

IoT Website and Branding Case Study

Who are they?



Machfu is a Washington DC based Industrial IoT company. They work at easing the process of maintaining and developing applications in industrial automation.

Companies wanting to bring edge data to the enterprise had to undergo a repetitive, time-consuming and expensive process. With Machfu, its customers can focus on their core values and unique IoT needs, while **Machfu takes care of the device, protocols, networking, upgrades and security to turn IoT into IT.**

What did they want?



Machfu wanted to **enhance their online presence** and **reach wider audiences**. And that's where they reached out to 1702.

The goal of the partnership was to :



Re-innovate and develop a new brand identity



Developing a brand voice and an umbrella positioning



Designing precise and engaging content for their website

How did we help?

We **revamped their identity** by heavily researching the IoT platform and Machfu's website

MACHFU

Brand Book and UI design were developed for the website.

MACHFU

All round **SEO with high-ranking keywords** to draw more traffic.

MACHFU

Introduced a **new logo** strongly conveying the brand values

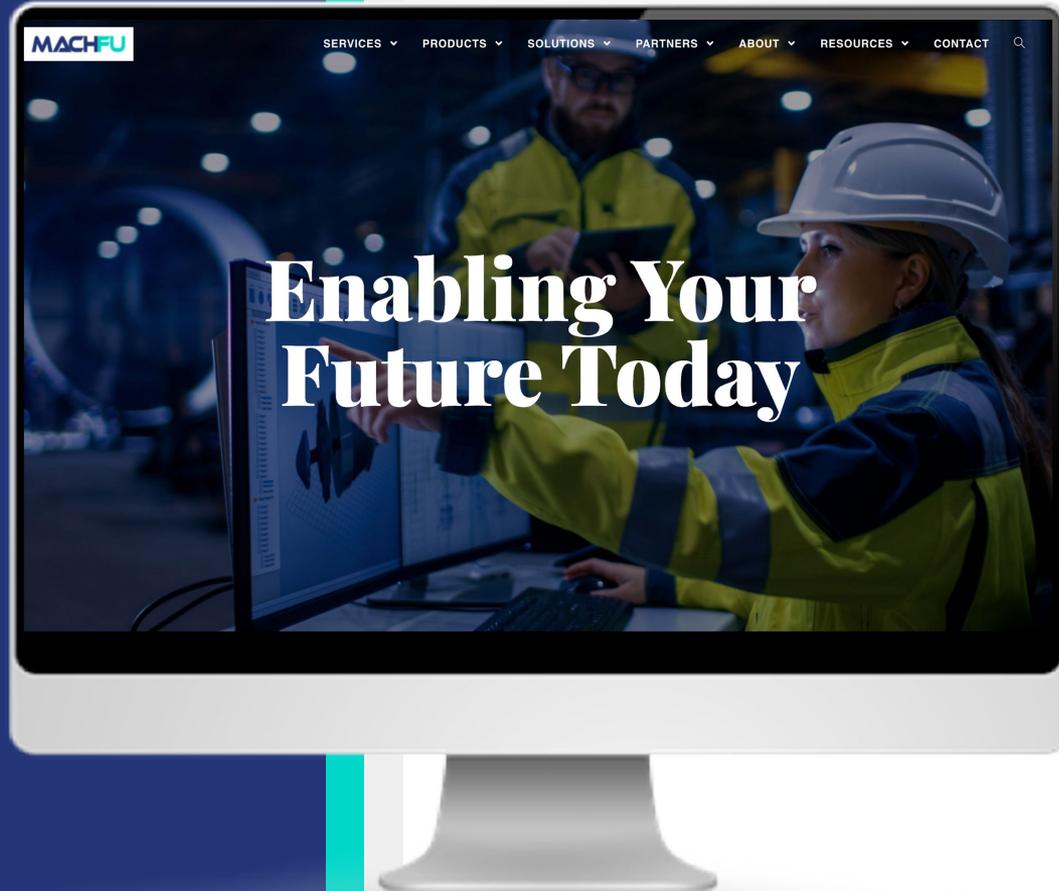
Integrated an appealing blue color scheme representing freedom, intuition, open spaces, expansiveness, imagination – all of Machfu's brand values

Delivered fresh **content for the website designed as per the tonality and nature of the brand**

Website Design

MACHFU

seventeen
of two



Optimal Performance Through Continuity



Impactful Industrial IoT (IIoT) Solutions

Oil and Gas Industry

You want to extract maximum value from your oil & gas assets. We make the smart oil field.

[Learn More](#)



Application

Industrial automation is about connecting equipment, networks and devices to different applications. Complexity in industrial applications is mainly at the edge, and we need IIoT gateway concept to provide industrial applications by being always-on.



Machfu's Intelligent Gateway

Machfu's intelligent gateway tackles the complexity of device types, protocols, security frameworks, and communication methods right at the edge and provides the application as a service via platforms such as AWS, Azure, Azure, or Google. We can then connect these platforms to your dashboard for real-time monitoring of your equipment and processes, delivering information about performance.



Your applications are fully managed, and you focus on your value.

In addition, Mach-fu solutions come with a management platform that scales so that your multi-continental deployment will generate status regardless of the size of your deployment. The management platform includes device management, connectivity management or application enablement/management.

Directly send your IIoT data into any software application, so your custom apps and analysis tools like Amazon Web Services, Microsoft Azure, or SAP IIoT can utilize the data you want them to go.



Machfu makes industrial IIoT solutions as easy as downloading an app. We improve the performance of your existing platform and seamlessly connect valuable assets to new IIoT solutions.



Your Secure Gateway to a World of Insight

Thank of Machfu as the enabler for IIoT. Our IIoT technology is globally recognized for helping industrial enterprises communicate, analyze and make accurate, reliable supply line apps that run at the edge. Mach-fu's IIoT and IIoT gateway connects valuable industrial assets to both legacy systems and cloud-based systems, lowering your operating costs and creating new business applications.

MachGateway



An IIoT Gateway Made for Industrial Enterprises

Machfu's IIoT gateway is a device that connects industrial controllers and sensors to existing backend systems and the cloud. It translates industrial protocols to modern cloud-based applications without changing existing operations. Machfu allows industrial enterprises to enjoy the benefits of modern web services and security best practices so you can:



Make better decisions, Better anticipate problems, Use the latest apps to run processes, Connect a mobile workforce to devices in the field, Manage and configure devices remotely.



Brochure
 The Machfu IIoT Gateway is designed for...



Manual
 Machfu IIoT gateway solutions enable e...

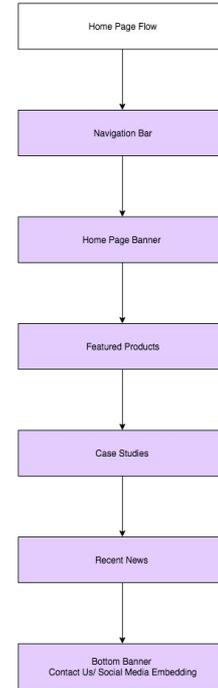
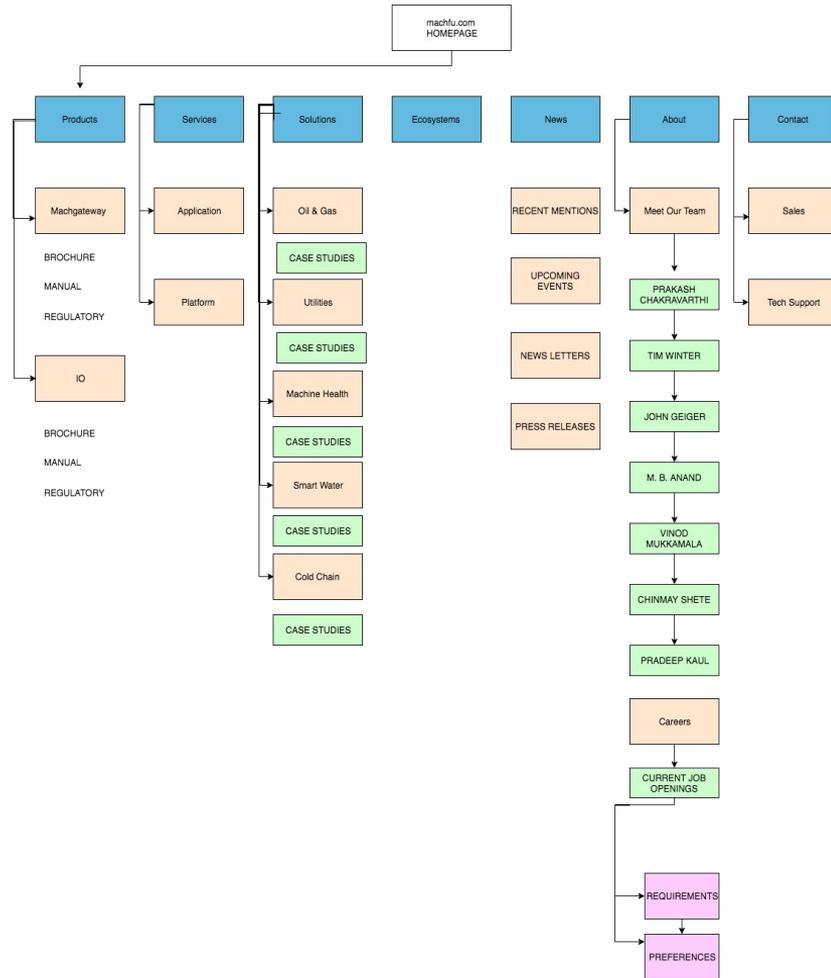


Regulatory
 Machfu IIoT gateway solutions have been...

Machfu makes industrial IIoT solutions as easy as downloading an app. We improve the performance of your existing platform and seamlessly connect valuable assets to new IIoT solutions.



Site Map



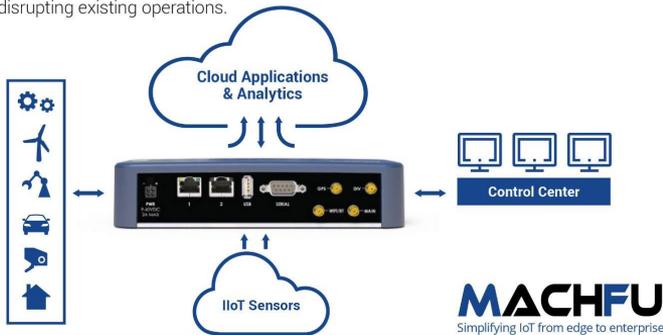


MACH-3 INDUSTRIAL IoT GATEWAY

The MACH-3 IIoT Gateway is designed for critical infrastructure and industrial applications. It provides a secure connection to industrial controllers, process automation and smart grid assets in the field. The Gateway simplifies connecting and managing devices and provides a secure sandboxed application framework for processing sensor and controller data. The Gateway provides cloud and SCADA connectivity to controllers and sensors speaking legacy and modern protocols. The result is all the benefits of IIoT and analytics without disrupting existing operations.

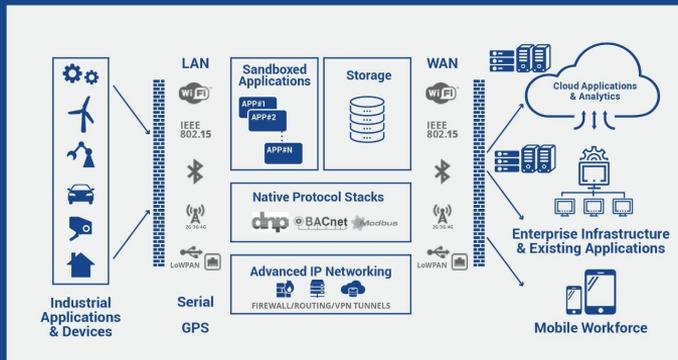
Applications:

- Distribution Automation
- SCADA
- Well Head Automation (O & G)
- Smart Water and Agriculture
- Modbus Industrial Controllers



MACHFU
Simplifying IIoT from edge to enterprise

MACH-3 Gateway



Germantown Innovation Center
2071 Goldenrod Lane, Suite 2004
Germantown, MD 20876

301-540-5372
info@machfu.com
www.machfu.com

MACHFU
Simplifying IIoT from edge to enterprise

What did we achieve?



The effective planning and execution of giving the **brand a new image and identity, all while keeping its values intact, gave an edge to Machfu over its competitors.**

The results speak for themselves:



Emergence of **strong brand voice** with enhanced **online presence**

3x

Increase in new monthly users

437

Increase in user session from 35 to 437 per month

42%

Reduced monthly bounce rates by 42%

seventeen
of two