

The logo for Trendalyze, with 'TREND' in blue and 'ALYZE' in red, both in a bold, sans-serif font.

# TRENDALYZE

UNLOCKING THE VALUE OF TIME PATTERNS™

IoT data can improve every aspect of business operations and yet many companies continue to refrain from adopting IoT analytics. The causes of this trend are numerous and can range from sheer volume of data, uncertain results, high upfront training costs, to complex methods of analysis.

As we could see the tremendous benefits IoT data offered, we embarked on a journey to create simpler approaches and tools providing easier solutions oriented towards IoT analytics. We created a motif discovery platform to help discern time motifs and search for similar ones in order to validate intuitive choices, find and understand underlying causes, and quickly set up monitoring to manage outcomes.

Our unique technology can benefit professionals who monitor processes and equipment to manage outcomes. They might not have data science degrees or time for lengthy data analysis and for getting costly custom made code or models. And yet their professional career is largely determined by spotting interesting patterns in the people, equipment or data they monitor, and, by getting instant alerts. Our unique approach called MOTIF DISCOVERY facilitates every step of the way.

Trendalyze motif exploration visualizations enable users to discern interesting motifs at a glance. With a single click, users can set interesting patterns for real time monitoring on dashboards available on the web and on mobile devices. By scaling the human eye to find motifs and performing search for similar motifs in available data, domain experts can easily deduce root causes of events and monitor for undesirable outcomes. Without depending on complex statistical modelling and costly data scientists, our users can quickly make data based decisions to improve outcomes.

In two years, we have built a platform that scales to millions of devices powered by IoT sensors. During this development, we tested the premise of our platform with healthcare (EU and UK National Health System - NHS), environmental monitoring (Liverpool University and Science and Technology Facilities Council - STFC) and condition based maintenance of turbine engines (Lockheed Martin for the US Navy). We were selected by the EU, STFC, and University of Liverpool to participate in funded programs in order to test the platform and concepts with real world data and use cases.

Our product is intended to empower as many people as possible to find motifs that will unlock the value of time patterns and thus drive them to succeed in their industry.

[www.trendalyze.com](http://www.trendalyze.com)

USA ● United Kingdom ● Bulgaria ● India