



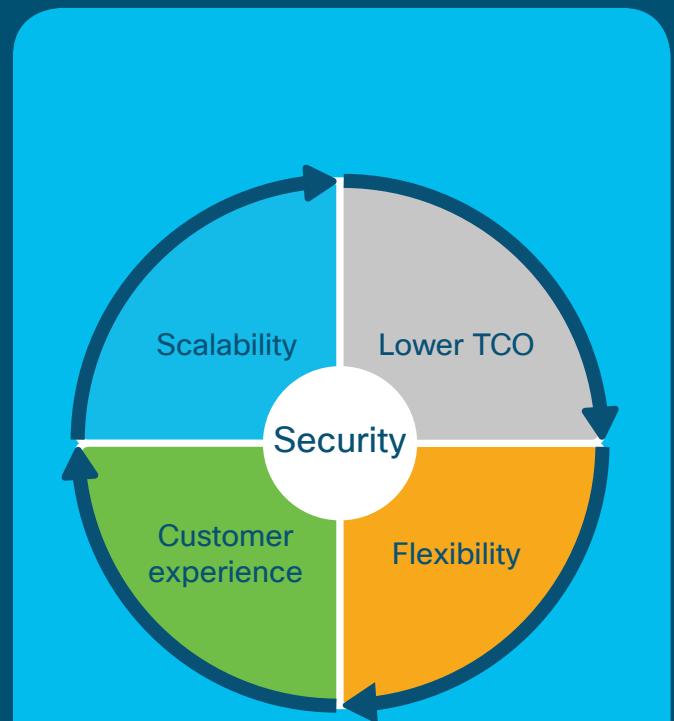
# Automated Connectivity Management Platform

Cisco IoT Control Center

## Scale a profitable IoT business globally with unparalleled flexibility

Control Center is an industry-leading SaaS platform that simply, automatically, and securely delivers the visibility and control enterprises need to launch, scale, and manage their Internet-of-Things (IoT) services worldwide. Connecting thousands or millions of devices to achieve meaningful business results can be complex and costly. For over a decade, more than 28,000 enterprises in over 100 countries across multiple industries have been using Control Center to:

- **Scale** rapidly to generate and grow IoT revenue globally
- **Lower TCO** and ongoing IoT operational costs
- Provide an **exceptional customer experience** through high service reliability
- Accommodate **flexible business models and deployments**
- Safeguard IoT deployments with multi-layered **security**



## Flexible packaging for diverse use cases

Control Center is offered in a pay-as-you-grow model with two unique packages. **Control Center Essential** and **Control Center Advantage** accommodate massive to critical IoT applications across various vertical use cases. **Control Center Essential** is ideal for most massive IoT deployments incorporating cellular devices that perform simple tasks like collecting and sending small data packets at periodic intervals or based on specific events. Use cases include: smart agriculture, smart meters, and asset tracking. **Control Center Advantage** is best suited for critical IoT applications that incorporate highly mobile devices with higher data usage, and require low latency/high reliability connectivity. Use cases include: autonomous and connected cars, consumer tablets and wearables, transportation, fleet and logistics applications. **Control Center Add-ons** are additional capabilities that enterprises can subscribe to through **Control Center Marketplace**, as their needs evolve.

## Deploy a reliable and secure connected IoT service profitably

Thousands of enterprises across multiple industries rely on Control Center to transform themselves from a product-based business to a recurring revenue service business, with powerful capabilities to scale profitably and address critical challenges in managing their IoT solutions. Enterprises around the globe use Cisco IoT Control Center to:

	<b>Automate scale and accelerate time to revenue</b> Rapidly deploy new connected services with Control Center's zero-touch provisioning and configurable automation rules. Leverage Control Center's multi-operator framework and global SIM support to scale services to other global markets and accelerate time to revenue, for IoT deployments of any size.
	<b>Lower TCO and increase operational efficiency</b> Reduce recurring costs with 24-hour daily real-time usage monitoring, diagnostics, and self-support features that automate connectivity management and troubleshooting, reduce manual processes, and dynamically optimize rate plans based on usage trends.
	<b>Achieve exceptional service reliability and customer experience</b> Help to ensure the highest level of service reliability and exceed customer expectations by significantly reducing mean-time-to-resolution (MTTR) on service issues through Control Center's powerful, remote diagnostics and analytics capabilities.
	<b>Accommodate flexible business models and deployments</b> Choose the type of service for each device (voice, data, SMS) and automatically assign the usage and billing models to plan types, such as: recurring, prepaid, individual, pooled, location- or time-based. Customize how and when devices are provisioned at any stage of the device lifecycle, whether they are instantly activated or go through a lengthy distribution process.
	<b>Safeguard your business with enterprise-grade security</b> Mitigate unauthorized access to your IoT devices and data with multi-layered device-to-cloud security. Utilize Control Center's whitelisting capabilities and automated security rules to prevent rogue device activity and cybersecurity attacks.