

Win More Qualified Industrial IoT Projects.

*Spend more time delivering solutions—
not searching for new opportunities.*

ThingHub works with customers early—helping them clarify their challenges, evaluate technology, select vetted products, and move toward a defined solution.

ThingHub helps move the opportunity forward.



Engage Customers Early.

We help you engage with customers early, so you inherit a strong relationship -- not a cold lead.



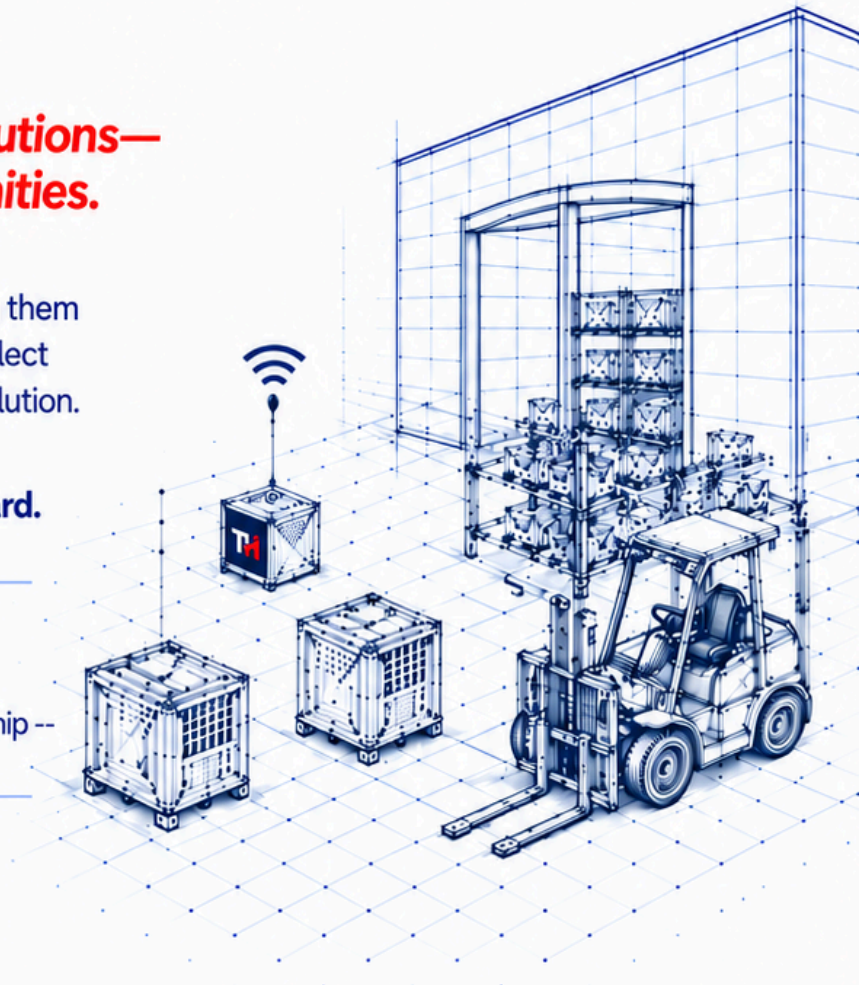
Drive Better Results.

Better-prepared opportunities.
Earlier involvement. More revenue.



Deliver Successful Deployments.

Together, we give customers a clearer path from business challenge to successful deployment.



GREAT TECHNOLOGY DESERVES
SUCCESSFUL DEPLOYMENTS™

Why Solution Partners Join ThingHub.



Better-Prepared Opportunities

ThingHub works with customers early—helping clarify their challenges, shape the solution approach, and move the opportunity toward professional implementation.



You Enter Projects Earlier

You join the conversation while requirements are still taking shape—not after another party has already locked in the solution, bill of materials, and project scope.



Your Expertise Shapes the Final Solution

ThingHub provides an initial product and technology direction. You validate and refine the final solution based on customer requirements, existing systems, and your implementation experience—including software and platform choices when appropriate.



Vetted Products & Manufacturer Resources

Work with hardware that has earned the ThingHub Seal of Approval™ through technical evaluation, real-world performance, and credible field evidence—backed by ThingHub manufacturer relationships, technical resources, commercial terms, and product support.



Partner Pricing & Product Sales Credits

Receive preferred pricing on products and earn Product Sales Credits on registered customer purchases.



More Visibility Without Becoming a Marketer

Approved Solution Partners may be featured through ThingHub application content, partner profiles, case studies, webinars, and expertise-based searches.



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The ThingHub Seal of Approval™

Not every hardware product earns the seal. About 1 in 3 doesn't make it.



Over sixteen years of deploying IoT and RFID in harsh field conditions — oil & gas, construction, desert, hospitality, and retail — taught us that spec sheets exaggerate. So every hardware product goes through the same technical evaluation before it earns a place in a ThingHub-introduced opportunity.

244
hardware products
evaluated

87 (36%)
did not earn
the Seal

What the Seal Means

The ThingHub Seal of Approval™ identifies hardware that has been field-tested, passed hands-on technical evaluation, and demonstrated reliable real-world performance in the applications and operating environments it's intended for.

What the Seal Does for You

- ✓ Walk into every project with hardware you don't have to defend
- 🕒 Spend less time re-qualifying products the customer or you would otherwise have to test yourself
- 📊 Reduce callback and rework risk tied to hardware that doesn't hold up on-site
- 🎯 Move faster from selection to a successful, supportable deployment

How Hardware Earns the Seal

- 🧪 Passes technical evaluation
- ⚙️ Demonstrates reliable real-world performance
- 📄 Fits the intended application
- 🏔️ Performs reliably in the operating environment
- 🔗 Integrates effectively with other solution components
- 👥 Is supported by credible field evidence
- 🛡️ Is backed by strong manufacturer support



If a hardware product does not earn our Seal of Approval, we do not sell it.



The ThingHub Partner Path™

From Business Challenge to Successful Deployment.

The ThingHub Partner Path™ guides customers from their initial challenge to a successfully deployed solution — connecting the right products, people, and expertise at each step.



ThingHub's Role

Advance the application, technology, product-selection, and buying process.



Solution Partner's Role

Validate the final solution, lead implementation, and own the professional-services relationship.



1. BUSINESS CHALLENGE

The customer begins with an operational challenge or application need.



2. TECHNOLOGY & PRODUCT DIRECTION

ThingHub helps evaluate suitable technologies and vetted product options to establish an initial direction.



3. SOLUTION PARTNER INTRODUCTION

ThingHub introduces a qualified Solution Partner based on the project requirements and relevant expertise.



4. PARTNER-LED SOLUTION DESIGN

The Solution Partner validates requirements and refines the final product, software, and platform approach.



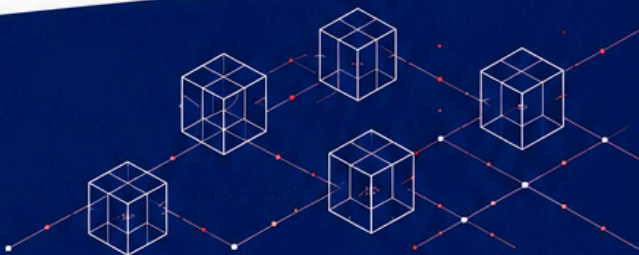
5. PRODUCT PURCHASE THROUGH THINGHUB

ThingHub-vetted products are purchased through ThingHub — either directly by the customer or by the Solution Partner.



6. IMPLEMENTATION & EXPANSION

The Solution Partner delivers the implementation. Successful deployments can lead to support, expansion, upgrades, and future projects.



You Lead the Project.

ThingHub supports the early application and product-buying journey.

The Solution Partner controls the professional-services relationship and leads implementation.



 THINGHUB'S ROLE	 SOLUTION PARTNER'S ROLE
• Help customers clarify the application and understand solution approaches • Help evaluate hardware and software options, including ThingHub-vetted hardware where appropriate • Sell and invoice customers for ThingHub-vetted products • Provide partner pricing and commercial terms • Coordinate manufacturer and product resources • Introduce the appropriate Solution Partner and support the opportunity	• Conduct discovery and site assessments • Define requirements and design the solution • Prepare scope, pricing, terms, and schedule • Contract directly with the customer for professional services • Configure, integrate, test, and commission the system • Train, support, and manage the customer's implementation relationship



Independent Companies. Partner-Led Projects

ThingHub and each Solution Partner operate as independent companies. The Solution Partner sets its own service pricing, contracts and invoices the customer for implementation services, and leads the implementation project.



Your expertise stays at the center of the implementation.

ThingHub provides early application and product support without taking over the partner's professional-services relationship.



We Are Looking for Partners Who Can Deliver.

We are interested in experienced firms and professionals with demonstrated expertise in one or more of the following areas. **Partners can focus on the capabilities and applications that best match their expertise.**



Technical Capabilities

- Industrial IoT and RFID systems
- Wireless sensors, gateways, and connectivity
- Software integration, cloud, edge, and IoT platforms
- Networking, field installation, commissioning, and data analytics



Application Experience

ThingHub supports a broad range of applications. Partners may specialize in one or more areas, including:



Asset & Inventory Visibility

- Asset tracking
- Inventory tracking
- Tool & equipment tracking



Industrial Operations

- Machine monitoring
- Manufacturing automation
- Condition monitoring



Warehouse & Supply Chain

- Warehouse automation
- RFID compliance
- Supply Chain Visibility



Buildings & Facilities

- Building automation
- Facility monitoring
- Energy/environmental monitoring



Agriculture, Food & Livestock

- AgTech & farming
- Livestock & poultry
- Food processing & packaging
- Cold chain & storage



A Strong Partner Fit

- Demonstrated technical and implementation expertise
- Professional customer communication and project delivery
- Ability to manage the customer relationship from design through support
- Interest in a two-way relationship that creates both project and product revenue

Win More Qualified Industrial IoT and RFID Projects.

Join ThingHub and spend more time delivering solutions—not searching for the next opportunity.

APPLY TO BECOME A MEMBER →

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www.ThingHub.io



info@ThingHub.io



(678) 333-5895



Headquarter: Atlanta (USA)
Dubai, UAE
India