

Press release



To the editor

February 23, 2016

Machines get their own social network

Social networks between people and machines are expected to be the next big mega-trend in the Internet of Things. Cybercom is therefore launching Machinebook – a social network for connected machines and people that will revolutionise the way companies track their machinery.

As machines become ever smarter, so their ability to communicate directly with people expands. The IT consultant company Cybercom has therefore developed Machinebook – a social network for machines and people. This new way of social collaboration will enhance the efficiency of industrial and digital services.

“The main purpose of Machinebook is for people and machines to interact more easily. The network content is produced by both people and machines”, says Tatu Hautala from Cybercom, who is involved with the development of the Machinebook concept.

In practice, Machinebook can serve, for example, as an alarm when a machine encounters unexpected problems. It updates its status on the social network, informing its contacts that it is unable to carry out its tasks, and explains why it is not working.

“By connecting machines that require regular maintenance to a social network, companies can save resources and increase productivity since collaboration between people enhances through transparency and openness”, says Tatu Hautala.

In principle, any machine can be connected to Machinebook. Machinebook is a social extension for traditional IoT-systems and can be integrated in those.

“Machinebook has particularly great potential in boosting maintenance efficiency of machinery in industrial production, but we also envisage applications in fields such as the automotive industry and for monitoring forestry machinery”, says Tatu Hautala.

We look forward to welcoming you to Cybercom’s stand, 5J51, in Hall 5 at the Mobile World Congress in Barcelona on February 22-25 – where we will present Machinebook™.

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Mobile World Congress, Barcelona, February 22-25, 2016

Cybercom will present successful IoT client cases and its Connectivity offering:

- Advisory Services
- Managed Cloud Services
- Secure Connectivity
- IoT
- Cybercom blueGO
- Xfocus (Customer Experience Management)

Visit our stand, book a meeting or join our guided MWC tour: <http://www.cybercom.com/sv/Om-Cybercom/Evenemang/cybercom-pa-mobile-world-congress-2016-i-barcelona--22-25-februari/>

About Cybercom

Cybercom is an IT consultant that assists leading companies and organisations to benefit from the opportunities of the connected world. The company's areas of expertise span the entire ecosystem of communications services. Cybercom's domestic market is the Nordic region, and in addition the company offers global delivery capacity for local and international business. Cybercom was founded in 1995. Find out more at www.cybercom.com.