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The IoT Universe: Frequently Asked Questions

Why are you putting together The IoT Universe?

The teams at Calysto Communications and James Brehm & Associates feel there's a lack of understanding of how many piece parts actually make up the M2M and IoT ecosystems. As we started to map out the breadth of the industry, we realized this information would make a valuable industry resource for all companies in this space. We don't think this resource exists currently.

Is there a charge to have my company listed?

At this time, there is no charge to participate. When The IoT Universe is published, there may be sponsorship opportunities available. We'd like this to be the preeminent industry resource for the M2M and IoT ecosystems, and for that reason, we want everyone to be able to participate.

When will The IoT Universe be published?

We're getting hundreds of submissions, which we need to sort through. Our goal is to publish the first version – which we'll call the Alpha version – in early fall 2015. We expect to update The IoT Universe quite frequently as new companies and categories emerge, or mergers occur.

What do I do if my IoT category isn't listed?

If you think you have a new category you'd like us to explore, please contact Sue O'Keefe at sokeefe@calysto.com and we'll review it. Please give a rationale why this is a new category and not part of an existing one.

Will all entries submitted be included?

We want to make sure that all companies published truly have a strong play in M2M and IoT. Please make a case for that in your company description. If your description does not say IoT or M2M, you're probably not a fit. Publications, blogs and analysts firms are currently not being accepted as part of The IoT Universe.

What other resources do you have available for M2M/IoT?

Calysto is the leading marketing and PR firm in the M2M/IoT ecosystem. Our additional resources for marketers include [The IoT Marketer](#), a microsite and newsletter that provides IoT advice and strategies for companies in this M2M/IoT space. You'll also find upcoming events and headlines of the week from around the M2M/IoT industry.

James Brehm & Associates is the leading analyst and market research firm in the M2M/IoT industry. Brehm also has a [blog](#) that's a valuable resource for industry insight.

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