Written by Marco Attard
14 April 2017

German Internet of Things (IoT) specialist relayr expands into EMEA following an expansion of its distribution agreement with Tech Data Technology Solutions.



The deal has Tech Data supply the relayr IoT middleware platform across EMEA. According to the company, the relayr platform handles device connectivity and management, dashboards and analytics device aggregation, and 3rd party application integration. As a result it harmonises data streams, making it "far easier for IoT solution builders to innovate."

“Innovation in IoT is even re-inventing business models for end customers. Thanks to our partnership with relayr, companies can connect old assets and products to the cloud, enabling innovation in how companies gain insight into their business or deliver new services to their customers," Tech Data says. "To help accelerate the concept development process, Technology Solutions we will provide its partners with starter kits powered by relayr, including IoT gateway hardware and industrial grade sensors.”

Tech Data partners will also get sales enablement and hands-on training on the relayr Cisco gateway product offering, middleware and sensors.

Go Tech Data Expands Industrial IoT Offering Through New Agreement With relayr