

## IoT Innovation Platform allowing Developers to Create Products for the Smart Home, Build out Infrastructure, Integrate and Deploy without Coding



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“Creating an IoT infrastructure will allow IoT to grow, the same way network infrastructure allowed networking to grow.”- David Jung

**CEOCFO: Mr. Jung, what is the concept behind Pulzze Systems?**

**Mr. Jung:** The concept behind Pulzze Systems has to do with the fact that there is no infrastructure product that you can use to deploy IoT (Internet of Things) solutions today. What we are providing is a product that can be used by our customers to build out IoT infrastructure and deploy their solutions on top of it just by configuring our product, rather than having to develop applications to create their solutions. We moved from what was very much a custom development driven industry to an industry that is based on configuring and deploying.

**CEOCFO: Why is this the best approach for IoT?**

**Mr. Jung:** We are taking a page out of the success the networking industry has gone through. The networking industry in the very early days was providing applications to connect one mainframe to another mainframe, and how to do it better by writing different types of code. It is very similar to where things are today in IoT, but if you look at the networking industry, they have abstracted out the networking logic, into products like routers and bridges; a whole suite of various products have come out that abstracted all of this logic from the applications and created infrastructure products out of it, such as firewalls. We have all seen the growth of the networking industry, based on those products. As you move an industry from a very developer centric industry into something that non-developers can execute and deploy solutions on top of, it will be easy for that industry to grow. Therefore, we are taking a page out of the success of networking industry and applying the same concepts of abstracting out what we call an interaction logic from what everyone is writing code on, and creating a product that will abstract out that logic and make it available for our customers. In addition, creating an IoT infrastructure will allow IoT to grow, the same way network infrastructure allowed networking to grow.



**CEOCFO: Would that be your Interactor product?**

**Mr. Jung:** That would be our Interactor product.

**CEOCFO: Is your Interactor product available today or is it still in development?**

**Mr. Jung:** We just released our Interactor 1.0 two weeks ago, so it is available today. We are slowly seeing sales coming in and a great deal more evaluations and concepts happening.

**CEOCFO: How would someone use the Interactor? Would you walk us through the process?**

**Mr. Jung:** What our customers would do with our Interactor is, generally when they try to solve a business or technical challenge today either in the IoT side or if you expand the IoT into the software defined networking area or any solutions

that involve developing interactions. Customers are thinking of how to build applications to enable that solution, and they will be thinking about how to interact with different devices and services, then write application to create business logic or their core logic to enable that solution. When our customers are using Interactor, they will be thinking of what pieces are in play, and then how those pieces, devices and services need to interact with each other, and what business logic needs to be implemented with these interactions, between devices and services. They will install our product, either at the Edge or in the Core, and then have an infrastructure built so that the devices and services are interactable. They will continue to develop those interactions along with the business logic that they want to enable and challenges that they want to solve. It basically be the installation of our product into various places within their infrastructure and create an IoT infrastructure so that they can configure it to have different solutions enabled. Therefore, it is not just one; you may have different solutions that you want to enable. You can have multiple solutions happening at the same time depending on how you configure the solution in Interactor.

**CEOCFO: *Who has been using your product? Where have you seen interest so far, with what types of companies or problems?***

**Mr. Jung:** There are three big areas. The first one is Edge Compute, where large vendors like Cisco, Ericsson, and HP are providing products to enable their customers to do some compute at the edge. The problem is that their products have routing like networking, and the compute in a single box, so the idea is that their customers will be programming, or building applications to do some level of compute at the edge. The value proposition is to have a minimal amount of traffic going back to a central location or their core to save money and resource to reach complexity and scale. In addition, another proposition of value is to have a localized control of their infrastructure, even if the back-hole or link to a central location goes down, they will still have some control over their localized operation. However, the problem with this is they are relying on their customers to both have their deployment engineers, such as a networking engineer, and developers to make this happen. However, not many customers have both expertise handy to make these happen. Therefore, what they are doing is putting our product inside of their edge compute product on the compute side so that both edge compute and routing becomes just a configuration exercise so that their deployment engineers can easily work with these configurations to make it all happen. That is one big side – edge compute, enable edge compute to be very consumable to their customers. The second one is basically whenever their customers are trying to do System Integration related work, they are having to do a great deal of development, and a large percentage of this development has all to do with how to interact between various devices and services. In some cases the projects become unfeasible because it cost more to develop the solution than what they can get paid for. Therefore, with our product what they are trying to achieve is to reduce the cost of first creating the solution, and then also deploying and maintaining it, because it is no longer a software development process, but more of an infrastructure deployment kind of process, based on configurations. We enable them to reduce the cost, and the time to deploy. This means that projects that were not feasible business wise suddenly become something that very much is profitable. The third area is all about making their device IoT enabled. These platforms such as Smartthings from Samsung are providing these capabilities to non-smart manufacturers so that they can create smart appliances, smart furniture or whatever used to be an unconnected and not smart. We can make it smart. There is a limitation in the fact that they are only able to provide connectivity back to their platform, but with Interactor inside their platforms, modules and devices, suddenly these non-smart generic items become smart and can interact with their surroundings depending on its configuration. Therefore, it is making non-IoT items, IoT enabled. Those are our three main areas.

**CEOCFO: *When people are looking at your product, it is easy for technical people to understand?***

**Mr. Jung:** We are seeing a distinct group of customers and partners in our discussions. There are people who have been trying this and finding it difficult, so they understand where the challenge and the gap is. When you discuss our product and our direction, they get it very quickly; within 5 minutes they understand what we are doing. Then we have a group that have not delved into or tried this out. They have not tried creating IoT solutions or have not spent much time on it, so they have difficulty understanding what we are trying to achieve here. However, in time they understand the value of how we do things. How we have been able to engage with some of our customers, our first discussion was a little murky on understanding our technology, but after a few discussions they become our biggest advocates. So there are two distinct groups. The ones that understand it very quickly and those that it takes a bit more time to understand the technology.

**CEOCFO: *Are you seeking funding or partnerships?***

**Mr. Jung:** We are positioned to just focus on partnerships mostly, which has been important to us from day one for us, so we are definitely seeking partnerships. Funding wise, we have had good series of funding up today. We are just opening up a Round of funding, and it should be our last Round of funding to take us to a Series A next year. Therefore, we are looking for funding now and talking to two interested investors.

***Why pay attention to Pulzze Systems?***

**Mr. Jung:** When we started Pulzze Systems, we started out to solve a specific problem. We tried creating IoT solutions, we tried creating SDN solutions. Then we realized there was one specific area that was inhibiting the growth of IoT industries, which was solving the interaction puzzle. For us, the importance of what we do is in allowing the industry to grow to the next level by removing that vector of interaction complexity; taking the abstracting out and making it configurable. It is all about solving that specific challenge and looking to spur on growth in the IoT industry that we have seen in the networking industry before. It will definitely change how we build solutions in the future.

