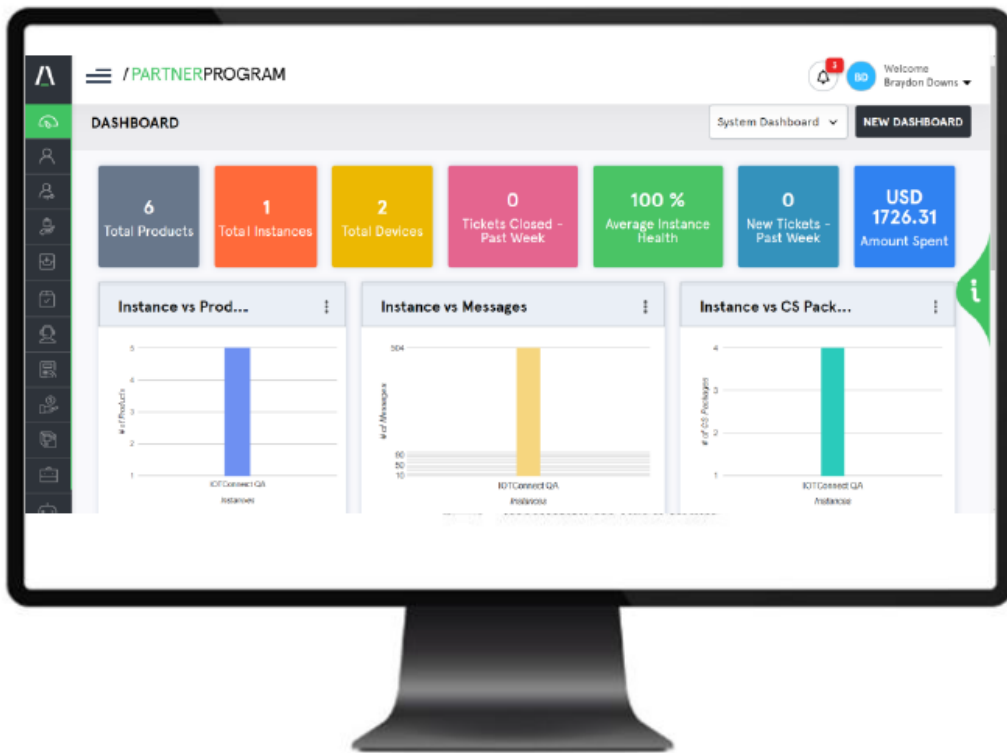
Instance :	Braydon brothers co. - IOTCP00001
Region :	APAC
Portal URL :	https://qa.iotconnect.io/
CP Id :	*****
Solution Key :	*****

On the right, the "Playzone - Get started quickly" section features a video player with a play button icon. Below the video, a caption states: "This video shows you how to get started with IoTConnect Playzone with simple steps." Below this, the "IoTConnect - Create your first IoT App" section is partially visible, showing a video player.

A sandbox environment to:

- Setup IoTConnect Platform instances
- Connect devices
- Get telemetry data
- Test & validate functionality
- Get PoCs going

Partner Program Portal

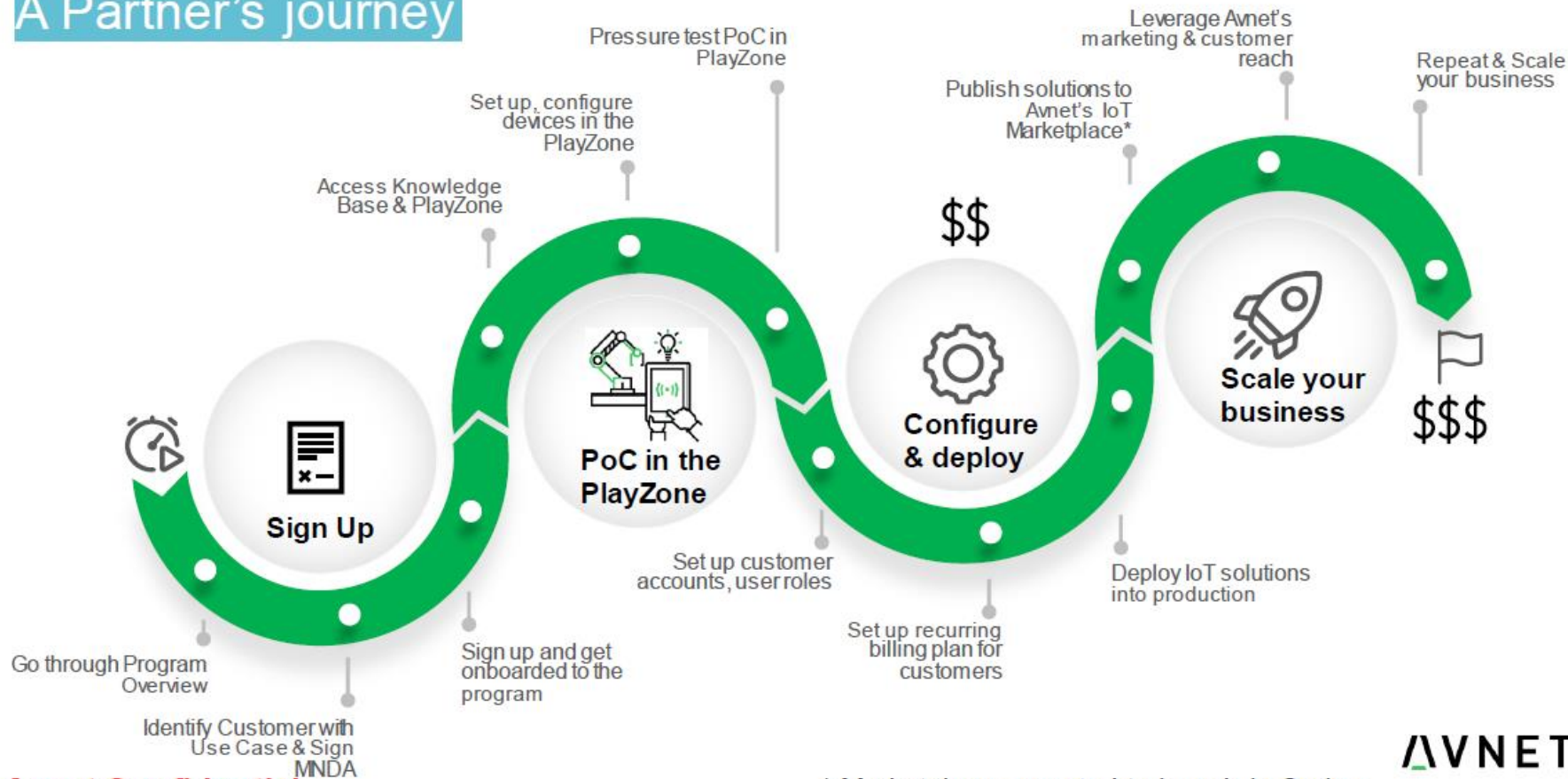


Portal for Partners to:

- Create products
- Manage solutions
- Create solution billing plans
- Create users
- Assign and manage roles

From Idea to Value

A Partner's journey



Partner Program Tiers

PARTNER PROGRAM OFFERING	SILVER	GOLD	PLATINUM
Access to PartnerZone dev portal (5 device limit)	•	•	•
Access to KnowledgeBase Portal	•	•	•
Online Chat support	•	•	•
Partner Program Portal	•	•	•
Partner Program University	•	•	•
Account Management Support	•	•	•
Assigned Client Executive			•
Partner Program MRR Billing Services	•	•	•
Tech Support*	•	•	•
Discounted IoT Hardware Advisory Services*	•	•	•
Discounted IoT Security Advisory Services*	•	•	•
Featured Community Promotion		•	•
Avnet Ecosystem Partner listing*	•	•	•
Access to Avnet Marketplace		•	•
Inclusion in Lead Referral		•	•
Joint Events & Webinars		•	•
Joint Case Study Development			•
Joint PR			•
Vendor Co-branding opportunities			•
Membership to Advisory Council			•
Access to Avnet Executive Team			•

* Tiers are based on consumption of IoTConnect Platform

**Free 3 month trial of
PlayZone**

**Annual membership fee
waived**

**Minimum platform
consumption limit
waived**

Capstone: Partner case study

CAPSTONE Case Study

OEM that historically

Was HW focused - designed and built water meters

Installed water meters with cities & municipalities

Earned revenue from HW sales and maintenance contracts



CAPSTONE Case Study

Through the Partner Program,
Capstone:

Developed a secure WaaS solution using IoTConnect Platform

Added predictive maintenance & data analytics capabilities

Added recurring revenue with Avnet's Partner Program



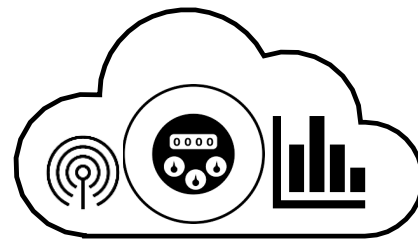
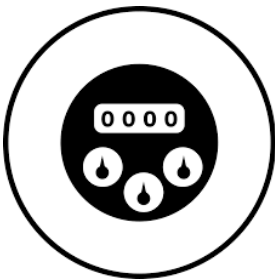
CAPSTONE Case Study

Business Challenges

Capstone's WaaS solution addresses several business challenges:

- Identifies and alerts when environmental conditions change beyond a threshold to help quickly identify conditions like backflow, water leakage, potential freezing of pipes and more.
 - Improves billing accuracy, as cities and municipalities sometimes under-report usage, which leads to loss of revenue.
- 20% Savings in Total Cost of Ownership
 - Budget Neutral for Cities & Utilities





Hardware OEM

← **Business Profile** →

Solution Provider

Water Meter, Maintenance

← **Revenue Streams** →

Water Meter, Maintenance,
Cellular, Dashboards

One-Time

← **Revenue Frequency** →

Monthly Recurring

\$

← **Value Generated** →

\$\$\$

World-class decoking company

End-to-end fleet management solution

The Solution: Fully baked end-to-end solution

- Improved fleet utilization
- Analytics & Predictive maintenance
 - Engine / Transmission hours of service
 - Engine RPM, coolant temperature, oil pressure, water pressure and flow

Avnet's Role

- Built & Deployed end-to-end IoTConnect solution
- Leveraged SmartEdge IIoT Gateway

Client benefits

- Reduced downtime and maintenance costs
- More miles per vehicle in fleet
- Jumpstart deployment of solution



Industrial IoT solutions company

The Solution: Asset tracking and monitoring

- Contactless temperature screening of visitors
- Temperature, humidity & air quality monitoring
- Door open / close alerts
- Storage rack occupancy monitoring
- Energy efficiency

Avnet's Role

- IoTConnect Partner Program and Platform
- Facilitated comprehensive solutions

Client benefits

- Cost savings with preventative maintenance
- Contributing to fight against COVID-19
- Accelerated time to market

Pharmacy and retail monitoring solution



Industrial IoT solutions company

Asset Tracking Solution for Manufacturing

The Solution: Asset tracking and monitoring

- Tracking & optimizing movement of packaging
 - Track trucks in and out of yard (17 stages)
 - Improve truck turn-around time (TAT)
 - Identify bottleneck stages within the yard
 - Optimized routes & Restricted Zone Entry Alerts

Avnet's Role

- IoTConnect Partner Program and Platform
- Facilitated comprehensive solutions

Client benefits

- Full traceability as goods move through the yard
- Real-time dashboards with 95% TAT accuracy
- Reduced truck yard in to plant gate out TAT





Thank you!