



# Optimize IoT Value with Data Science Services

## Harness the full potential of your data to achieve business goals

The Internet of Things (IoT) has made industrial data more accessible than ever, promising insights that can unlock unprecedented organizational value. However, industrial operations are highly complex, with an overwhelming abundance of messy data. Extracting useful insights requires data science expertise that's hard to find and retain in-house. Our data science services can help.

Bsquare can optimize your industrial IoT initiative without burdening internal resources. Our data scientists partner with you to identify the most meaningful problem your data can solve, the most effective way to solve it, and the data required. Using advanced machine learning, our experts assess the quality of available data and extract insights to help guide your IoT strategy and maximize ROI. And since IoT is an ongoing process, our team is available whenever you need us.

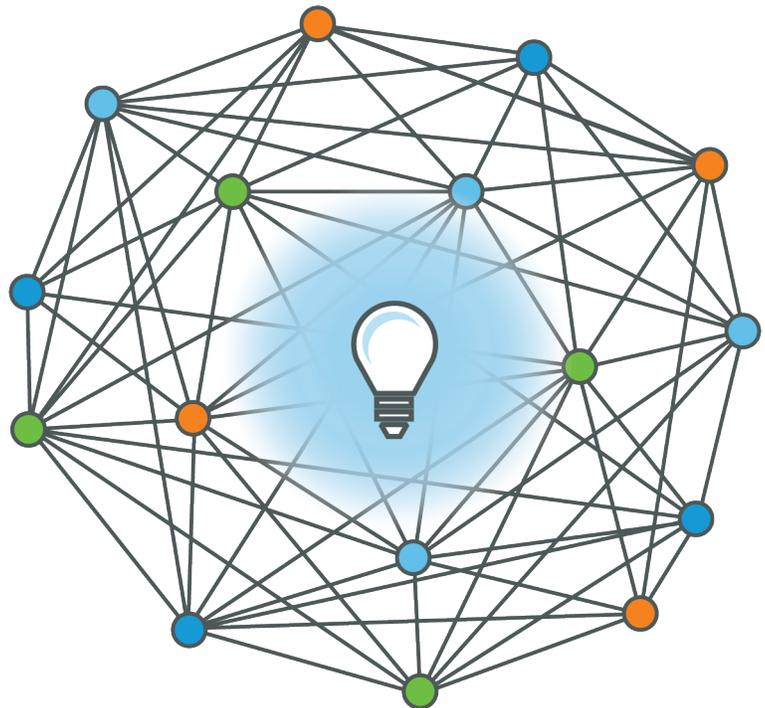
### Bsquare Data Science Services Profile

**Primary function:** Assesses operational data and provides guidance to help companies set and achieve goals while maximizing ROI.

**Ideal for:** Businesses seeking optimal business outcomes from IoT investments.

**Unique strengths:**

- Prepares your business for IoT without the burden of finding, hiring, and training new data scientists.
- Enables you to optimize deep data analysis to your unique use cases and apply the resulting insights to improve your business operations.
- Available to continue optimizing and scaling your IoT solution at any stage of an initiative.
- Applies 20+ years of best-in-class knowledge of smart, connected devices in industrial environments.



## Data Science Services Key Features

No matter where you are in your IoT journey, Bsquare can help you get the most out of your investment:

- Problem Definition** ▶ **Pinpoint your optimal IoT use case:** We work with your SMEs to define the industrial issue your data can correct that delivers the most business value, based on your unique needs and goals.
- Data Identification** ▶ **Find the best datasets to support your goals:** Our data scientists map out your data source and format requirements, then identify the matching data elements across your operation.
- Data Modeling** ▶ **Validate your data supports your use case:** We build a machine learning model and apply advanced analytics to verify your data is capable of providing the insights necessary to achieve your goals.
- Technology Roadmap** ▶ **Build a strategic IoT vision:** Tackling the right goal with the right data is just the start. We can help you tailor your IoT strategy to scale deployments and address new problems with maximum ROI.
- Ongoing Consult** ▶ **Continue optimizing your IoT data strategy:** IoT is not a one-and-done event. It's an ongoing process that evolves as your objectives and business mature. We're here to help you continue updating and scaling your IoT solution to keep pace with new challenges.

### Data science is just the beginning

Data insights are only as valuable as your IoT solution's ability to apply them to solving your unique business challenges. Capitalize on 20+ years of expertise to customize your IoT solution to optimize ROI. Bsquare's custom IoT services can develop new IoT apps, UI elements, data formats, protocols; add new fields to track additional data; connect to pre-existing proprietary systems; and more — all tailored to your specifications.

No matter what your organization looks like, our specialized knowledge and hands-on implementation can help you get the most out of your IoT solution in the most useful way, according to your own industrial environment and business goals.

### About Bsquare

For more than two decades, Bsquare has helped its customers extract business value from a broad array of assets by making these assets intelligent and connected, and using data collected from them to improve business outcomes. Bsquare couples innovative software with advanced professional services that can help organizations of all types make IoT a business reality.

Find out more about how Bsquare can help your organization use IoT for maximum impact:

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