digitalSTROM Takes Fast Data from the Cloud to the Home

Provides privacy, security, and reliability for low-cost, cutting-edge, smart-home inventions using the Internet of Things

"We're providing real-time services all over the house and making it smart, really smart. We started in Switzerland, Austria, and Germany, and we're now expanding through Europe and into megacities in Asia — to countries depending on their openness to smart homes. With our back-end systems, it's no concern if we grow fast."

— Martin Vesper, CEO

CHALLENGE

Says CEO Martin Vesper, "Our goal was to provide an infrastructure where cloud-based services, like weather and security, can be used very easily and reliably to make people's homes smart, reactive to events, but without a large cost. To do this, we needed tremendous computing power; very high performance because latency is a big issue in the home; and an open, very secure platform."

Adds Miguel Rodriguez, head of research and development: "The platform had to integrate many different technologies because we have many partners, inter-operate across operating systems, and provide new functionality very easily."

The platform also had to differentiate priorities between events coming from members of the Internet of Things (IoT), like a fire alarm from a motion detector. "Automation was also important because some events need fast response, like a homeowner using their smartphone," continues Rodriguez. "Response to some events can take longer, but you need to manage both."

SOLUTION

The company began its relationship with TIBCO after searching for a high performance, scalable, highly reliable platform. It is now using TIBCO® Cloud, a set of scalable solutions including TIBCO integration and event processing that deliver high-performance Fast Data capabilities on-demand. The sophisticated digitalSTROM system uses the platform to integrate electrical (IoT) home devices with partner capabilities, supplying reliable two-way communication and control.

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Vendors that could enable
this business

digitalSTROM

Finally you can do more with
electricity: digitalSTROM is the
easy, intelligent way to connect
all your electrical household
appliances via existing wiring.
From individual light ambiance
to more energy efficiency and
security in the home, there is
almost nothing you can't control
and automate with digitalSTROM.

*"Great technology and
magic are the same thing.
The customer needs to
know it's there, and that
it works. Our system can
identify if a customer is
at home or not and react
differently. With TIBCO, it
just works."*

— Miguel Rodriguez,
Head of Research
and Development

"We're in an early stage," says Vesper. "As we grow, this platform will also. TIBCO understood the situation we were in, where we wanted to go, and the partnership was set." digitalSTROM has been doubling its revenue every year.

"For certain situations, like weather, the smart home will react immediately. But there are other services that adjust using a smartphone app," says Vesper. "Suddenly, you can talk to your home and control everything. So for the homeowner it becomes very easy to improve the house with a very sophisticated system that's easy to manage."

BENEFITS

PRIVACY AND SECURITY

"If we didn't meet privacy and security requirements, the result would be tremendous brand damage," continues Vesper. "The customer feels his home is his castle, and we have to make sure it really is and provide technology that lets him feel sure. The TIBCO platform, including TIBCO® API Exchange, supports us in this."

RELIABILITY

"The technology lets us provide a reliable customer experience that can easily evolve, and that the customer doesn't have to pay a lot for," says Vesper. "Really high tech solutions like weather alerts will help lower insurance premiums by making sure that everything is protected during a storm."

"Great technology and magic are the same thing," says Rodriguez. "The customer needs to know it's there, and that it works; he doesn't need to understand it. Our system can identify if a customer is at home or not and react differently. With TIBCO, it just works."

BUSINESS ENABLEMENT AND NEW SERVICES

Vesper says that TIBCO technology is an enabler for digitalSTROM. "It's our only choice for being in this space."

"Where we really got lots of value is implementing weather," says Rodriguez. "Our contract with the Swiss Weather Service required us to demonstrate that we were contacting homes that need to be protected, and we could do that using TIBCO solutions. Integrating with the second weather service, a German company, was a piece of cake. As a side effect, we saw how our systems were being used, and we can create new services based on that data. It has given us ideas on how to improve the service."

FUTURE

digitalSTROM is now looking into predictive modeling to improve life in the home, assist the elderly, and other services. "We're providing real-time services all over the house and making it smart, really smart," says Vesper. "We started in Switzerland, Austria, and Germany, and we're now expanding through Europe and into megacities in Asia — to countries depending on their openness to smart homes. With our back-end systems, it's no concern if we grow fast."