S1

Data is being created all the time from devices, applications and their users, because it’s digital it is measurable.

IOT is about all that offline data that is waiting to be discovered

Devices that can capture, covert and send the newly discovered data. Business can start measure their operation in real time to anticipate events proactively and spot issues that can become problems.

Processing data can be easy for few devices, but what about millions devices?

Google Cloud Platform offers powerful tools to capture distributed data around the world along with an easy way to process the data whether it’s streaming real time or trucked away in your logs.

Query instantly about what’s happening in any part of your business with easy to use big data tools and zero infrastructure management

S2

GOOGLE IOT

This is a beta release of Cloud IoT Core. This product might be changed in backward-incompatible ways and is not subject to any SLA or deprecation policy.

Google Cloud Internet of Things (IoT) Core is a fully managed service for securely connecting and managing IoT devices, from a few to millions. **Ingest data from connected devices and build rich applications that integrate with the other big data services of Google Cloud Platform.**

**S3**

Device data captured by Cloud IoT Core gets published to Cloud Pub/Sub for downstream analytics. You can do ad hoc analysis using Google BigQuery, easily run advanced analytics and apply machine learning with Cloud Machine Learning Engine, or visualize IoT data results with rich reports and dashboards in Google Data Studio.

Google Cloud IoT platform supports a wide variety of embedded operating systems, works seamlessly with Android Things, and provides out-of-box support for devices from leading manufacturers like Intel and Microchip. Trigger automatic changes to devices based on real-time events using Cloud Functions workflows.

Cloud Pub/Sub is a simple, reliable, scalable foundation for stream analytics and event-driven computing systems. As part of Google Cloud’s [stream analytics solution](https://cloud.google.com/solutions/big-data/stream-analytics/), the service ingests event streams and delivers them to [Cloud Dataflow](https://cloud.google.com/dataflow/)for processing and BigQuery for analysis as a data warehousing solution. Relying on the Cloud Pub/Sub service for delivery of event data frees you to focus on transforming your business and data systems with applications such as:

* check Real-time personalization in gaming
* check Fast reporting, targeting and optimization in advertising and media
* check Processing device data for healthcare, manufacturing, oil and gas, and logistics
* check Syndicating market-related data streams for financial services

Google’s serverless Cloud IoT platform eliminates the need to build and maintain costly infrastructure for your IoT data analysis. Connect easily to the cloud and accommodate all your globally dispersed devices using Cloud IoT Core's protocol bridge with automatic loading balancing and horizontal scaling. Ensure secure device connections with industry-standard protocols and lower your total cost of ownership with no capex or ongoing maintenance required.

Clients:

“ Our devices are heavily used and constantly send us a huge volume of data. By connecting these devices to Cloud IoT Core, we have a secure and reliable way to not only ingest that data but then also use it to gain valuable insights. We know exactly how our systems are performing and can push updates to devices to ensure we deliver the best products and services as cost effectively as possible. ”

**— John Heard**Group CTO, Smart Parking Limited

“ Thanks to Google Cloud IoT, we could connect a large fleet of smart meters to the Cloud, and build a smart energy platform that provides a realtime view of power utilization and forecasts demand for power utility providers. ”

**— Edwin Poot**Founder, President & Chief Visionary Officer , Energyworx