

TensorIoT Leverages APN Funding to Pursue New Customer Opportunities and Go-to-Market with AWS



"As a relatively new company, holding AWS distinctions through APN Programs like the AWS Competency Program validates our excellence at executing projects in our space. It helps give customers confidence in our abilities that they may not have had if we were completely unknown entities."

- Ravi Raghunathan, Chief Executive Officer at TensorIoT

TensorIoT started in 2017 to help manufacturers fuse machine learning (ML) and Internet of Things (IoT) technologies and drive innovation and transformation on AWS. Since then it has rapidly expanded its business by assisting a multitude of companies across multiple industries. Helping to accelerate TensorIoT's business growth, customer reach, and the ability to showcase solutions is its active AWS Partner Network (APN) practice.

Immediately after forming the company, TensorIoT leadership decided to join the APN.

"Our founder [Ravi Raghunathan] came from AWS, and he had a strong understanding of how important the APN could be in helping TensorIoT drive more value to customers and validate the company's expertise in our specific areas of focus," says Charles Burden, TensorIoT's head of business development. Having defined its niche in machine learning and intelligent IoT development, TensorIoT prioritized attaining specific AWS Competencies and AWS Service Delivery badges to distinguish itself from other, larger competitors in the space.

As the company grew and matured its APN practice, its relationship with APN teams became crucial to the execution of its business strategy.

"We work closely with our APN partner development manager (PDM) to figure out the best way for us to implement growth initiatives, engage with customers to promote innovative use cases through go-to-market (GTM) opportunities and events, and develop workshops to engage with our target audiences across different regions," says Burden. "We also work closely with the APN team on qualified customer opportunities. The APN helps us navigate the AWS landscape and provides the necessary tools and assistance for us to be successful."

The TensorIoT team believes the credibility established through the APN helps to drive successful engagements with both AWS teams and with new clients. "Having earned the distinctions we have, we can better engage with AWS teams and our customers," says Burden. "Being able to introduce ourselves to customers through the distinctions we've gained and walking customers through what it took to earn those distinctions—such as rigorous third-party audits of our capabilities—helps us distinguish ourselves and build credibility much more quickly than we could otherwise."

APN funding is core to the successful execution of TensorIoT's GTM strategy. "Through our status within the APN, we're able to get the funding we need to market and execute successful events. For example, we recently held a machine learning workshop in Seattle and sponsored a Ticketmaster/LiveNation hackathon in Los Angeles that focused on helping the company develop use cases using machine learning to improve fan experiences," says Destinee Hector, TensorIoT's director of operations and marketing. "These types of events help us reach broader markets and get to know AWS team members across regions."

"Without the APN, our growth would have been linear rather than exponential," says Burden.

Competitive Focus

Focus across verticals and industries, including: Manufacturing, Oil/Gas, Software, Retail, CPG, Finance, Environmental, Life Sciences, Gaming

Global Presence

- HQ in Irvine, California USA
- Operates in the United States, India, Australia, United Kingdom, and Mexico

AWS Offerings

- End-to-end IoT development
 - Device provisioning
 - Legacy automation
 - Custom alerting
 - Command and control
 - OTA
- Machine learning predictive analytics
- Computer vision
- Forecasting recommendation engines
- Conversational interfaces
 - Alexa
 - Lex
 - Connect

APN Distinctions

- Advanced Consulting Partner
- IoT Competency Partner
- Machine Learning Competency Partner
- AWS IoT Core Service Delivery
- AWS IoT Greengrass Service Delivery

About TensorIoT

TensorIoT was founded to develop and improve the ever-increasing growth of computing tasks done on the "edge." The company's founders, who helped build world-class IoT and AI platforms at AWS and Google, now create solutions to simplify the way enterprises incorporate intelligent edge computing devices and their data into their daily operations.