



Simplifying the smart world

Gractor teams with HPE OEM to deliver edge solutions for IoT success

Industry

IoT

Objective

Deliver an end-to-end IoT platform to support smart cities, factories, and homes

Approach

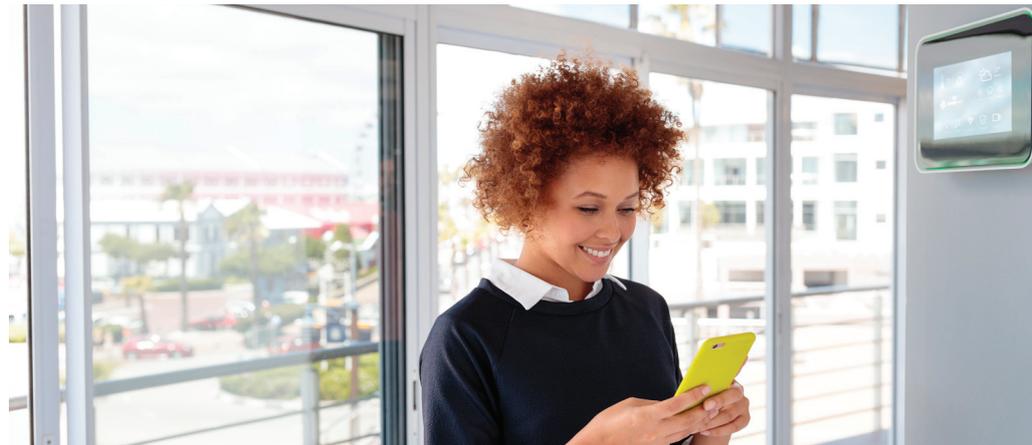
Partner with HPE OEM to offer an enhanced edge appliance that aggregates data for real-time analysis

IT matters

- Delivers powerful edge solution for low-latency data analytics
- Supports IoT customers with an appliance that works in any environment
- Simplifies typical IoT environment with edge, cloud, and management tools

Business matters

- Offers global marketing support for a 17-person startup company
- Delivers a broad range of edge solutions depending on customer scale
- Provides international support to the end customer through HPE



Megatrend: IoT

There are trends, and then there are megatrends. The **Internet of Things (IoT)** belongs firmly in that second category. And it's no wonder. In today's hyperconnected society, we have more access to information than at any other point in human history. The concept of collecting and analyzing all that information with sensors and smart objects might just be the next step in our collective evolution.

It's a concept that Gractor, a South Korean IoT innovator, has turned into a business model with a series of business initiatives that transform factories, farms, homes, and cities into smart entities.

Aliot Edge Platform is the IoT platform that turns those agricultural lands into smart farms; abodes into smart homes. "In order to deliver real-time results to our customers, we built the platform in three parts," explains Youngho Choi, managing director of Gractor. "This is an edge-to-cloud solution, so we need edge computing in the field, data aggregation in the cloud, and data analytics tools for the end user."

Edge to cloud

Gractor brands the edge compute component as iConnector, the data aggregation component as iLinker, and the data analysis tools iStudio—together they make up the Aliot Edge Platform.

And it's a popular offering. The platform has already been adopted at a new factory built by Hyundai Kia Automotive group. The motor company is now in the process of rolling the solution out to 34 global factories. Not bad for a company that's only existed since 2015.

So how does a three-year-old company accomplish this level of adoption? In its early days, the leadership team at Gractor made a decision to narrow its focus to developing a software suite while leaving the hardware to others.

Big league choices

But the team also had ambition. "We knew we wanted to get into the enterprise market quickly," Choi recalls. "And that meant that we needed to choose a hardware partner that could encourage and enable rapid growth for Gractor and our Aliot Edge Platform."

Initially, the team explored a relationship with Dell, a move that allowed only a limited version of Gractor's solution to be deployed. "Dell has an edge server that worked with our software, but it didn't have the breadth of offerings in that space that would allow us to grow," Choi explains. "Dell also didn't have the marketing expertise. They know the hardware, but they don't know the market."

The experience left Gractor with a new challenge. "We knew we needed an OEM partner with a broad product line that could grow with us, and we needed a partner with worldwide marketing savvy," Choi recalls.

With performance-optimized features and robust compute capabilities, the HPE GL20 IoT Gateways is built to tackle high data volumes at the edge.



“Gractor is a small IoT company, but with HPE OEM we have the connections and marketing power of a worldwide enterprise.”

– Youngho Choi, Managing Director, Gractor

Customer at a glance

Solution

A range of IoT appliances that can be deployed anywhere, giving customers real-time data analytics for smart cities, smart factories, and smart homes

Hardware

- HPE GL20 IoT Gateway

Software

- Gractor Aliot Edge Platform

Finding home

That’s when Gractor decided to attend the IoT Korea Exhibition & International Conference. At the event, Gractor’s leadership saw some new solutions from HPE that sparked their interest. And HPE saw something in Gractor’s IoT platform that made a lot of sense.

“We had some conversations at the event, and we began to realize HPE had more to offer us than other potential OEM partners were capable of,” Choi says. “HPE is famous for being the first OEM manufacturer, and it’s obvious it’s a role they take seriously.”

Closer to the edge

Shortly after, Gractor became an HPE OEM partner, and began qualifying work to deliver the edge element of its Aliot Edge Platform solution on HPE GL20 IoT Gateway. The purpose-built gateway server is a ruggedized compute solution designed to be deployed in a variety of industrial and manufacturing environments.

With performance-optimized features and robust compute capabilities, the gateway is built to tackle high data volumes at the edge, wherever that may be. The HPE EL1000 and EL4000 systems offer Gractor the flexibility to deploy processor and memory-intensive solutions at the edge.

Gractor saw the HPE GL20 IoT Gateway as the perfect fit for creating an iConnector appliance with Aliot Edge Platform software preinstalled on HPE GL20 hardware. “By embedding enterprise functionality in an HPE OEM edge server, our solution can save time, money, and maximize operational efficiency for our customers,” Choi explains. “The specs of the HPE GL20 are especially valuable to us when our customers require real-time sensor data aggregation at the edge. The combination of Gractor software with rugged performance and powerful compute resources from HPE OEM gives us a competitive advantage in the IoT marketplace.”

Market forces

That position in the market isn’t one Gractor takes for granted. “We were a startup company three years ago, and today we only have 17 employees,” says Choi. “But when we go to a customer on a sales call, we go in with a worldwide technology leader as an OEM partner. Our HPE partnership makes a huge difference, because we go to market together.”

It’s a partnership that goes both ways. “When HPE has a customer with an **IoT** need in the manufacturing, agricultural, or smart city initiative, they bring Gractor on board,” Choi relates. “HPE helps market our solutions, and we help HPE customers deploy IoT that works.”

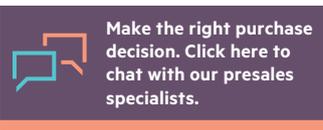
Global growth, global support

And because HPE is a global partner, it means Gractor can see its solutions exported far beyond South Korea. “We’ve already had our **IoT solutions** deployed in Thailand and Taiwan,” Choi reports. “And we just had a meeting in the Philippines last week.”

The HPE OEM relationship not only opens new doors, but provides local support for the Aliot Edge Platform as an export. “We purchase HPE Foundation Care Services in Korea before the product is exported, and then HPE honors the service contract in the customer’s country,” explains Choi. “This is a huge benefit for us, and relieves us of having to set up international support on our own.”

As Gractor looks to the future of smart cities, smart factories, and smart farms, it can go forward knowing its partnership with HPE will support its growth and vision. “Gractor is a small IoT company, but with HPE OEM we have the connections and marketing power of a worldwide enterprise.”

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