

Welcome to Our Webinar

MQTT.fx® on HiveMQ Cloud

Testing MQTT in the Cloud is Now Easier Than Ever



Agenda



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- ❑ Introduction
 - ❑ HiveMQ
 - ❑ Softblade
- ❑ Technical IoT Challenges
- ❑ What is MQTT?
- ❑ MQTT Use Cases
- ❑ Enterprise MQTT Platform
- ❑ Introducing MQTT.fx®
- ❑ Cloud-Native IoT Messaging
- ❑ HiveMQ Cloud
- ❑ How to Get Started with MQTT?
- ❑ Demo
- ❑ Q&A



Speakers



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Introduction to HiveMQ

- **Founded in 2012**, based outside of Munich
- HiveMQ helps **move data to and from connected devices** in an **efficient, fast and reliable** manner
- **130+ customers** with production IoT applications



Our Customers...

- Building new digital products
- Improving customer experience
- Creating more efficient operations



Heraeus



MATTERNET



SIEMENS



M / Flughafen München



LIBERTY GLOBAL



DAIMLER

Honeywell



ECARX



...and more



Introduction to Softblade

S **SOFTBLADE**

Software made in Germany



Who is **S**OFTBLADE ?



Claudia Lazar



Jens Deters



Niko Blättermann

Some Facts About Softblade...

- Founded in August 2020
- Major focus: developing MQTT.fx[®]
- Other IoT projects are coming
- Official partner of HiveMQ since 2021
- Visit us on www.softblade.de for further information



Technical IoT Challenges



Scalability

Massive scalability required for millions of devices



Instant Data Delivery

Critical systems need reliable and instant data transfer



Unreliable Networks

Excellent customer experience for IoT apps and devices





We need **open standards**
designed for the
Internet of Things





MQTT

What is MQTT?

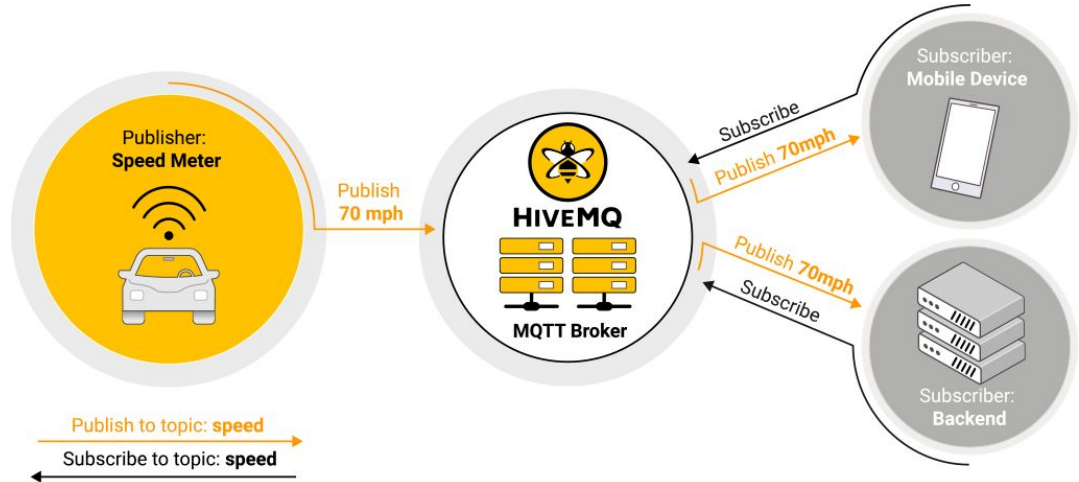


- ▶ (I)IoT Messaging Protocol
- ▶ Created for extreme scale and instant data exchange
- ▶ Publish/Subscribe based architecture
- ▶ Easy on the device side, pushes all implementation complexity to the server
- ▶ Built for machines and constrained devices (binary, data agnostic)
- ▶ Designed for reliable communication over unreliable channels



What is MQTT?

- ▶ Lightweight protocol on top of TCP/IP
- ▶ Publish / Subscribe pattern using topics
- ▶ De-coupling of sender and receiver



MQTT Use Cases



Push Communication

Reliable Communication over unreliable networks

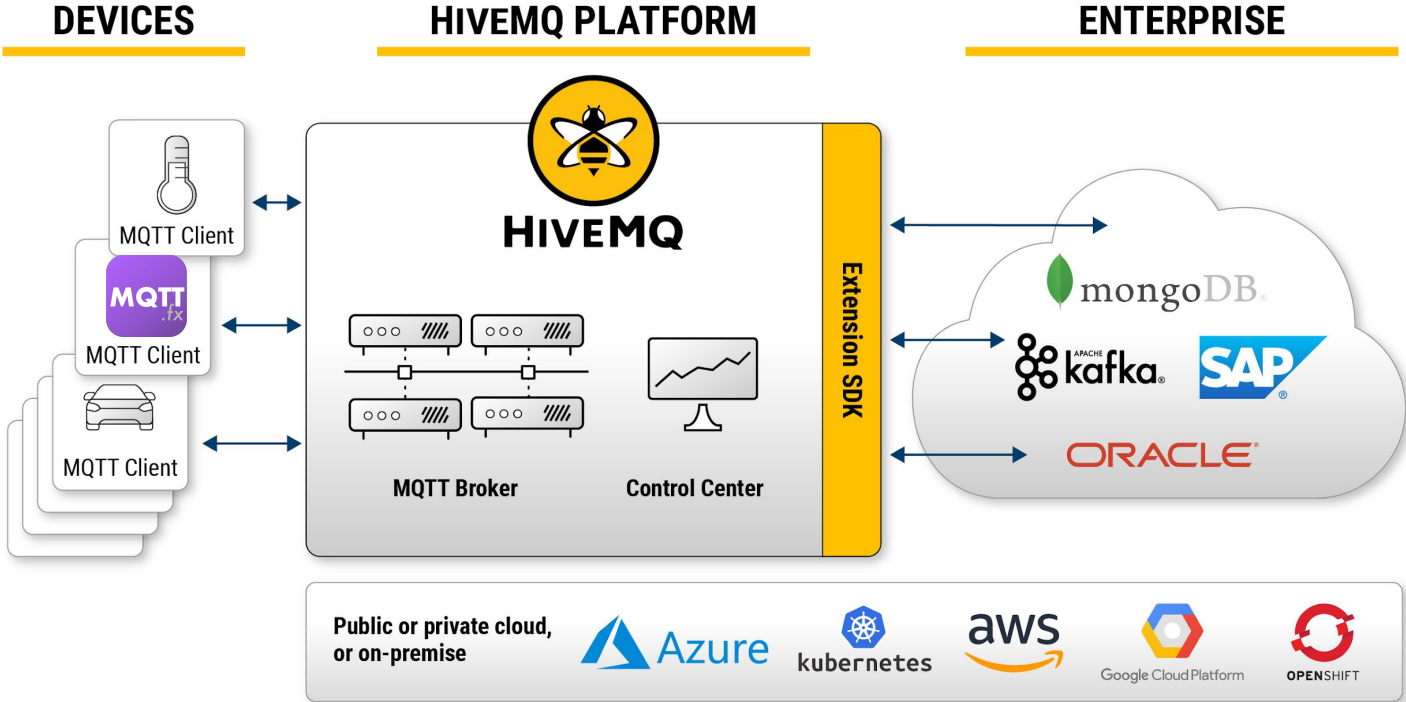
Constrained Devices

Low Bandwidth and High Latency

Industrial Message Bus



Enterprise MQTT Platform



Introduction to MQTT.fx[®]



Introducing MQTT.fx[®]

- ▶ Started in 2014, since 2020 supported by **Softblade GmbH, Germany**
- ▶ Integration of the **HiveMQ MQTT-Client** for full MQTT v5.0 support
- ▶ Payload-Decoders based on Message mime-type (MQTT v5.0)
- ▶ Native installation packages for all platforms (Windows, MacOS, Linux)
- ▶ New and available for free: **MQTT.fx[®] HiveMQ Cloud Edition**

SOFTBLADE



How to get started with MQTT?



How to get started with MQTT?



[Download here!](#)



HiveMQ Cloud

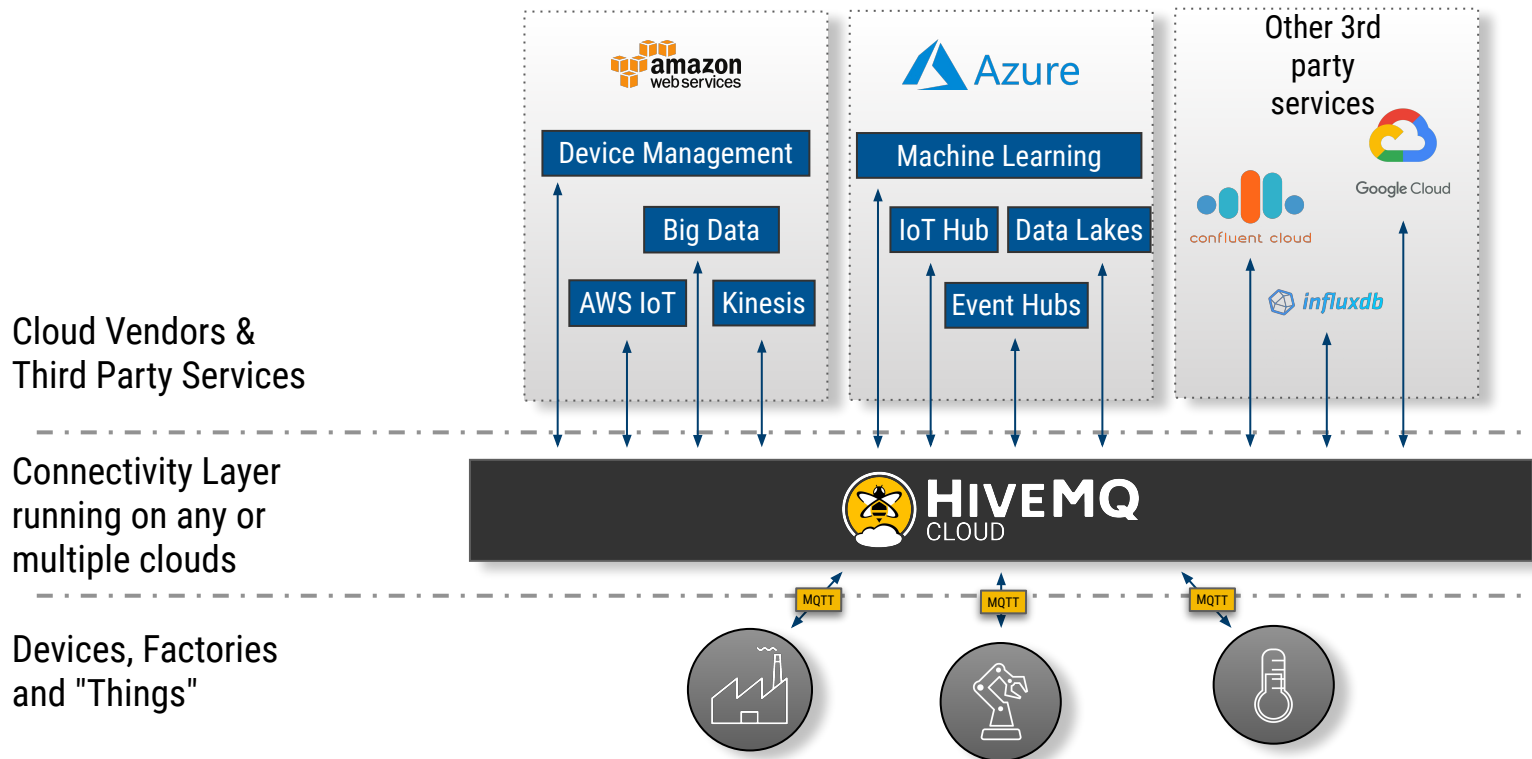


Fully managed MQTT messaging and connectivity platform with best in class third party integrations

- Built for production
- Highly available and automatically scalable
- 100% compliant to the entire MQTT Specification
- Enterprise Grade Security
- Observability and Deep Insights into your IoT Deployment
- Integrates easily with nearly every third party and custom service
- Customizable exactly to your needs



Cloud-Native IoT Messaging



HiveMQ Cloud Plans

	FREE	PAY AS YOU GO	BUSINESS	DEDICATED
Number of devices	Up to 100	Up to 1,000	Above 1,000	Unlimited
Data limits	Up to 10 GB	Up to 100 GB	Above 100 GB	Contact Us
HiveMQ Control Center	✘	✘	✔	✔
Infrastructure	Shared	Shared	Shared	Dedicated
Private Network (VPC Peering)	✘	✘	✘	✔
SLA	No SLA	99.5%	99.9%	99.99%
Support	Community Forum	Basic	Basic	24/7



Live Demo



ANY QUESTIONS?

Reach out to community.hivemq.com



Resources From HiveMQ

- To learn about MQTT, get the MQTT Essentials eBook:
<https://www.hivemq.com/download-mqtt-ebook/>
- To use HiveMQ MQTT broker, visit: <https://www.hivemq.com/downloads/>
- To try the HiveMQ Cloud MQTT Broker that enables you to connect up to 100 devices for free, visit: <https://www.hivemq.com/cloud/>
- To use the public HiveMQ MQTT broker, visit:
<https://www.hivemq.com/public-mqtt-broker/>
- To learn how to monitor MQTT client behaviour, visit HiveMQ Control Center:
<https://www.hivemq.com/docs/hivemq/4.6/control-center/introduction.html>



THANK YOU

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