electric imp™

ELECTRIC IMP ANNOUNCES AVAILABILITY OF PRIVATE IMPCLOUD™ ON MICROSOFT AZURE

New private cloud offering will help Azure customers maximize budgets, operational effectiveness, and IoT data analytics performance

LOS ALTOS, Calif. – August 7, 2017 – Electric Imp, Inc., a global leader providing enterprise secure IoT, today announced the expansion of the impCloud suite with availability of private impCloud support on Microsoft Azure.

"The information security measures required to operate an IoT software platform are greater than general software applications and services, and in particular for securing IoT infrastructure and applications in industrial and commercial settings," said Abhi Dugar, Research Director, Cloud and Enterprise Infrastructure Enabling Technologies & IoT Security at IDC. "With Electric Imp's Private impCloud availability on Microsoft's public cloud, customers can leverage Azure's core strengths as a cloud service provider while simplifying and securing the often-complex challenges of large-scale IoT developments and deployments."

"Our enterprise customers are looking to scale their deployments quickly and also find ways to further leverage their existing trusted relationship with Microsoft in IoT," said Hugo Fiennes, CEO and cofounder at Electric Imp. "With the private impCloud for Microsoft Azure, our customers get their own managed instance of our entire platform, fully hosted within Azure. This enables simplified - and higher performance - integrations with other services such as Azure IoT Hub, and other Azure-deployed enterprise solutions."

The private impCloud for Microsoft Azure provides the ultimate in convenience: IT departments can build on existing support relationships while using existing credits for cloud services. This strategy allows commercial and industrial customers to own the entire path between their devices and cloud systems, satisfying corporate data requirements and accelerating deployment of IoT technology across their organizations.

To learn more about Electric Imp's private impCloud on Azure, visit https://electricimp.com/microsoft.

For more information about the Electric Imp IoT Platform, visit https://electricimp.com.

About Electric Imp
Electric Imp helps more than 100 manufacturers and enterprises transform the world through the power of secure IoT connectivity. Over a million devices have been built with our highly secure platform as a service, with devices deployed and managed in 105 countries. Our unique solution - featuring fully integrated hardware, OS, security, APIs and cloud services purpose-built for the IoT - dramatically decreases cost and time to market while increasing security, scalability, and flexibility. The Electric Imp platform enables innovative commercial and industrial applications and empowers manufacturers to manage and quickly scale their connected products and services to millions of users. Electric Imp,

founded in 2011, is located in Los Altos, California, and Cambridge, England. For more, visit https://electricimp.com.

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