



PRESS KIT 2018

KUZZLE boosts innovative IoT & mobile apps



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Kuzzle, next-generation tools to accelerate development of IoT and mobile applications

The global mobile application market is growing



According to a study by [App Annie](#), an app market research company, **global app revenue reached \$100 billion in 2017**. The growth in this market is expected to continue in 2018, bolstered by a 30% climb in consumer app store spending, resulting in global app store revenues totaling \$110 Billion. To capitalize on this growth companies will need to continuously innovate in order to meet the emerging needs of their users. The IDC research group expects that by **2020 more than 70% of all**

mobile applications will have been redeveloped to include the advanced functionality that users want.

Applications play a major role in almost every business sector, including: retail, banking, travel, consumer goods, media and entertainment, healthcare, among others. The impact of applications in these sectors is made evident by the way in which they have revolutionized the user's daily life, rendering them more and more demanding in terms of app usability. This is why user experience, which has been at the heart of application development in recent years, should continue to be improved upon according to Gartner.

The Internet of Things (IoT) is booming:



According the Gartner research company, more than 28 billion connected devices will be in use by 2020

The IoT product and services market will grow to \$300 Billion by 2020. Among the big trends, connected healthcare and smart homes will help fuel the growth. Two major challenges need to be addressed: the general lack of expertise in IoT projects and the underlying security risks linked

to the expanding network. According to Cisco, **75% of IoT projects fail due to lack of expertise**. As IoT usage grows so does the number of devices connected to the internet.



The network expansion and soaring data transactions pose a unique threat to data security. The IoT revolution must be accompanied by an advanced security strategy.

Changes in user habits drives creation of new standards



Developing advanced applications for IoT, mobile or web requires specialized know-how, time and money. The backend, which is typically invisible and inaccessible to the end user, is comprised of a set of technical layers which enable authentication, communication, storage, search, notifications, and other functionality necessary for an application to run optimally.

Backend development is a crucial part of digital application projects and typically **represents 60% of the total development budget**. While backend development tools are currently available, these often present a significant barrier in terms of expertise and costs when used to develop advanced features that meet the ever changing needs of the application users.

Changes in user habits and new application innovations create a demand for new functionality destined to become the next standards, as is the case for geolocalisation, real-time collaboration and multi-device support.

Kuzzle, an open-source software publisher, was launched in 2015 to meet the needs of this ever changing application landscape.



Kuzzle strives to create an open standard for development

After two years of R&D, the French Tech startup has released **Europe's first open-source backend that is cloud agnostic, extensible, multi-device, multi-platform and multi-protocol** that **natively supports a wide range of advanced functionality to help bring innovative applications to life in just weeks**. In record time. Regardless of the project, be it **IoT, mobile** or **web**.

This innovative backend technology can **reduce time-to-market of digital innovation by up to 40%** and gives developers the ability to **concentrate on the core business** requirements and the overall **user experience**, rather than attempting to reinvent the wheel by recreating Kuzzle's native functionality from scratch.

The best of high productivity & high control

While designing their backend offering, the French software publisher opted for a solution that offers the best of both *high productivity and high control*, an axis defined by leading research firms like Gartner. Kuzzle's objective is to give developers and companies control of their backend environment all while increasing developer output. To this end, Kuzzle enables innovative application development by providing a rich and varied API toolbox that meets the needs of most application use cases while guaranteeing complete control over platform levers critical to digital innovation projects.

Kuzzle is a key solution for innovative enterprise projects led by multinational companies, fast growing SMBs or large public organisations.

« The challenge today, in particularly for global companies, is their ability to release digital products and services quickly in response to innovations led by more agile startups » explains Jacques Le Conte, CEO at Kuzzle. *« Kuzzle's backend drastically accelerates the time to market of IoT and mobile innovations by offering functionality that brings value to the end user, such as real-time notifications or device geolocation. With this framework, our goal is to provide businesses and organisations the same tools as those available to the big tech companies of today ».*



Vision: provide an alternative to the big tech companies of today

In an ever changing market, **Kuzzle's ambition is to create an open standard and to help drive the development market by offering a credible alternative to today's leading tech companies.**

This ambition is based on a unique differentiation strategy. The company strives to become the backend platform of reference in Europe for developing IoT, mobile or web applications.

To build its differentiation, Kuzzle capitalizes on two specific advantages:

Firstly, Kuzzle offers a product that can be used directly by its customers or by its partners, digital agencies or services companies. It is a comprehensive solution that is:

- **Open-source** and thus accessible to the developer community, which ensures a high level of security, of technical quality, and of sustainability in terms of adaptability and maintenance.
- **Cloud Agnostic** to give organizations full control over data privacy and data security.
- **Extensible** so that they can easily add their own business logic and connect to their existing IT systems.

Secondly, Kuzzle capitalizes on its strong relationship with its customers. Kuzzle's agile organisational model and culture combine to put the customer at the center of the project in order to better understand their specific challenges and meet their needs in a timely and cost effective manner.

The vertical business approach (healthcare, banking, media, public services) and horizontal technology approach (IoT, mobile, web) enable the acceleration of strategic digital initiatives.



Kuzzle, the most comprehensive toolbox on the market

The Kuzzle backend can meet the needs of a variety of use cases

Kuzzle is an open-source platform that includes a scalable server, a multi-protocol API, an administration tool, and a diverse set of functionalities that includes real-time communication, subscribing to and publishing notifications, database storage, and advanced search (text, geospatial, faceted..etc), among others. Kuzzle also provides a subscription mechanism which enables users to receive notifications based on detailed criteria such as tags, geolocation, geofencing, or mathematical functions.

This paradigm comes naturally to most developers, who can use the same logic to create a real-time notification subscription to a geographical zone or other points of interest as they would to perform a database search.

Data visualization is also possible with Kuzzle. Kuzzle Analytics plugins for Kibana, BigQuery and Google Data Studio are currently available and allow you to create real-time dashboard solutions.

On-Premises or On Private Managed Cloud to be in control of your data

In contrast to closed systems like Software as a Service (SaaS), Kuzzle's backend can be installed directly on the corporations network and servers as an On-Premises stack or deployed as a Platform as a Service (PaaS) in private managed cloud. In such a scenario, data remains inside the organisation, which maintains full control over data privacy and data security: a critical feature, particularly given the recent scandal with Facebook and Cambridge Analytica. Another advantage is that it is not necessary to be connected to the Internet to work and access data because the technology allows applications to run in Offline mode.

**Kuzzle is free software distributed under the Apache 2.0 license.
Its source code is open, auditable, and extensible.**



Not just a backend, it's a development framework

Available in several installation formats thanks to a ready-to-use Docker container (Docker Swarm, Kubernetes, Rancher) or on Linux, Kuzzle is compatible with the major cloud providers, including: Amazon Web Services, Google Cloud Platform, and Microsoft Azure, among others.

The backend was designed to be adaptable with a central core upon which services and plugins can be added. The advantage is twofold: it makes it possible to adapt and enrich Kuzzle's functionality to meet custom requirements without complicating its core, and it facilitates contributions from the open-source developer community.

A good example of its adaptability is Kuzzle's multi-protocol plugin mechanism. This technology makes it easy to add new communication protocols used to interface with the Kuzzle API. Currently Kuzzle offers the following protocols: websocket, REST, STOMP, AMQP, and MQTT.

The focus on open-source reflects the company's values

Kuzzle's team believes that open-source is the best way to guarantee innovation, transparency and a high level of both quality and security. Additionally, the general availability of the source code makes it easier to acquire and share product know-how. Thus, in addition to the reduced reliance on publishers or service providers, open access to source code is generally a gauge of sustainability: each can, in compliance with the license, improve, extend, and modify the code.



They trust us

Since its launch in 2015, Kuzzle has taken part in numerous projects and has a track record of enabling innovation:

The French Institute of Public Health, INPES, used Kuzzle to create a geolocation application to measure the daily physical activity of users and compare it to their diet and calorie intake.

The French Bank leader Credit Agricole Group used Kuzzle to develop its innovative **Neo-Bank EKO** offering true omnichannel subscriptions and real-time multi-device bank account management.

The Media & Event leader Comexposium used Kuzzle to manage permissions and user authentication for their online booking service at the **Salon de l'agriculture** and the **Foire de Paris**, two of the largest exhibitions in Europe.

The leading European Search Engine Qwant used Kuzzle to collect real-time data from connected devices and enable global public access to IoT data and Open Data such as the air quality in European cities or the geolocation of boats along the Paris Seine river.

The French start-up has also been used by international groups such as the pharmaceutical laboratory **Biogen** in the USA and the **William Reed** press group in the UK.



About Kuzzle



Kuzzle in 280 characters

Kuzzle, a backend platform for the Internet of Things, accelerates development of your IoT and mobile applications with out-of-the-box features like real-time notifications, geospatial search and geofencing.

Company

Kuzzle is an open-source software publisher.

Activity

Kuzzle provides an open-source, multi-protocol, cloud agnostic and extensible backend platform that dramatically simplifies and accelerates development of IoT and mobile applications.

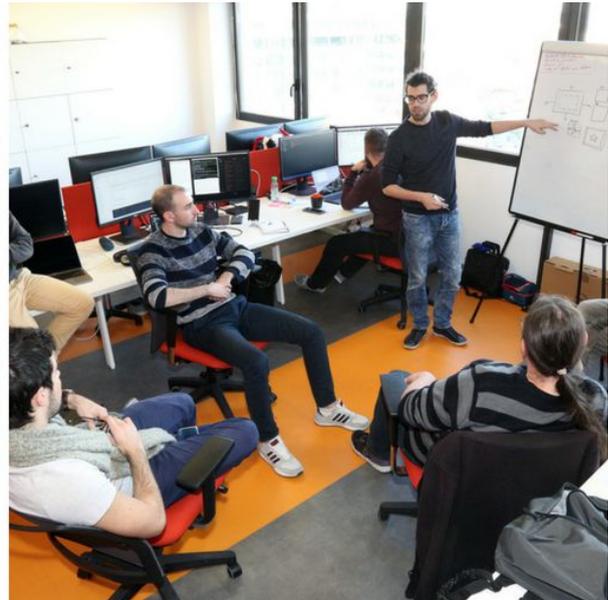
Our mission

Boost the digital transformation of organisations by providing them with the same innovative tools as those available to leading tech companies, to help accelerate development of IoT and mobile, multi-device, multi-platform and multi-protocol solutions.



Key Figures

- Launched R&D in 2015
- Created in **2016**
- **140 000 downloads**
- **10 employees**
- Forecasted Revenues (2020): **€6.7 M**
- R&D expense: **€600K/year**
- **500+ stars** on [GitHub](#)
- Reduces IoT & mobile application time to market by **40%**



Locations

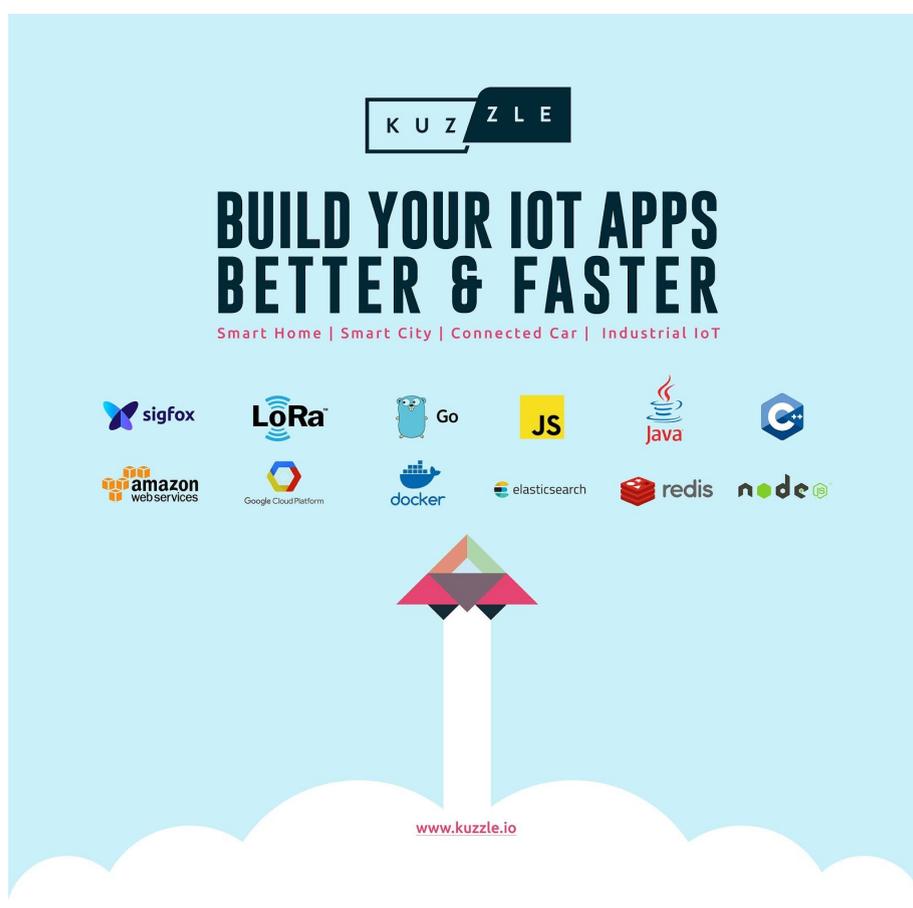
94, avenue Ledru-Rollin
75011 Paris

1401, avenue du Mondial 98
34000 Montpellier



Business Model

Innovation is at the heart of our business strategy. Kuzzle provides innovative solutions to digital development issues encountered by its customers and partners. Kuzzle's growth strategy is based on the commercialization of its open-source backend solution deployed On-Premises or as a Platform as a Service, along with a specialized support offering. To date, Kuzzle has signed service agreements with global leaders in healthcare, banking, media and public services.



Founders



Jacques Le Conte, CEO

Jacques has 20 years experience in global digital transformation, innovation management and international marketing. Prior to Kuzzle he was the Managing Director of French South Digital, a business acceleration incubator comprised of over 200 digital tech startups focused on digital innovation and business transformation. Jacques brings more than 20 years of experience in management positions in international companies like Walgreens Boots Alliance, Oracle and

Altran Technology Consulting, and lived and worked in Paris, Baltimore and London before coming back to France in 2012 for Mars Inc. group. Jacques earned his Master's Degree in Computer Science at EISTI Graduate School of Software Engineering in Paris France.



Gilles Guirand, CTO

With 15+ years expertise in mobile, web & IoT architecture and development, Gilles co-founded Kuzzle after having co-directed the Kaliop digital agency and been its Technical Director since 2001. It is in this setting that he observed a basic trend by which much of the work in developing innovative digital applications was repeated from one project to another.

This realisation was the impetus behind the creation of an open-source, cloud agnostic, extensible, multi-device, multi-platform and multi-protocol backend platform for IoT and mobile.



Françoise Nauton, Acting CFO

CFO of Kuzzle, Françoise has 25 years experience in the strategic and financial development in the IT & digital sector. A graduate of TBS Business School, she is also both the Managing Director and Administrative and Financial Director of the Kaliop group. She is also involved in numerous international missions as France's Foreign Trade Advisor.



Public Relations Contacts

Sophie Imbach

Communication & Marketing Manager: simbach@kuzzle.io

Marion Chanson

Agence Hikou: marion@hikou.fr - +33 615 711 676

Links

Social media:

- <http://info.kuzzle.io/contact-us>
- <https://twitter.com/kuzzleio>
- <https://www.facebook.com/kuzzleio>
- <https://www.linkedin.com/company/kuzzle/>
- <https://www.youtube.com/channel/UCHcEzVQoH10YSyxc7jD3SMw>

Logo / Press kit / Newspaper

- <https://kuzzle.io/about/about-kuzzle/press/> (english)
- <https://kuzzle.io/fr/a-propos/presse/> (french)

