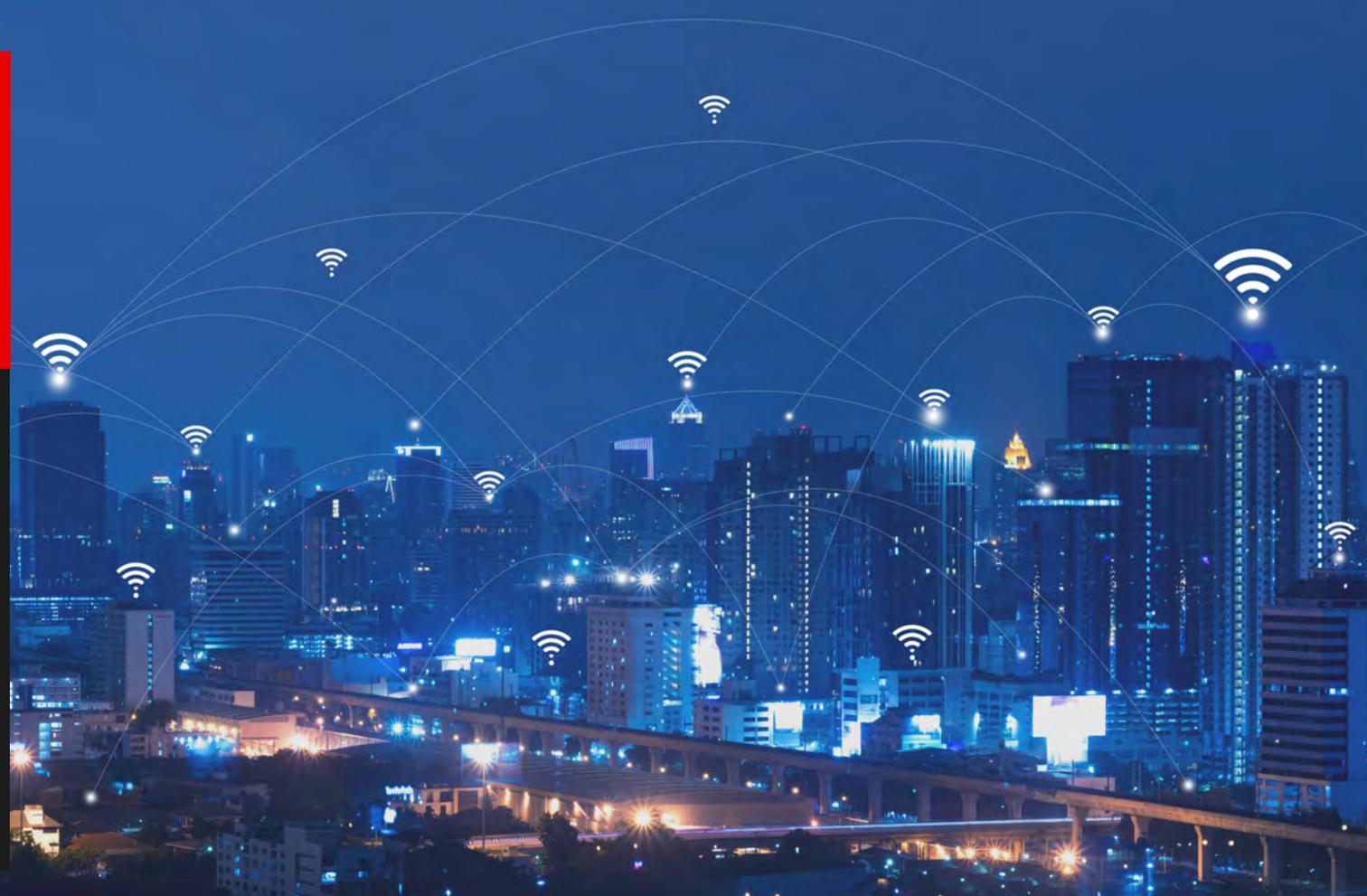


Internet of Things



Eric Miller
Senior Director, Technical Strategy



IoT is everywhere



Smart Buildings

Smart thermostats
Connected doors



Connected Medical Devices

Digital therapeutics
Surgical cameras



Consumer Products

Litter robot
Pool filters



Transportation & Logistics

Fleet tracking
Cargo status



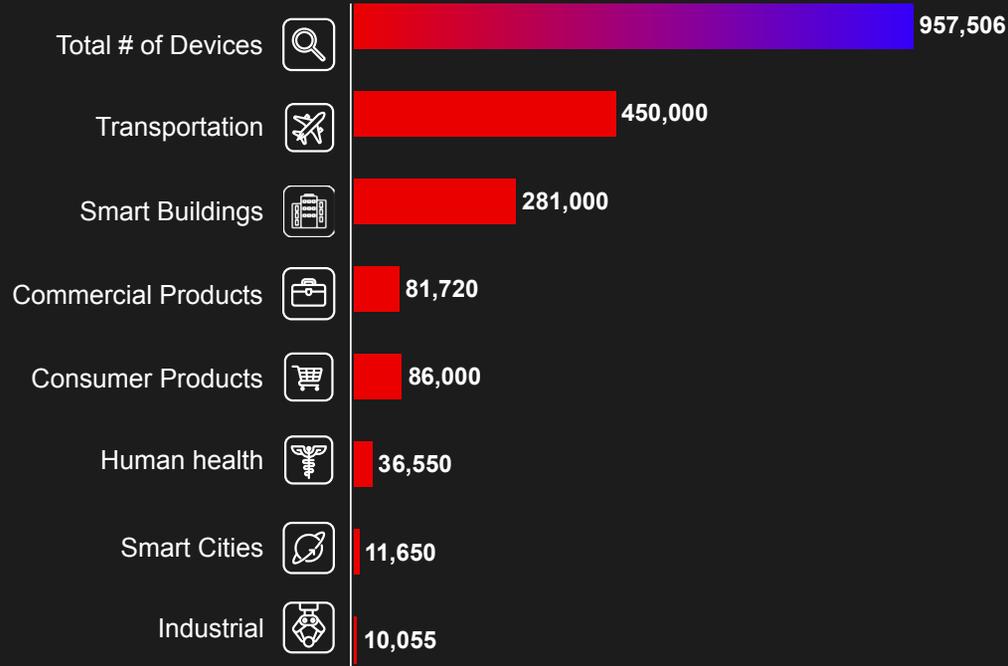
Energy & Utilities

Smart meters
Oil field monitoring

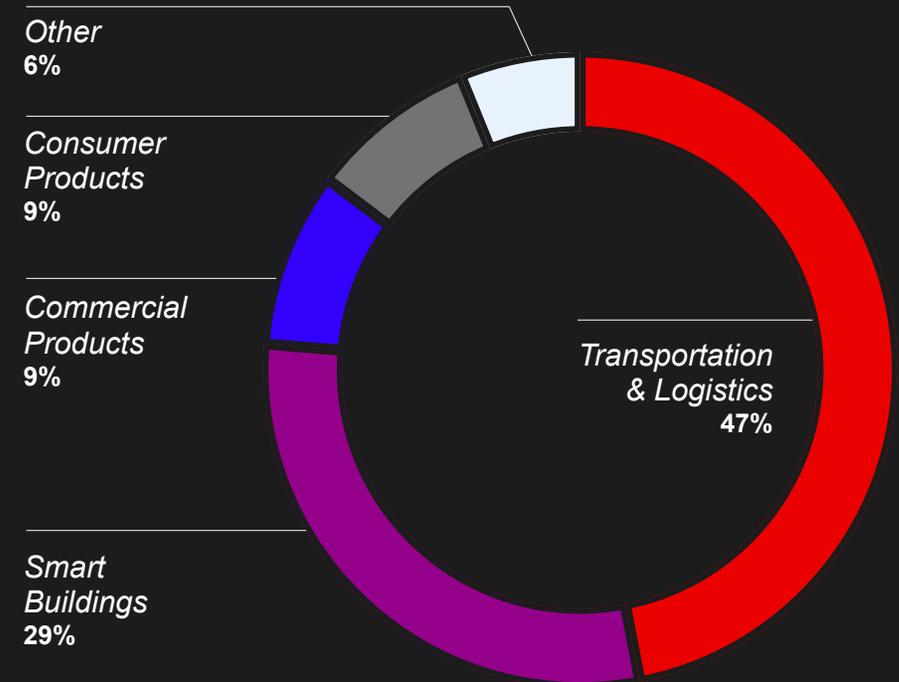


Nearly a million devices powered by Rackspace Technology

Use Case # of devices



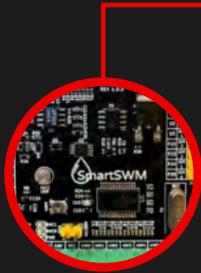
Customer makeup





One million IoT devices

Rackspace Technology IoT: End-to-end solutions

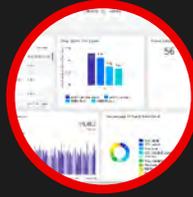


IoT Hardware + Firmware

Design & build

Connectivity

Sensors

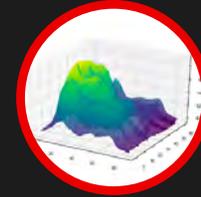


IoT Cloud

Built on cloud native tools

Cloud native

Single pane of glass



IoT Analytics

Dashboards & visualization

Machine Learning

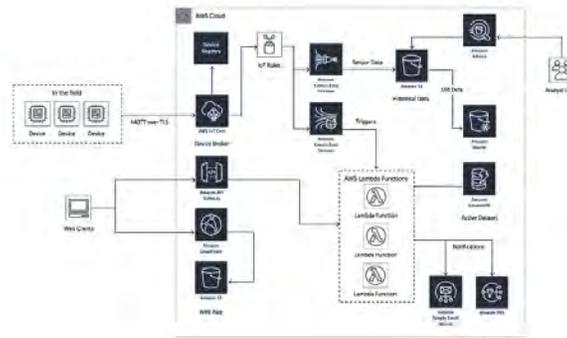
Edge

PROFESSIONAL SERVICES

From zero to IoT in days...



**IoT HARDWARE
ACCELERATOR**



**IoT CLOUD
ACCELERATOR**



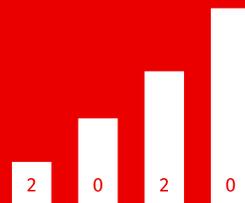
**Rapid IoT
ACCELERATOR**

Helping our **Customers** differentiate with IoT



ANNOUNCING

rackspace
technology.



ANALYST DAY

3 IoT Innovations



Intelligent Vision



Realtime Location Services (RTLS)



Industrial IoT (IIoT)



We're shaping the future of IoT



Intelligent Vision

GPU accelerated + edge

MLOps

One framework / any use case



Realtime Location Services (RTLS)

Indoor

Outdoor

Hybrid



Industrial IoT (IIoT)

Growing demand for IoT

Cloud enable legacy PLC/
SCADA

Instrument any machine,
on any cloud





Driving new revenue streams with purr-fect connected solutions

rackspace
technology.

ANALYST DAY. ||

HOW WE
GOT STARTED:
Litter box
and app not
connecting
well

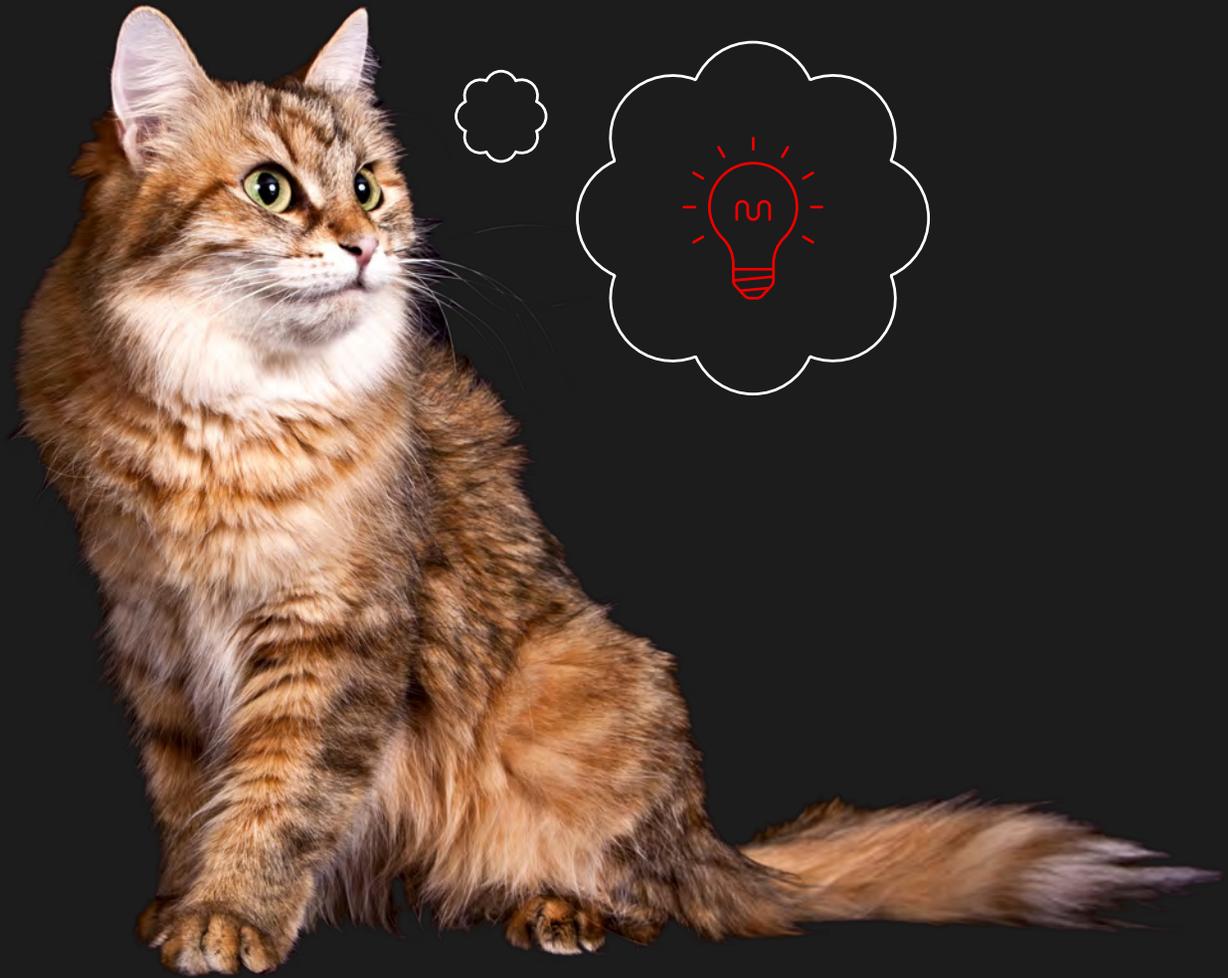


litter·robot®

rackspace
technology.

ANALYST DAY. 

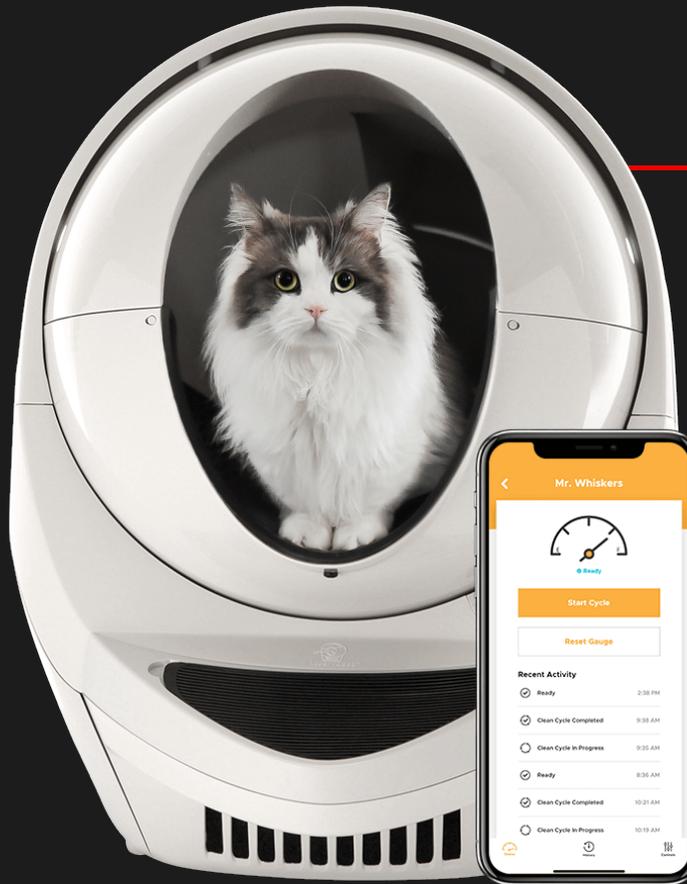
We weren't
with the
right partner



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technology.

ANALYST DAY. 

Partnership created and new app live!



COMPANY GROWTH:
30 to **200** employees

\$40M in revenue
in 2019

On pace to
double revenue

450,000 customers