

Microsoft Azure

CASE STUDY



MICROSOFT AZURE ISV:

Sensorberg

WEB SITE: www.sensorberg.com

LOCATION: Berlin, Germany

ORG SIZE: 25

MICROSOFT AZURE ISV PROFILE:

Sensorberg is a beacon technology provider based in Germany. Since collaborating with the Microsoft Ventures Accelerator in 2013, Sensorberg (founded by Alexander Oelling) has developed and marketed a Microsoft Azure-based beacon and campaign management platform, a global Proximity Network and software for beacon compatibility for any app.



Go-To-Market Services

Azure Delivers Capacity to Enable the Stable Management of Beacons, Proximity Campaigns

"The future will be defined by the automation of work flows, resulting in an ever-increasing need for massive volumes of data to be transported both stably and securely. For this, Sensorberg has chosen Microsoft Azure." – Alexander Oelling, CEO, Sensorberg

• SITUATION

Sensorberg's core business is its Proximity Management Platform, which enables beacon fleets and proximity campaigns to be managed, planned and sent. In order to manage its beacon fleet as well as the content that is transmitted to its corresponding apps, Sensorberg needed the right cloud platform.

• SOLUTION

Since 2013, Sensorberg's cross-platform beacon solution, which supports all conventional beacon types, has been developed on Microsoft Azure. Sensorberg also relies on an Azure-based REST API to transmit content to its apps. The collaboration between Sensorberg and Microsoft has also led to the joint development of an SDK in order to allow the cross-platform use of Sensorberg's software on Windows 10. This SDK is also available as open source for Windows 10. Along with the platform, Sensorberg provides an open-source software solution for rendering every app beacon-compatible, as well as the unique Proximity Network.

• BENEFITS

Microsoft Azure enables Sensorberg to deploy a safe and stable fleet management, which includes setting up a global registry.

Azure also provides the capacity to send out high volumes of content and guarantees rapid data processing.

