

## **Optimal+ Named A Gartner “Cool Vendor” in IoT Analytics for 2017**

**Holon, Israel, and San Jose, Calif – May 16, 2017 - [Optimal+](#)**, the leader in big data analytics for semiconductor and electronics manufacturing operations, today announced it has been named a Gartner “Cool Vendor” in IoT Analytics, for 2017. Optimal+ is one of four companies profiled in the report and was recognized for its innovative, intriguing and impactful data analytics platform.

As we enter the era of the Internet of Things and Industry 4.0, achieving the highest quality standards without compromising time-to-market becomes an ever-increasing concern for semiconductor and electronics brand owners. Optimal+ offers the only big data software solution in the market that focuses on leveraging product analytics to improve yield and quality metrics in semiconductor and electronics manufacturing operations.

“General-purpose modern analytics tools can be used for the IoT in most instances, but two differences specific to IoT analytics — new analytics users and massive amounts of sensor data coming at high speed — are best addressed by capturing domain knowledge and incorporating it into advanced analytics”, according to co-authors Jim Hare and Simon Jacobson, Research VPs at Gartner. “The product genealogy — combined with all of the test results collected throughout the value chain, and the respective environmental data — is fed downstream in the supply chain to create a ‘product DNA’ that can be used to reduce product recalls, improve the product's user experience, and protect the brand.”

“In today’s complex electronics ecosystem, analyzing and understanding the DNA of every product and how its quality and performance impacts the supply chain is vital,” said Dan Glotter, Founder and CEO of Optimal+. “Our big data solutions are providing traceability throughout the supply chain to improve quality and deliver brand protection to semiconductor and electronics manufacturers.”

According to Gartner, the “Cool Vendors” in Internet of Things Analytics 2017 profiles innovative vendors in IoT analytics that focus on some of the hottest areas of IoT – visibility into the manufacturing process, enabling new analytics users, and device diagnostics, repair and maintenance – to help data and analytics leaders increase the value of IoT projects.

The “Cool Vendors” reports reflect IT products and services that Gartner finds interesting and innovative. Because of the breadth and depth of knowledge and expertise in technology and business, Gartner is in a unique position to identify and evaluate up and coming vendors across markets, topics, and industries.



To view the full Gartner “Cool Vendors” in IoT Analytics 2017 report, click <http://www.optimalplus.com/pages/gartner-iot-2017/>.

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### **About Optimal+**

Optimal+ was founded in 2005 with the vision of uniting global manufacturing data with human expertise to deliver actionable knowledge that enables engineers to make better decisions, faster. Our Manufacturing Intelligence™ Platform combines machine-learning algorithms with a global data infrastructure to drive real-time product analytics that extract hidden insights from the data silos of any semiconductor or electronics supply chain. The company analyzes more than 50 billion devices every year on behalf of Fortune 500 companies such as AMD, NVIDIA, Qualcomm and ST Microelectronics to enhance quality and yield and deliver comprehensive brand protection for all their products. For more information, visit [www.optimalplus.com](http://www.optimalplus.com). Follow us on Twitter @OptimalPlus.

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