



FOR IMMEDIATE RELEASE

Smart Grid Monitoring Gets Smarter with Sensei Solutions and ThingWorx Partnership

Sensei to Leverage ThingWorx to Add Three-Dimensional Collaboration to its Smart Grid Predictive Asset Monitoring Solution

Exton, PA- January 10, 2011– [ThingWorx](#)TM, the provider of the first application platform for the connected world, today announced a strategic partnership with [Sensei Solutions](#), a leading provider of Electric Utility Smart Grid solutions.

“The partnership with ThingWorx allows Sensei Solutions to accelerate the development of new products and solutions for real-time monitoring of critical utility generation, transmission, and distribution assets,” commented Ashley Campbell, Sensei CEO. “The ThingWorx platform allows us to build on our core competencies to rapidly aggregate, normalize, and correlate disparate asset monitoring data across the enterprise, and provides us with a modern, Web 2.0 based platform to help build the next generation of smart grid asset monitoring capabilities.”

Sensei’s next generation solutions incorporate adaptive neural net technology that combines enterprise knowledge, predictive analytics, and highly configurable visualization and event notification, which helps the company’s customers reduce unplanned downtime and equipment failure costs associated with their assets. These advanced asset monitoring and management capabilities are currently being deployed at two major utilities in the Northeast and the Southwest.

“ThingWorx is truly a disruptive technology that is unique in the marketplace and we look forward to a long and successful partnership,” added Campbell.

“We are excited to partner with an innovative company like Sensei Solutions,” stated Russ Fadel, CEO of ThingWorx. “Their thought leadership and deep intellectual property around improving utility asset monitoring and management capabilities will be key to a successful smart grid. This partnership is a great example of how the ThingWorx platform can help OEMs extend and enhance an existing solution to provide new collaborative functionality while simultaneously increasing their ability to rapidly respond to new customer requirements. The ThingWorx platform uniquely provides a rich, interactive environment for building applications that connect the three critical dimensions of today’s connected world – people, systems, and physical assets.”



About ThingWorx

ThingWorx™ is a privately held company that develops “The 1st Application Platform for the Connected World™.” ThingWorx combines the key functionality of Web 2.0, real-time data, mashups, search, social media and the semantic web, and applies it to any process that involves people, systems, devices and other real world “things.” ThingWorx is providing the disruptive change required to catalyze innovation and enable connected world applications, resulting in a step change in business performance in industrial markets such as manufacturing, utilities and energy, as well as in emerging “Internet of Things” applications, which include smart cities, smart grid, agriculture, transportation, and Machine-to-Machine (M2M). For more information, please visit our website at www.thingworx.com and our blog at www.thingworx.com/blog or follow us on Twitter @[ThingWorx](https://twitter.com/ThingWorx).

About Sensei Solutions

Sensei Solutions is a leading Smart Grid Solutions provider that enables utilities to achieve greater operational efficiencies, improve asset reliability, and address growing compliance mandates. Sensei provides hardware, software, services, and domain expertise to deliver advanced solutions that empower utility customers to continuously monitor and manage their generation, transmission, and distribution assets over a single unified enterprise platform. Sensei has numerous deployments with leading utilities in the US. For additional information, please visit www.sensei-solutions.com.

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