At-a-Glance

Company: Sensitel Inc.
Location: Santa Clara, CA
Web: www.sensitel.com
Customers: AT&T, Bio-Rad, Cisco, Kaiser Permanente, Starbucks, Syngenta, RK Logistics among others
Mission: To become a dominant provider of Sensing, Tracking and monitoring services by 2020
Funding: Private
Management: Ray Sikka, CEO

Overview

Sensitel is a leading provider of cloud-based integrated Sensing, Monitoring, and Tracking services that enable intelligent decision making using internet of things and data analytics.

By collecting data from tiny embedded sensors, the kind found in everything from smartphones to GPS devices, Sensitel's solutions allow companies to garner insights into parts of their business they rarely could before. Logistics service providers, for instance, use Sensitel's TrackAware solution to track over 1,000,000 shipments and ensure on-time delivery. Retail chains, meanwhile, leverage Sensitel's Staffcaster tool to identify which parts of their stores are most populated by shoppers (or at least their smartphones), and then direct their staff accordingly. Sensitel SENS™ platform leverages Apache Hadoop and Spark to process the data tsunami from the Internet of Things for real time prescriptive analytics.

Sensitel's COLLEC™ gateway processes streaming data from mobile phones, GPS devices, meters and other connected devices to help reduce operational costs, ensure consumer safety, and build trust in products.

Products

Sensitel TrackAware™ is a cloud service for secure package shipment and asset tracking. TrackAware is used for tracking medical supplies, high-value equipment, parts and spares, critical documents, construction project supplies, drug shipments, and returnable plastic containers.

Sensitel StaffCaster™ is a real-time, cloud-based service that uses event data from field staff's mobile phones, along with visitor data from Wi-Fi networks and additional store-based feeds to recommend hour-by-hour staffing levels and positioning for retail and healthcare environments.

Sensitel VeriSupply™ is a family of tools for managing risk and ensuring compliance across global business networks. Modules include CFM for Conflict Free Minerals Compliance, a portal for secure sharing of documents and a monitoring tool for notifications on real time developing risks. Built as a business network for global business, VeriSupply™ builds trust in your products and brings suppliers and customers closer.

![SENS logo] Sensitel SENS™ platform processes streaming data from connected machines, meters, sensors, mobile phones, and other connected devices (Internet of Things) and from cloud sources, such as weather and traffic information services, and provides contextual feedback based on predictive models.
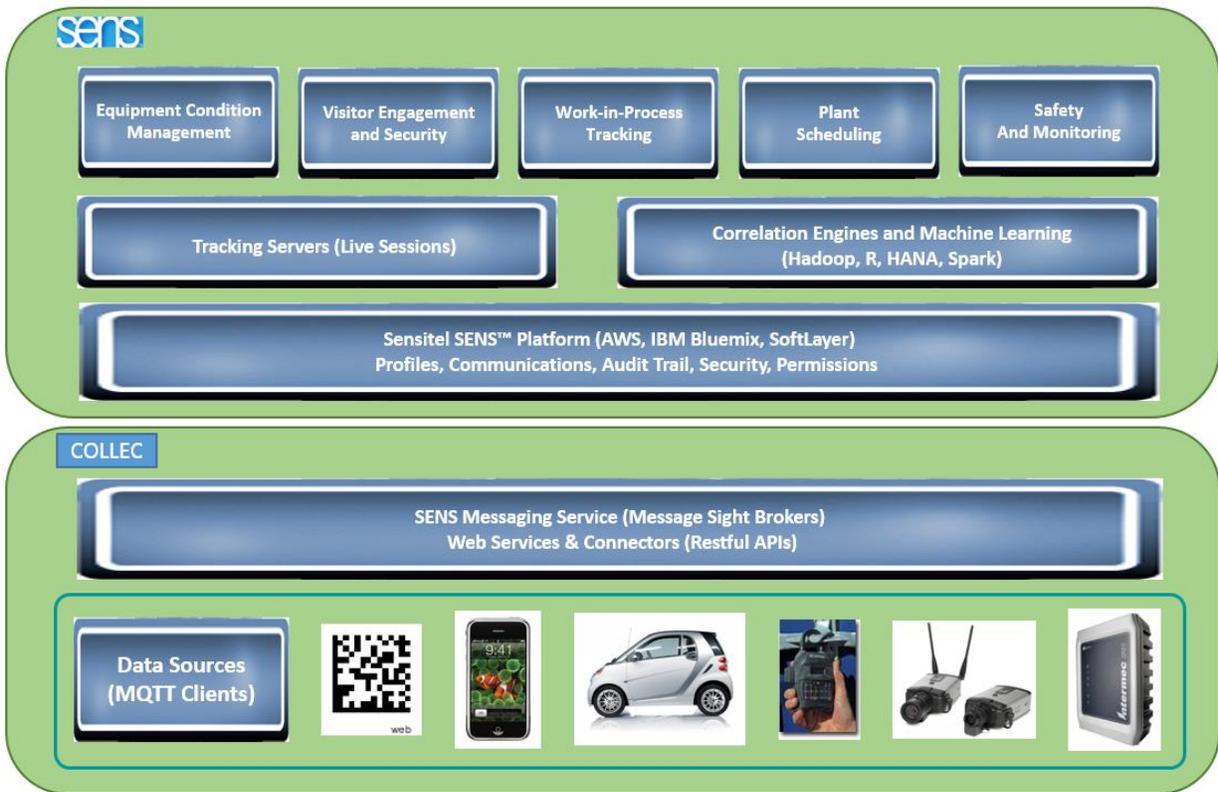
SENS IoT Platform

Sensitel SENS™ platform is used to deliver composite applications, such as the first web-based service for real-time facility monitoring. SENS uses wireless sensor network technology for remote environmental monitoring and control of cold storages, data centers, warehouses, and contract manufacturing locations.

Customers

Sensitel customers include leading telecom, logistics, retailers, and healthcare services providers. Customers benefit from prepackaged solutions and innovative edge from real-time sensor data.

Awards

Sensitel is a winner of Silicon Valley Wireless Summit Competition and a member of SAP Startup Forum. Sensitel was selected by *CRN* magazine in August 2013 as the top emerging High Tech Company to watch.

For More Information

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