



**IoT** DEVFEST  
ARIZONA



# HOW WE BUILT & SCALED AN IOT PLATFORM & BUSINESS

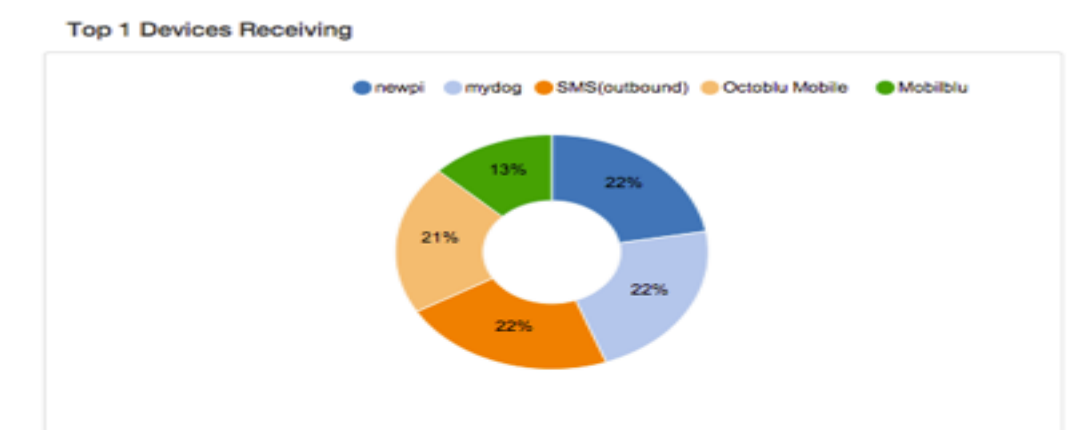
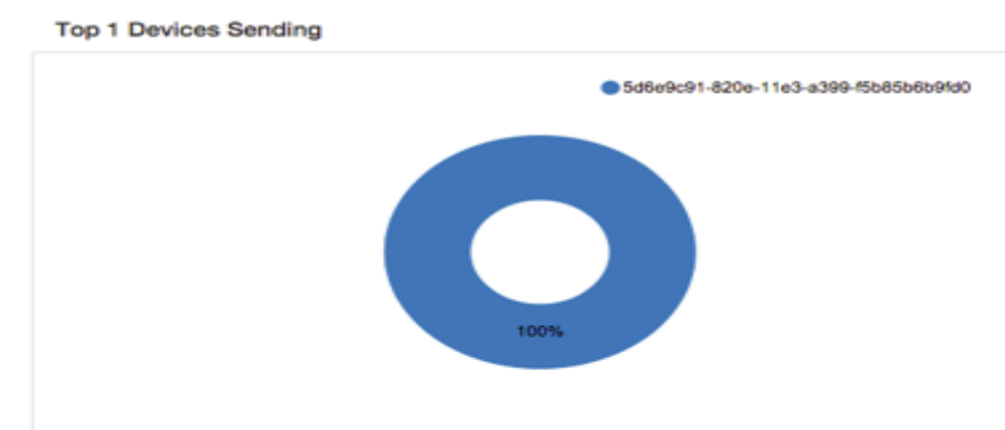
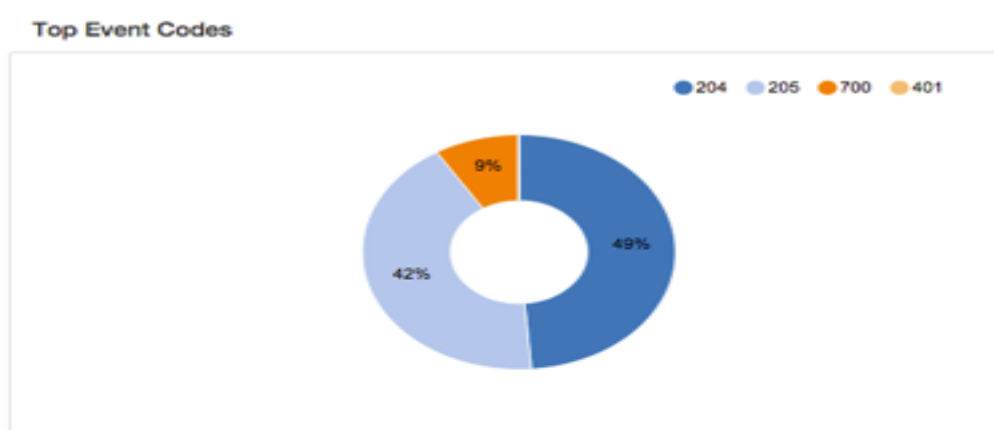
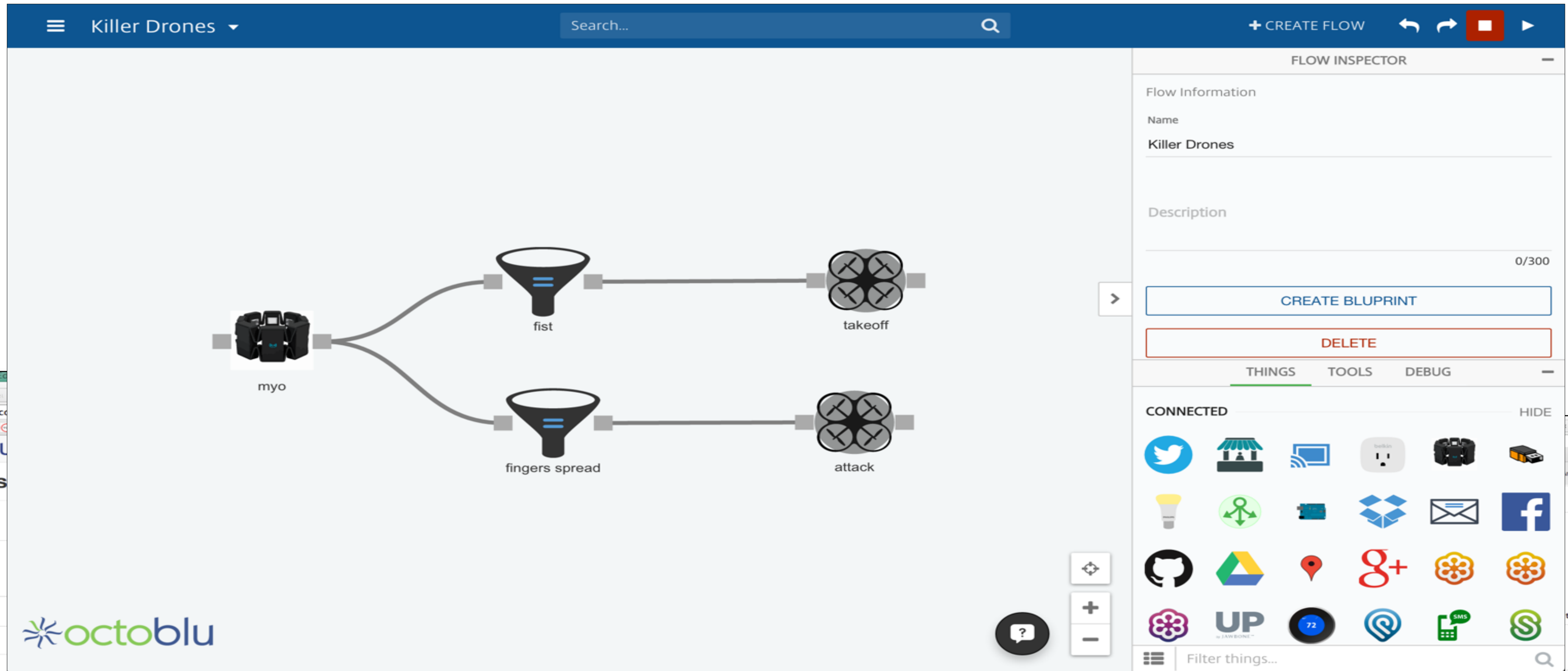




# CITRIX



*@ChrisMatthieu*  
*co-founder of @Octoblu*



Before **CITRIX<sup>®</sup>**



Before  octoblu







**1 Remote ->  
1 Thing**



**1 App ->  
1 Thing**



**1 Person ->  
Everything**







CHRISTIAN BALE

# TERMINATOR SALVATION

THE END BEGINS

05.21

[www.TerminatorSalvation.com](http://www.TerminatorSalvation.com)



SAM WORTHINGTON

WARNER BROS. PICTURES  
A TIME WARNER COMPANY  
TERMINATOR SALVATION  
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**Skynet.im**

**machine-to-machine instant messaging**



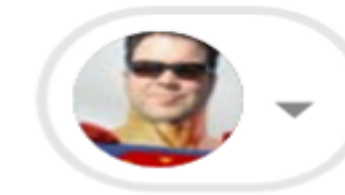




**Find**  
a Meetup Group

**Start**  
a Meetup Group

**Invite**  
Friends to Join



# Internet of Things (IoT) - Phoenix, Arizona

Home

Members

Sponsors

Photos

Pages

Discussions

More

Group tools



My profile



[Change photo](#)

**Phoenix, AZ**

Founded Dec 27, 2013

[About us...](#)

[+ Invite friends](#)

Hardware  
Hackers

350

## Hack IoT!

[+ SCHEDULE A NEW MEETUP](#)

Upcoming 6

Suggested 1

Past

Calendar

### Meet at Citrix (Mill & Rio Salado - 2nd floor) to discuss hardware hacks & tech

Citrix Online

60 E. Rio Salado Parkway, Suite 200, Tempe, AZ ([map](#))



We will be meeting on the 2nd Monday of every month at Citrix (Mill Ave and Rio Salado) to discuss and demo hardware hacks and technologies related to the Internet of Things! [LEARN MORE](#)

Mon Nov 9

7:00 PM

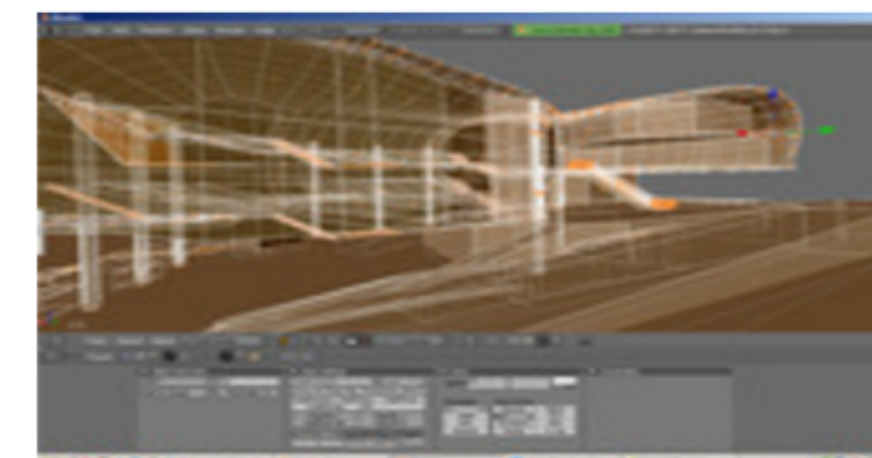
[I'M GOING](#)

4 days left

10 going

1 comment

## What's new





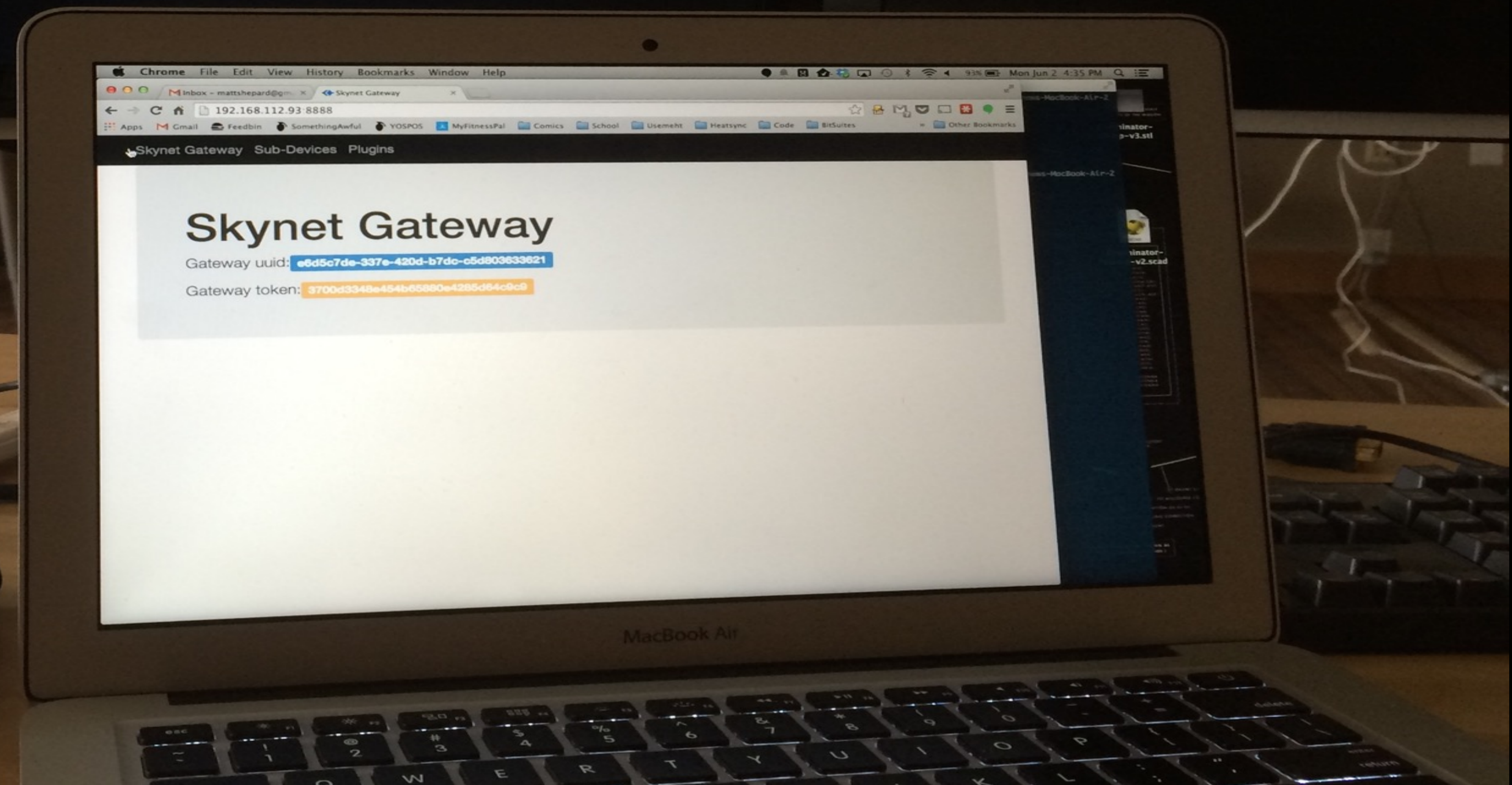




```
--- es6@1.0.1
--- skynet@0.0.34
--- skynet-greeting@0.6.0
--- skynet-ucno@0.3.0
--- uuid@1.4.1
--- ucno@0.1.0
--- when@2.8.0

GET /plugins 200 1549ms - 1.24kb
GET /stylesheets/bootstrap.min.css 304 10ms
GET /stylesheets/starter-template.css 304 11ms
GET /javascripts/jquery-1.10.2.min.js 304 14ms
GET /javascripts/bootstrap.min.js 304 17ms
GET /subdevices 200 150ms - 1.09kb
GET /stylesheets/bootstrap.min.css 304 5ms
GET /stylesheets/starter-template.css 304 6ms
GET /javascripts/jquery-1.10.2.min.js 304 10ms
GET /javascripts/bootstrap.min.js 304 15ms
GET / 304 80ms
GET /stylesheets/bootstrap.min.css 304 1ms
GET /stylesheets/starter-template.css 304 3ms
GET /javascripts/jquery-1.10.2.min.js 304 6ms
GET /javascripts/bootstrap.min.js 304 10ms
GET / 304 86ms
GET /stylesheets/bootstrap.min.css 304 1ms
GET /stylesheets/starter-template.css 304 6ms
GET /javascripts/jquery-1.10.2.min.js 304 7ms
GET /javascripts/bootstrap.min.js 304 11ms
skynet-gateway@0.1.0 /opt/hub-master
├── express@3.4.8
├── ip@0.3.0
├── jade@1.3.1
├── json-schema@0.2.2
├── lodash@2.4.1
├── nodb@0.10.5
├── node-ssdp@1.0.0
├── npm@1.3.26
├── rest@1.0.3
├── skynet@0.0.34
├── skynet-greeting@0.6.0
├── skynet-ucno@0.3.0
├── uuid@1.4.1
├── ucno@0.1.0
├── when@2.8.0
└─
```

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GET /stylesheets/starter-template.css 304 6ms  
GET /javascripts/jquery-1.10.2.min.js 304 9ms  
GET /javascripts/bootstrap.min.js 304 12ms  
GET /subdevices 304 131ms  
GET /stylesheets/bootstrap.min.css 304 1ms  
GET /stylesheets/starter-template.css 304 6ms  
GET /javascripts/jquery-1.10.2.min.js 304 8ms  
GET /javascripts/bootstrap.min.js 304 7ms  
GET / 304 62ms  
GET /stylesheets/bootstrap.min.css 304 6ms  
GET /stylesheets/starter-template.css 304 6ms  
GET /javascripts/jquery-1.10.2.min.js 304 8ms  
GET /javascripts/bootstrap.min.js 304 10ms







 octoblu

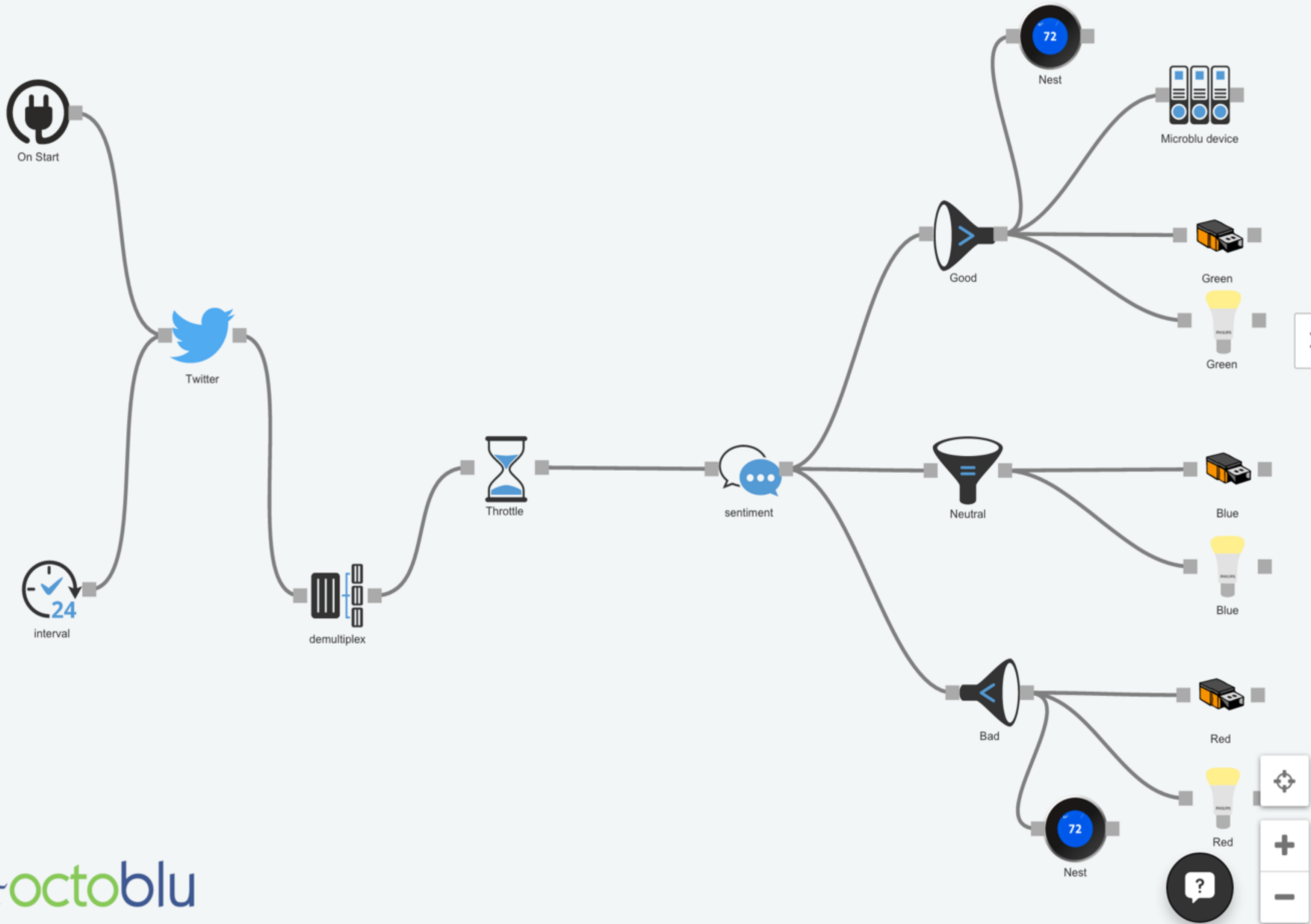
```
MM      MM      hh      bb      ll
MMM    MMM    eee    sss    hh      bb      ll  uu    uu
MM MM MM ee  e s      hhhhhh  bbbbbb  ll  uu    uu
MM      MM  eeeee  sss    hh      hh  bb      bb  ll  uu    uu
MM      MM  eeeee      s  hh      hh  bbbbbb  ll  -  uuuu  u
      sss
```

Meshblu (formerly skynet.im) development environment loaded...









FLOW INSPECTOR

Flow Information

Name  
AllJoyn Twitter Sentiment

Description  
0/300

☒ Enable Beta Flow Engine

CREATE BLUEPRINT

THINGS TOOLS DEBUG

CONNECTED HIDE




- Connect
- Design
- Process
- Analyze
- Discover
- Blueprints
- Resources
- Profile
- Sign out



Agile Zen



Aljoyn



App.net



Arduino



Automatic



Barjo Canyon



Beacon



BeaconBlu



BeagleBone



Belkin Wemo



Bitly



Biztalk



Blend Micro



Blink(1)



Blu Web



Box



CC3200 Launchpad



Chromecast



Citrix Receiver



Connect Sense



Crisply



Double Click Search



Dropbox



EchoSign



FadeCandy



Foursquare



G2 Planet



Gateblu



Generic Device



GoToAssist



GoToWebinar



Instagram



Isteon



Jawbone



Johnny-Five



Lifx



Lightblue Bean



Lob



MQX



Meshlum Xtreme



Mindwave



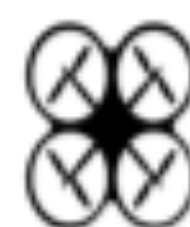
MYO



MyQ



NetScaler



Node Copter



Oauth Application



Oculus Rift



OSC



Paypal



Philips Hue



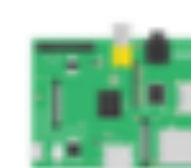
Pinoccio



Polar Heart Rate Monitor



Rally Fighter



RaspberryPi



Rdio



Readability



RedBooth



Right Signature



SalesForce



Sensoria Sock



serial



Shell



Slack



Smartsheet



Spark



Spotify



StoreFront



Stripe



Survey Monkey



Swarm



Teamwork PM



TelAPI



Tessel



Thingiverse



Travis CI (Open Source)



Travis CI Pro



Twitter Streaming



Uber



Unison



UserVoice



Wink



Wit.ai



Withings



Wordpress



WP Remote



Wunder Bar



Xero



Zendesk





CONNECTED CAR



LOCAL MOTORS







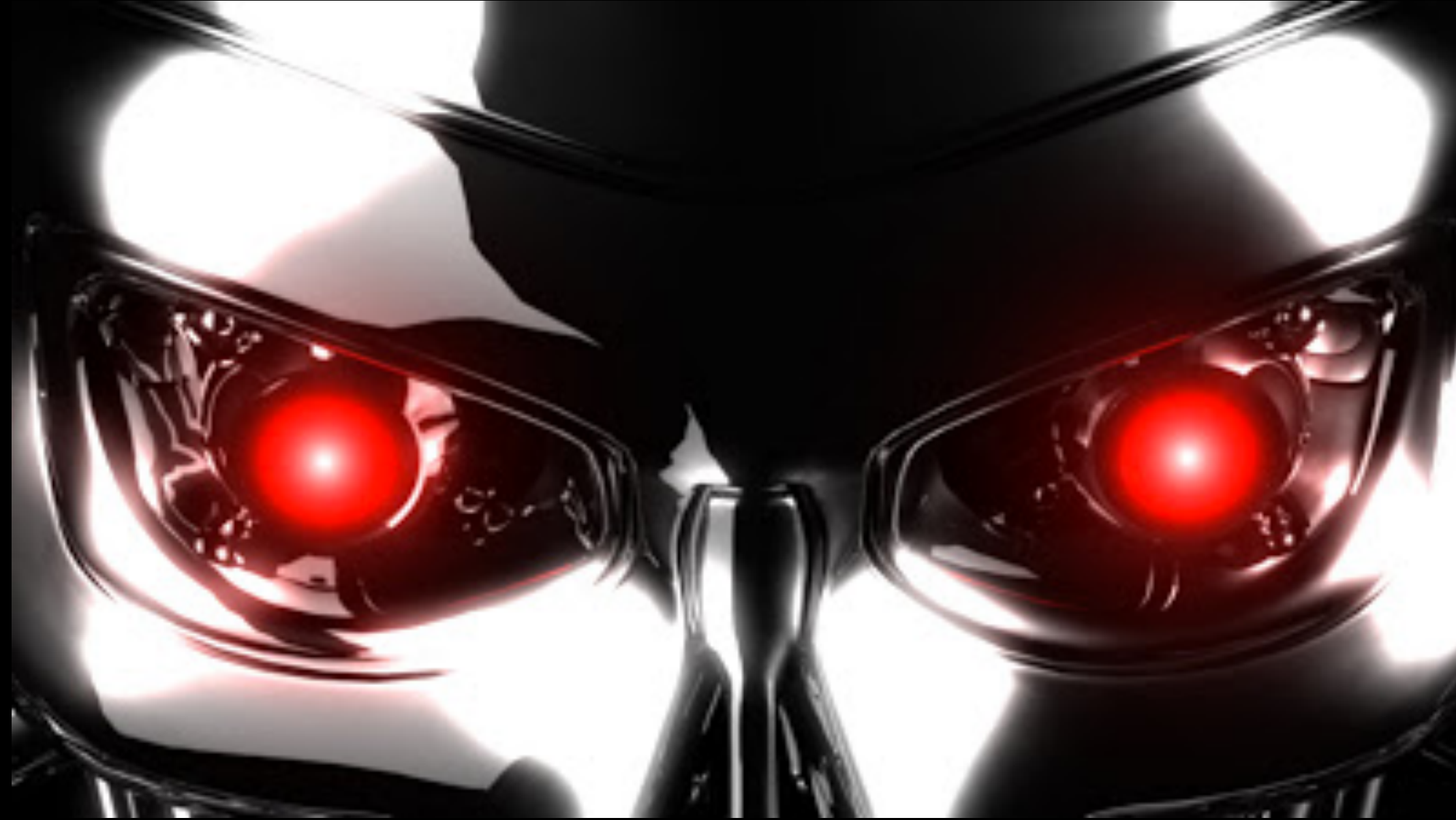
## TECHNOLOGY

# Citrix Acquires Octoblu, the Drone Networking Company Formerly Known as Skynet

11 MONTHS AGO, BY [ALEX WILLIAMS](#) AND [ATUL JHA](#)

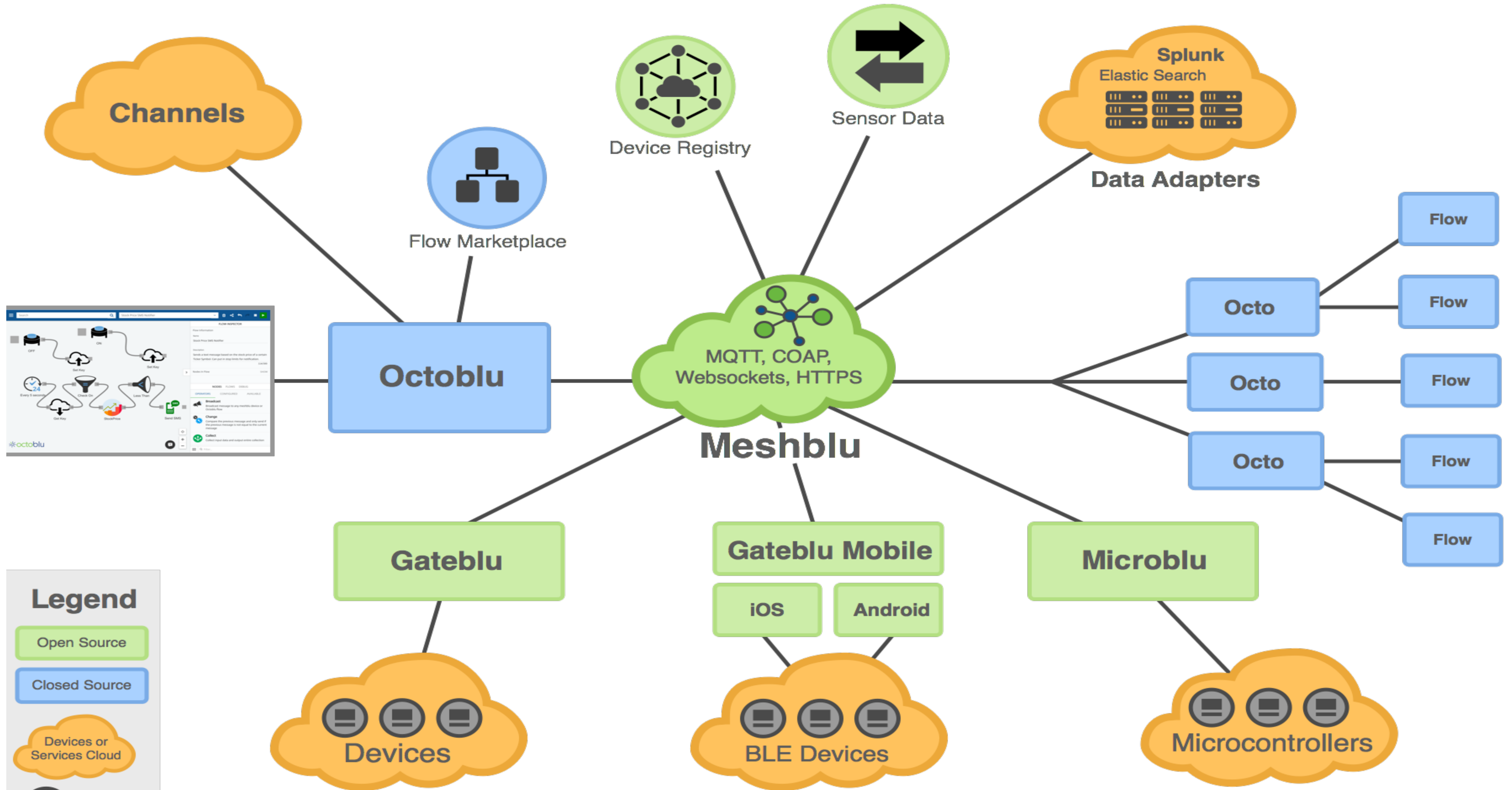




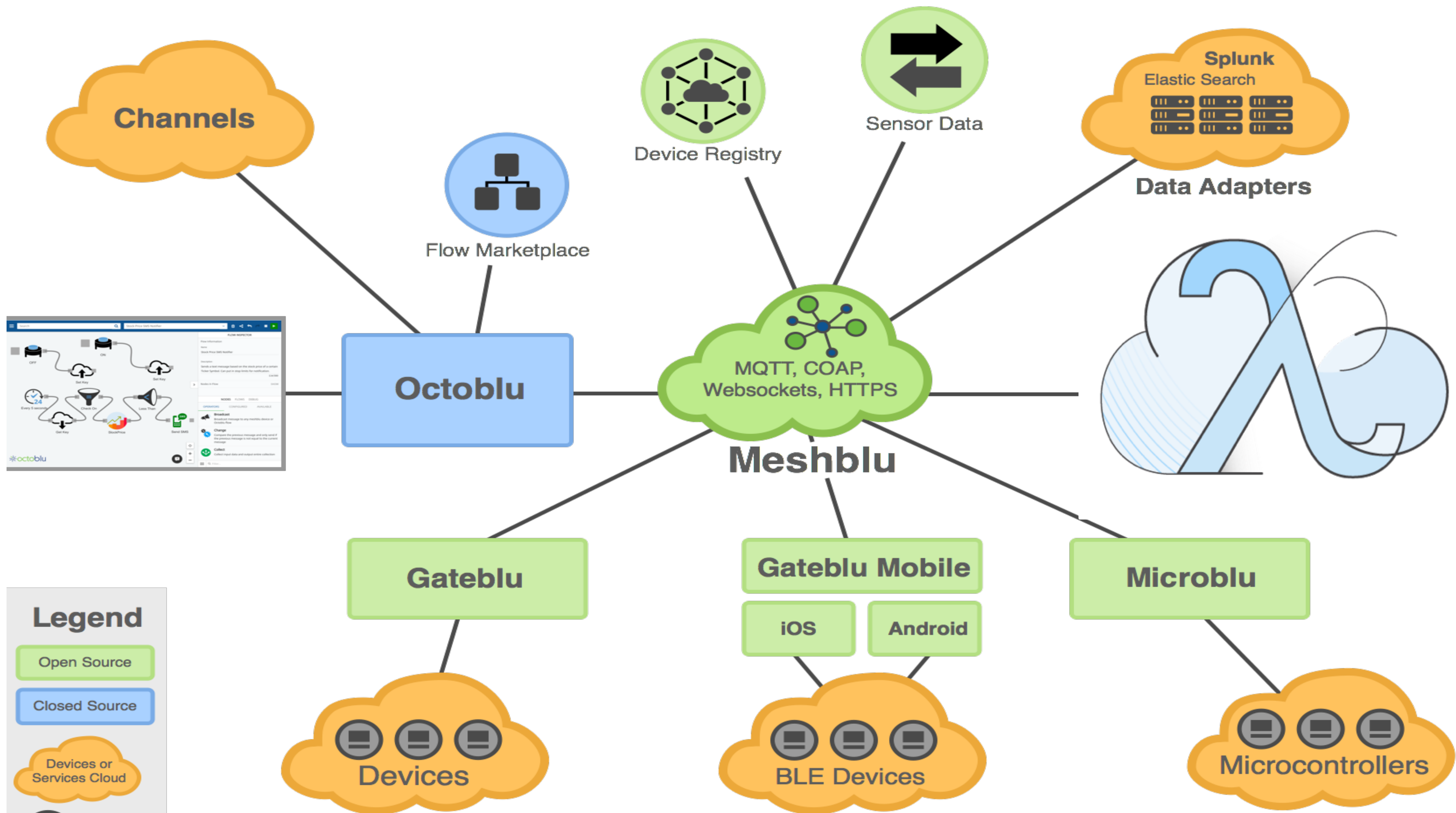


Strange things started happening at 2,000  
user flow automations...











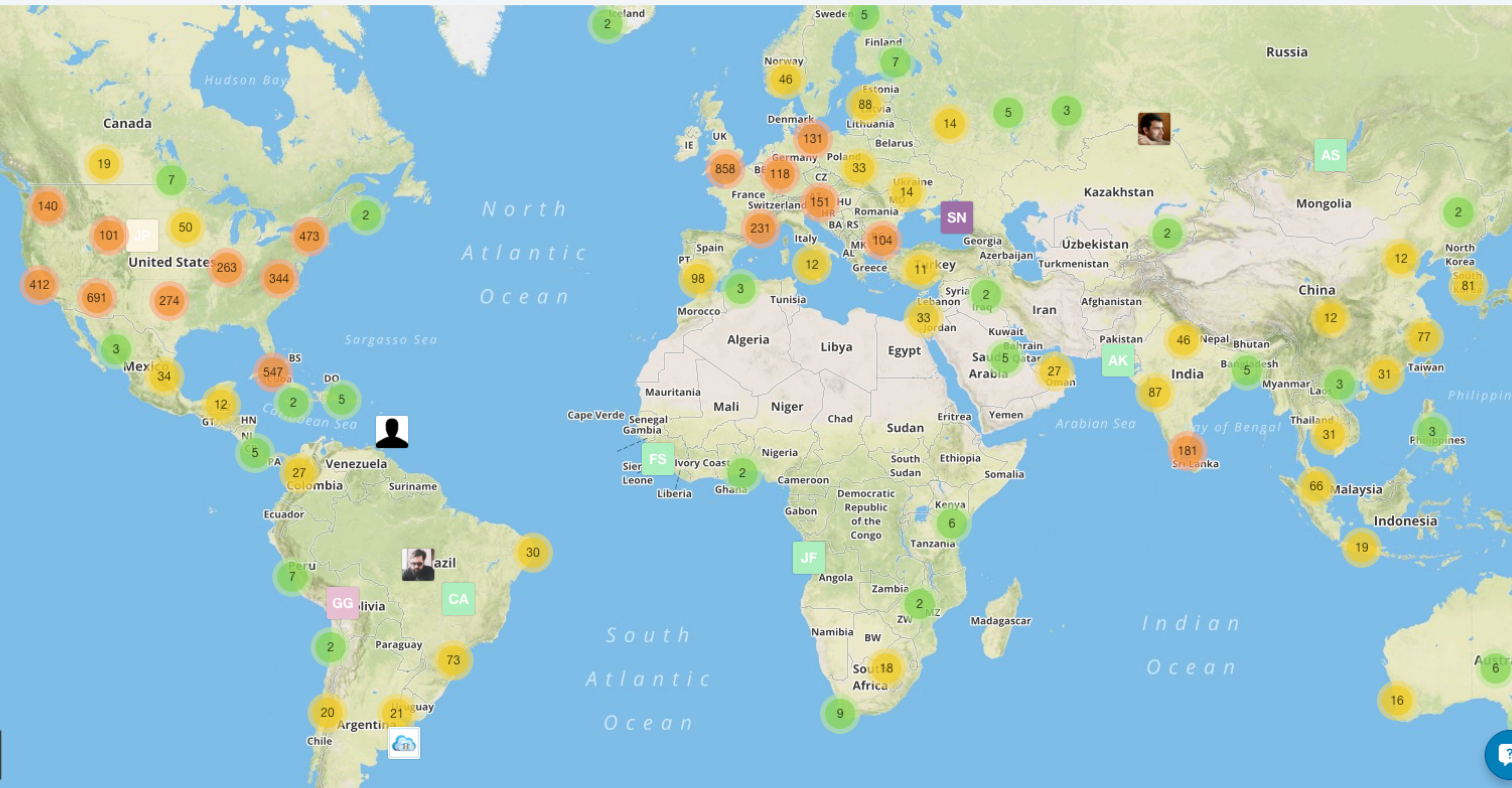
Turning lemons into lemonade

Satisfied customers

Reduced operational costs

Run more automations on edge







# Lessons Lerved

Building a platform is hard.  
Selling it is harder.

Good partners = Good business



**Think differently. Do the impossible. Shock everyone.**

