Microsoft Partners With C3 IoT

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13 April 2018

In a bid to accelerate enterprise AI and IoT application development on the Azure platform Microsoft announces a strategic partnership with IoT analytics specialist C3 IoT.

The deal has the two companies work on a "better together" solution fully integrating the C3 IoT Platform-- a low-code PaaS for scaling AI and IoT across enterprises-- to work on Microsoft Azure. The two companies will also conduct co-marketing and co-selling strategies to scale distribution globally, while offering training to speed customer time to value.

"With this partnership, two market leaders are joining forces to drive digital transformation at the world's leading organisations," C3 IoT says. "Combining the market reach of Microsoft, the amazing power of Microsoft Azure, and the capability of the C3 IoT AI platform, we will dramatically accelerate the adoption of AI, IoT, and elastic cloud computing globally."

The announcement follows the recent Microsoft organisational shakeup -- one bringing an end to the Windows and Devices Group (WDG) together with the departure of head Terry Myerson. The Windows maker is also looking to push further into IoT, since it offers a lower-cost Basic subscription tier to Azure IoT hub and slashed Standard tier prices by half.

In the meantime C3 IoT is doing fairly well for itself, with a customer list including the likes of 3M, utility giant Con Edison and even the US Air Force.

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