

# FocalPoint 40 Profile: SensorLogic

## Contact SensorLogic

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## SensorLogic Summary

Based in Dallas, Texas, and staffed with veterans from several industries, SensorLogic offers a data management and communications platform for end-to-end wireless telemetry solutions. The company operates as an Application Service Provider, allowing telemetry solution developers to reduce upfront investment, development time, and risk by building on proven telemetry functions and paying for services as needed.

## SensorLogic Offerings

SensorLogic provides a web-accessed platform on which developers can build M2M applications. SensorLogic's services are then resold by the developers as an embedded part of their solution. The SensorLogic platform gives developers the tools to create their own private-labeled remote asset monitoring, management, and control systems. The platform provides the basic telemetry functions: logging, reporting, notification, and control. All functions are accessed through a private-labeled web portal. SensorLogic provides two-way M2M communication through a variety of wireless networks – cellular, packet data, two-way paging, and satellite. In addition to data transmission, SensorLogic provides automated service activation, provisioning, and rebilling for its portal and wireless services.

## SensorLogic Differentiation

Advances in the field of telemetry have, in recent past, been constrained. Technologies such as two-way radio and analog cellular have hampered newer generations of telemetry development, due to issues with affordability and service availability. Enter SensorLogic, a company whose service is designed to utilize the most appropriate wireless network for each situation, and even switch back and forth as needed. SensorLogic's telemetry solutions offer consolidation to one provider, one interface, and one bill, streamlining operations by supporting standard interfaces to devices, sensors, enterprise applications, and wireless networks. Application developers can now purchase these capabilities rather than having to develop them, and pay for services only as they are used.

## FocalPoint Perspective

With its unique value proposition, SensorLogic is fit to blossom. Strong leadership and a well-conceived progression from a simple Application Service Provider model to a platform provider will serve it well. Another strength is the realization that, when it comes to wireless communications, one size does not fit all. SensorLogic's solution hinges on this idea and offers connectivity that fits the demands and characteristics of a developer's given environment and application. SensorLogic has begun with a solid foothold in the industrial and healthcare industries. Experience in these markets will serve SensorLogic well as it expands into other industries. If the company can navigate the challenges of addressing multiple constituency groups with distinct interests and needs, SensorLogic will become a key player as the M2M space grows up.

## Oil & Gas Customer

### Case Study

SensorLogic has demonstrated its telemetry solution with an oil & gas production company. Working with the customer, SensorLogic created a telemetry service

solution model that identifies the most cost-effective and efficient wireless service to use at any given time. Data is collected on a scheduled basis and "on demand." Using SensorLogic technology, the customer can remotely monitor production, storage, and distribution equipment from any web-enabled browser. This example represents an end-to-end application solution for the oil & gas industry. In the future, the company plans to operate primarily as a platform which vertical end-to-end solution providers can use as an "off-the-shelf" component to integrate into their own telemetry systems. SensorLogic will provide common services for connection, communication, management and control that are pre-built and available for any telemetry developer to use – cutting development time, effort, and risk. Such a model enables an application developer to bring individual application knowledge and expertise to connecting remote equipment, while leaving the underlying data and communication management to SensorLogic.



## SensorLogic Markets

For enterprises that need to manage assets in multiple, often remote or mobile locations, telemetry is an emerging priority. Oil and gas producers are one example. SensorLogic provides a real-time snapshot of a variety of operational processes in the industry, such as compressor status, electronic flow metering, tank inventories, and pipeline monitoring. The healthcare industry can also use wireless telemetry to monitor diagnostic equipment for tracking patient health outside of a medical facility. The SensorLogic platform enables applications in many other M2M applications – mobile asset management, building automation, security monitoring, and equipment monitoring. By partnering with application developers, modem manufacturers, and wireless carriers, SensorLogic has worked to make remote telemetry more of an "off-the-shelf" application that can be implemented quickly.