



ThingBlu Selects Smartrac's Internet of Things Platform Smart Cosmos for Legal Cannabis Industry Solutions

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AMSTERDAM, THE NETHERLANDS, March 21, 2016 /EINPresswire.com/ -- Data analytics specialist ThingBlu has selected Smartrac's IoT platform Smart Cosmos to provide a managed set of solutions to their clients.

ThingBlu is focused on delivering compliance and management capabilities to the legal, indoor cannabis industry by transforming its clients' data into actionable intelligence. By collecting and consolidating information of "things" with the Smart Cosmos platform, ThingBlu's clients can now transform simple data into something that is a valuable Operational Decision Support tool.

Enabling data driven decisions

"Other comparable platforms or systems on the market might be less performant as they are marginalizing the data. By centralizing data of things within Smart Cosmos, we are able to provide our clients with more than just reporting: Analytics, predicting and optimizing operational systems are now possible. Our clients will ultimately be able to move away from making hunches to making data driven decisions. We provide a single point of truth through ruthless authenticity", Kevin Gorman, CEO of ThingBlu, explains.

Although the Smart Cosmos platform was designed to be technology agnostic, Smartrac had launched it with the original intent to mainly help driving a fast and cost-efficient adoption of RFID applications across different industries. ThingBlu has no plans at this time to utilize RFID, but they found it's ideally suited for their planned range of applications.

"We were positively surprised when ThingBlu approached us, because they are not yet planning to use any RFID transponders. But as a company that is expanding its business as an RFID specialist into software and solutions development, we are very proud that ThingBlu selected Smartrac, and it confirms the strong capabilities of our IoT platform", says Peter Walendy, Senior Vice President, Intelligent Things Business Division at Smartrac.

Agreement signed

Both companies signed a framework and license agreement that, inter alia, governs the use of and access to the databases and services that are part of Smart Cosmos.

About ThingBlu:

ThingBlu is dedicated to helping our clients better understand all the variables impacting their business, providing them with the ability to make data driven business decisions for greater efficiencies. The company provides a unique set of managed services and technologies that

encompasses implementation of Industrial Internet of Things (IIoT) for the autonomous data collection of inventory, plants, assets to managing cloud platform services that provide for the centralization of multiple data sources; to providing predictive analytics to illuminate patterns or trends. A managed set of services and technologies designed to work with our clients in managing their operations more efficiently while responding to competitive pressures in the marketplace. ThingBlu is a Delaware corporation headquartered in Bellevue, Washington. For further information please visit us at ThingBlu.com or reach out to us at info@thingblu.com.

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About Smartrac:

Smartrac is the world's leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. Smartrac makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, Smartrac combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com and follow us on Twitter: [www.twitter.com/SMARTRAC_NV](https://twitter.com/SMARTRAC_NV).

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