S T A R F I S H™

For today's cities, businesses and consumers, connectivity has become the currency of competitive advantage. In an environment where core consumer Internet services are powering new applications for the Internet of Things (IoT), critical infrastructure applications must be held to a higher standard. In this increasingly connected world, cities, utilities and enterprises are deploying solutions for the Internet of Important Things™ to improve the delivery of citizen services, enhance productivity and improve the safety and well-being of our communities.

The cost and complexity of deploying and maintaining high performance IoT networks has kept many cities and utilities from implementing their most ambitious IoT initiatives. It's easy to see why: These organizations juggle multiple priorities that compete for scarce budgets, time and resources.

Now from Silver Spring Networks® comes Starfish, a low-cost, turnkey IoT Platform.

Starfish delivers ubiquitous, secure and reliable connectivity without the up-front cost and complexity involved in building out a private communications canopy.

Silver Spring®
NETWORKS

STARFISH™

THE FUTURE OF CONNECTED INFRASTRUCTURE

Building the foundation for a connected future starts with a communications network that can power a wide range of IoT devices and sensors with reliable, high-performance communications. With the network canopy in place, you can focus your efforts on the high-priority use cases that will drive the most value, while defining a roadmap of new applications as your needs grow.

Starfish makes this future possible by delivering Silver Spring's proven network and data platform as a cloud-based service. With Starfish, you can quickly deploy, provision and scale your smart city, smart utility and enterprise IoT networks without massive investments in IT infrastructure and personnel.

IoT CONNECTIVITY ON DEMAND

Industry-leading connectivity: Starfish delivers up to 2.4 Mbps in speed, 10 millisecond latency, up to 50 miles in point-to-point range, nearly limitless mesh range and supports a variety of network transports.
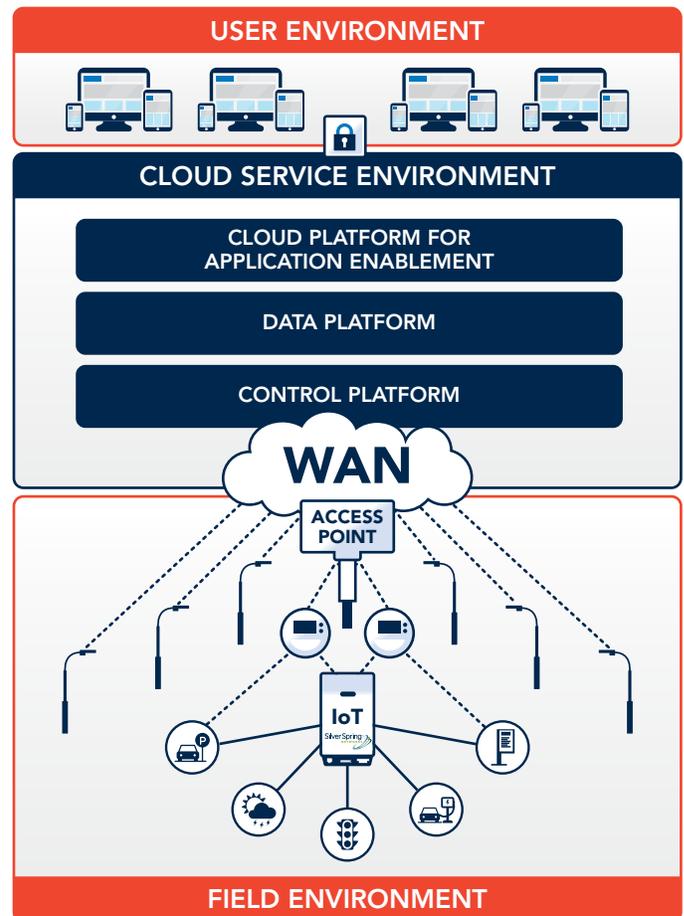
Cloud platform for enabling new applications: Built on an open standards-based architecture.

Unified data ingestion and storage: The Data Platform enables shared access to data across multiple applications and systems, providing you with unprecedented visibility and insight throughout your organization.

Network device control and management: Silver Spring provides ongoing control and management of your communications network with guaranteed coverage.

Ability to connect a wide array of IoT devices and services: Simply choose the application, such as connected street lights, then select among a diverse range of solutions from our developer community.

Multiple layers of security: SilverLink protects each device and application connected to your IoT network with comprehensive military grade security and data encryption at all levels.

THE LOW-COST, TURNKEY IoT NETWORK SOLUTION.

IT JUST WORKS

Today's plug-and-play technology landscape requires integrated solutions that just work. Starfish provides cities, utilities and businesses with Silver Spring's proven IoT connectivity solution delivered on demand as a subscription service, eliminating the up-front cost and complexity of building and deploying a private communications network. Starfish is built using the core platform technologies proven at scale in some of the most rigorous industrial IoT environments worldwide. This allows you to focus on delivering business value from applications while our expert services team serves as your trusted partner, helping you bring IoT initiatives to life.

By enabling a vast range of IoT devices and sensors with near-real time telemetry, two-way command-and-control, and military-grade security to every device, Starfish creates a foundation for a connected future.

HERE'S HOW

» Silver Spring creates and deploys a network design and solution architecture that suits your specific geography.

» Silver Spring provides access to its proven Data Platform, a component of Starfish that enables critical insights.

» Silver Spring will work with your IT staff and your system integrator to securely connect each of your business critical applications.

» You purchase and install the integrated smart grid, smart city or enterprise IoT devices.

» Your endpoint devices automatically connect to the Starfish network, enhancing the self-forming and self-healing mesh communications canopy.

» Silver Spring manages the network, monitors performance and guarantees uptime with Service Level Agreements that ensure 99.9%+ availability and provide 24x7 support from one of our secure Network Operating Centers.

» You have complete visibility of your endpoint devices with the ability to initiate two-way communication, including over the air upgrades of device firmware.

FOSTERING INNOVATION THROUGH THE SILVER SPRING DEVELOPER PORTAL

IoT device makers, software developers, value-added-resellers, students and entrepreneurs now have an opportunity to develop and test their latest innovations and collaborate with leading IoT technologists. With the Silver Spring Developer Portal:

» **Hardware Developers:** Shorten time-to-market of your hardware devices with the hardware development toolkit, which includes documentation and access to our developer community.

» **Software Developers:** Build your own applications and leverage our cloud-based simulation tools for streamlined testing, validation and deployment.

» **Tap Into Global Markets:** Introduce your product to some of the world's most advanced IoT commercial opportunities, including cities, utilities and enterprise customers.

STARFISH™

THE EASY BUTTON FOR ON-DEMAND IoT

» **Eliminate the headache of network management:** By offering ubiquitous network connectivity delivered as a service, Silver Spring provides end-to-end support throughout your IoT initiative.

» **Optimize critical infrastructure services in real time:** Starfish supports the most advanced IoT applications available today with industry-leading bandwidth of up to 2.4 Mbps, 10 millisecond latency and distributed intelligence.

» **Deliver reliable connectivity with guaranteed performance:** Starfish's self-forming, self-healing mesh architecture creates a robust and resilient network fabric that ensures 99.9+% availability with performance backed by SLAs.

» **Catalyze long term innovation with a standards-based architecture:** Starfish is designed upon widely adopted standards such as Internet Protocol Version 6 (IPv6) and Wi-SUN to maximize flexibility and prevent vendor lock-in.

» **Create a foundation for future growth:** Start with priority use cases such as street lights, smart meters, or intelligent traffic, then utilize excess capacity to layer on additional applications as your operational needs demand.

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Silver Spring® NETWORKS

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