



STAFFORD & ASSOCIATES



Stafford & Associates
Presents a *Tech Scouting Report™* on
Thinlabs

April 1, 2017

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Stafford & Associates Overview

INTRODUCTION

Stafford & Associates is pleased to share our Tech Scouting Report™ review of Thinlabs, Inc. (Thinlabs) and their Power over Ethernet (PoE) hardware solution.

Founded in 1998, and based in the greater Philadelphia area of Pennsylvania, Thinlabs is an organization focused on PoE display solutions. Thinlabs manufactures Computers, VDI solutions and Digital Signage that are PoE powered, eliminating the need for electrical wiring in Intelligent Buildings.



Three C-level Executives (CxOs) reviewed and scored Thinlabs' PoE solution on their enterprise value proposition (4.4/5.0) and enterprise readiness (4.6/5.0). Specifically, rating Thinlabs' PoE in Cost Reduction (5.0/5.0), Cost Avoidance (4.7/5.0), Agility (5.0/5.0), Technical Base (5.0/5.0), and Usability (5.0/5.0).

Thinlabs' PoE solution received an overall rating of 4.5 out of 5.0.

Please read the complete Stafford & Associates Tech Scouting Report for more information on what our CxO reviewers had to say about Thinlabs and their PoE solution.

STAFFORD & ASSOCIATES OVERVIEW



DOCUMENT PURPOSE & TERMS

The purpose of this document is to provide a C-level perspective on an emerging technology. Stafford & Associates aligns the technology company with three relevant C-level reviewers from various industry segments. Each C-level technology reviewer performs their own research on the technology, conducts a separate 2-hour session with representatives from the technology company and then completes an evaluation and scoring questionnaire. This Tech Scouting Report is a combination of the evaluation questionnaire and the emerging technology company profile (completed by the technology company).

The table below provides a reference for many of the terms (acronyms, abbreviations, and definitions) used in this report.

TABLE A: TERMS

Terms	Description
CEO	Chief Executive Officer
CIO	Chief Information Officer
COWs	Computers on Wheels
CPU	Central Processing Unit
CTO	Chief Technology Officer
CxO	C-level Executives where x stands for Executive, Information, Financial, Security, etc.
EHR	Electronic Health Record
EMR	Electronic Medical Record
ERP	Enterprise Resource Planning
HIPAA	Health Insurance Portability & Accountability Act
Intrepeneur	A person who behaves like an entrepreneur whilst being employed.
IoE	Internet of Everything
IT	Information Technology
ITIL	Information Technology Infrastructure Library
LEED	Leadership in Energy and Environmental Design
MBA	Master Business Administration
MMIS	Maintenance Management Information System
PCI DSS	Payment Card Industry Data Security Standard
PMP	Project Management Professional
PoE	Power over Ethernet
POS	Point of Sale
SOX	Sarbanes–Oxley Act
TCO	Total Cost of Ownership
Thinlabs	Thinlabs, Inc.
UPoE	Universal Power over Ethernet
UPS	Uninterruptible Power Supply
VDI	Virtual Desktop Infrastructure

STAFFORD & ASSOCIATES OVERVIEW



EXECUTIVE SUMMARY

Thinlabs' PoE solution was reviewed by three CxOs from three different industry segments and include Seth A. Kaplan, a CTO with Healthcare Industry experience; Shawn Pressley, a CIO with Construction Industry experience; and Gary Marshall, a CIO with IT Services Industry experience.

All three of our executives were impressed with Thinlabs' PoE solution. They noted the solution provides a strong low power compute platform that could have a significant impact on the enterprise. Seth A. Kaplan, CTO Healthcare Industry, relayed that, *"Thinlabs is in the right place at the right time, especially when the trend is to go 'clean and green'... streamlined and clutter-less (fewer wires). With the right use cases, as an alternative to VDI components, or for training rooms, or any of their current thoughts like medical carts (COWs) and industrial machinery, Thinlabs will undoubtedly take off and set the standard for PoE computing."* Shawn Pressley, CIO Construction Industry, shared *"Thinlabs' PoE will be of interest to the traditional CIO and CTO and multiple industries including Healthcare, Hospitals, Manufacturing, Retail, Airports (display and signage), as well as the Security industry."* Per Gary Marshall, CIO IT Services Industry, *"Thinlabs could potentially fundamentally influence the world computing platform, particularly cloud providers with mega-data centers."*

In summary, the CxO team considers Thinlabs' PoE computer and display solutions to be a viable solution for the enterprise. *"Great stuff... looking forward to seeing and reading a lot more about Thinlabs in the future. Keep an eye on that Cisco relationship too. I can see good things coming from them as there's a lot of synergy between them,"* commented Seth Kaplan.

STAFFORD & ASSOCIATES OVERVIEW



Seth A. Kaplan

Healthcare Industry

Head of Next Generation Modernization CareFirst & Former CTO Molina Healthcare

Seth is an Experienced Technology Executive, Enterprise Architect, Product Manager, Consultant, IT Strategist, and Intreprenuer. He has repeatedly demonstrated success developing enterprise-wide technology visions, and delivering innovative solutions that strategically position companies for lasting success. Seth identifies and translates business needs into revenue-driving products and services, and executing ambitious market-entry strategies. He is passionate about empowering businesses using enterprise technology and business architecture, and managing through the challenges of rapid growth, technology investments, systems integration, architecture planning, and vendor management. Seth is adept at cultivating alliances and assembling agile teams to foster growth. He is an accomplished technical architect with extensive experience in healthcare solutions and architecture development (payer and provider, including Health Information Exchange, EMR, EHR, and MMIS). Seth is a change agent, capable of providing technology direction while critically evaluating and responding to rapidly evolving technology standards. Seth received a Bachelor's Degree in Cognitive Science from Syracuse University.



Shawn Pressley

Construction Industry

Senior Technology Architect McKnight Construction & Former CIO Hill International

Shawn is a Global IT & Information Security Executive with an MBA, PMP, ITIL known for creating "order from chaos". He has led global teams in budgeting, deploying, securing, and managing multi-million dollar IT footprint for global enterprises in the Healthcare, Financial Services, Retail, Education, Government, Hospitality, and Gaming industries. Shawn has a proven track record of successful information security management, portfolio management, organization & program building and leadership abilities in the areas of: Information Security (HIPAA, PCI DSS, SOX, Gaming, GRC), Systems Development, Infrastructure, E-Commerce, Big Data, Cloud Computing, Disaster Recovery, Risk Management, Business Intelligence, ERP, CRM, Consulting, and Strategic Planning. He has received several honors and awards including Eco Enterprise Innovation Oracle Award, 40 Under 40 Award from Philadelphia Business Journal & Building Design & Construction, Minority Business Leadership & Advocacy of Project Management Best Practices, and Primavera Award for Blockbuster Effort in Recognition of Superior Team Efforts. Shawn earned a Bachelor of Science in Civil Engineering & Engineering Management from Widener University and a Master of Business Administration from La Salle University.



Gary Marshall

IT Services Industry

Former CIO Sungard Availability Services & CIO Taconic Biosciences

Gary believes that IT leadership is at its best when IT functions as a change agent that aligns business processes and IT to accelerate performance and sustain strategic flexibility while creating a competitive advantage for the organization as measured by revenue, profitability, market share, and brand exposure. Over the years, he has consistently enabled organizations to do just that. As a Senior Technology Executive, Gary has earned a reputation for driving innovation, optimizing performance, enhancing productivity, and lowering costs to enhance business capabilities, leapfrog the competition and dramatically grow revenues and profitability. He has a Master Business Administration from The Open University in Strategic Management, International Enterprise, and Corporate Finance Strategic Manufacturing.



STAFFORD & ASSOCIATES OVERVIEW



STAFFORD & ASSOCIATES EDITORS

Karen Miklau

Executive VP Emerging Technology and Senior Editor, Tech Scouting Report

Karen has over 25 years of experience in enterprise IT. As a Global Offering Executive with EDS and HP, she combined her technical and business skills to develop enterprise IT services. Leveraging her consulting experience for Fortune 1000 CxOs, Karen understands both the enterprise and the start-up world. She identifies emerging technologies and innovative solutions for the Stafford & Associates C-level network. Karen launched TechScoutingReport.com to foster explosive new growth by leveraging a diverse portfolio of innovative IT and next-generation solutions for enterprise organizations.





Stafford & Associates: C-Level Perspective

C-LEVEL PERSPECTIVE: OVERVIEW

Stafford & Associates asked each CxO reviewer to describe and summarize Thinlabs' PoE solution. The primary C-level stakeholders for the PoE solution include the CTO and CIO. Seth A. Kaplan noted that "Cisco should be genuinely interested in this technology too, perhaps as a component of their Telepresence units or as a network engineering utility to support back-end enterprise infrastructure."

TABLE 1: C-LEVEL PERSPECTIVE

TOPIC	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Description	<i>Thinlabs is a desktop/monitor all-in-one replacement with an incredibly small footprint and ludicrously small power requirement.</i>	<i>Start of a marriage between Cisco's IoE and physical devices connected to the Internet.</i>	<i>A low power desktop/monitor which has the potential to evolve into a low power "computing platform".</i>
Summary	<i>Thinlabs has officially killed off what's left of the desktop computer market by reducing cable clutter down to a single PoE wire. Even in scenarios like embedded systems that power digital signage, or where virtual desktop appliances feed monitors (like VDI), Thinlabs has successfully rendered those solutions obsolete. They don't quite serve as a replacement to the growing laptop or tablet market, but fortunately that doesn't seem to be the market Thinlabs plays in.</i>	<i>Many organizations find themselves caught up in the complexities of maintaining the status quo rather than making the business more competitive. However, reducing IT complexity to free up time and budget for innovation is only half the battle. Many organizations have been culturally attuned to say "no" to new ideas rather than to embrace innovation.</i>	<p><i>There are multiple trends/factors affecting this market:</i></p> <ol style="list-style-type: none"> <i>1. Desktop computing is moving to the cloud, leaving desktops as "thin clients"</i> <i>2. Mobile devices are replacing desktops</i> <i>3. Network connectivity is moving from wired Ethernet to Wi-Fi</i> <i>4. Energy cost/reliability in developed world minimizes the value of "low energy" devices on the desktop</i> <i>5. Energy consumption in the data center is becoming an issue because of the restricted availability of power infrastructure, and additional cooling demands</i> <p><i>Trying to sell this to the end consumer, especially in the declining desktop market is "swimming against the tide". I believe opportunities for the low power desktop exist in developing countries, and a bigger market for low power "servers" is even bigger.</i></p>

STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



TOPIC	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Stakeholders	<i>CIOs where VDI is prevalent or a growing interest. Call centers. Training rooms and conference centers. Health care providers (clinics, hospitals, urgent care). Food and retail (as a POS and digital signage). Industrial (as an embedded device, heavy machinery/equipment controller).</i>	<i>Healthcare/Hospitals, Manufacturing, Airports, Retail (displays & signage), and Security industries.</i>	<p><i>There are multiple stakeholders for the different use cases:</i></p> <ol style="list-style-type: none"> <i>1. Portable – where battery life is important, e.g. Hospitals, Shop Floor data collection, etc. This product increases the useful life from 3 hours up to 16 hours.</i> <i>2. Where power is not reliable – e.g. developing countries where power generation is limited or inconsistent.</i> <i>3. Politically sensitive – where organizations are committed to reducing energy consumption, e.g. governments, sustainability organizations etc.</i> <p><i>Those in IT, Procurement, and Facilities Management responsible for defining & procuring computer and signage equipment.</i></p>

STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



C-LEVEL PERSPECTIVE: ADAPTIVE ADVANTAGES & CHALLENGES

Stafford & Associates asked each CxO reviewer to describe the challenges for the Thinlabs' PoE solution.

TABLE 2: ADOPTIVE ADVANTAGES & CHALLENGES

TOPIC	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Adoptive Advantages	<i>Companies can rest assured of going "green" and look forward to less cabling and simplified logistics when deploying. Similarly, these devices serve as an excellent host to any type of VDI computing.</i>	<i>Cutting-edge technology can create high benefits for businesses that are willing to be early adopters. This strategy, however, requires businesses to abandon technologies that never fully mature. A nimble implementation strategy will allow Thinlabs first-to-market advantage, is the best new hardware to consider.</i>	<i>Reduced power consumption advantages include reduced energy costs, which has an associated reduced carbon footprint advantage, use in scenarios with requirements to work on battery power for up to 16 hours without re-charging, and options to work in environments with limited power supplies, e.g. solar power, especially in developing countries.</i>
Challenges	<i>Bigger players will soon enough use PoE in their own devices. Thinlabs may have only a 5-7-year lead time from now to create a beachhead for their technology. The question for Thinlabs is how do they retain and grow their market share in 5-7 years? The answer may lie in what other goodies Thinlabs can put out into the market today that can be unlocked when it comes time for their hardware to be refreshed, coinciding with when other computing leaders begin to package similar technology into their hardware and being to deploy to their customer base. Screens larger than 42" will also become a challenge until PoE standards change again (devices that require more power than the current standard provides for).</i>	<i>The current challenges for Thinlabs is marketing or exposure from media outlets.</i>	<ol style="list-style-type: none"> 1. <i>The desktop market is declining</i> 2. <i>The cost of energy is too low to make the cost of energy reduction material</i> 3. <i>The carbon footprint debate doesn't have enough traction at "day to day" decision making, yet.</i> 4. <i>Thinlabs is not a big enough brand to influence the market on its own</i> 5. <i>The current product portfolio is too small, adding servers would be a huge addition</i>

STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



C-LEVEL PERSPECTIVE: ENTERPRISE VALUE PROPOSITION

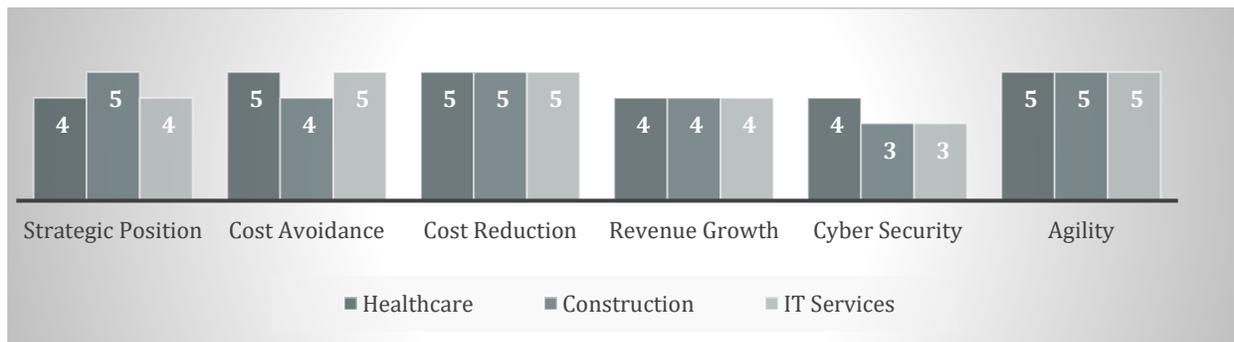
Stafford & Associates asked each CxO reviewer to rank, on a score from zero (0-no value) to five (5-most value), the value proposition to the enterprise for the PoE solution in the areas of strategic position, cost avoidance, cost reduction, cyber security, agility, and revenue growth. Overall PoE ranked high across the entire value chain.

Specifically, Seth A. Kaplan, had the following comments, *“Thinlabs has a better value proposition than they realize, if they were to focus on how they could benefit companies that invest in technologies like VDI, or if they use an unlocking model like Tesla does with its cars for instance (shipping with more capacity than the customer requires but through an unlock code to be purchased, at a later date, unlock the full potential of the hardware).”* Mr. Kaplan also noted *“Simplified logistics and deployment makes Thinlabs tremendously useful in call center and training room scenarios, not just medical carts or typical professional situations.”*

Shawn Pressley commented *“Thinlabs has an opportunity to be positioned in a manner that utilize technologies to optimize and transform business to make or save money.”*

Gary Marshall indicated *“There is extreme value for mobile (battery) devices, servers, mega data centers, carbon footprint for political/environmental goals and availability for remote or developing areas. Gary went on to note “In sufficient scale, the reduction in energy consumption, equates to a reduction in the carbon footprint. Large organizations e.g. global corporations, and governments would demonstrate compliance with treaties e.g. Kyoto Summit. Low energy computing allows applications to be used, where low energy power sources e.g. solar panels are the primary sources of power, not only for human use e.g. schools, but also for control systems for water systems and other internet connected applications.”*

CHART 1: C-LEVEL ENTERPRISE VALUE PROPOSITION



STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



TABLE 3: C-LEVEL ENTERPRISE VALUE PROPOSITION

TOPIC	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Strategic Position	<p><i>Thinlabs is not only a lower-cost alternative to traditional desktop hardware, but it's more environmentally friendly, less cluttered, more easily deployed (than traditional desktops), has improved enterprise management, and supports any use where a desktop or touch screen is a must (fast food, retail, healthcare, industrial, educational, customer support, et al.) by providing all-in-one capability with fewer supportable parts. The overall TCO for a single Thinlabs device is considerably more favorable than the traditional screen + CPU approach.</i></p>	<p><i>Thinlabs will allow companies to seamlessly evolve with tomorrow's future transformational roadmaps. Thinlabs will also help companies gain LEED certification and become more green and allow for a lower carbon footprint.</i></p>	<p><i>Thinlabs strategic advantage is really the "low power consumption", i.e. 70% saving*. The desktop market is large but declining. Wi-Fi is replacing the wired network cabling. Therefore, the immediate benefit is from making the full client desktop portable using battery, which lasts longer than a normal working "shift". Low power signage would be very attractive if it could be scaled up to replace internal TV monitors, and external advertising billboards. "Sustainability" is a strong brand in political circles and developing countries.</i></p> <p><i>*(Typical PC = 130 watts @ 11c kW/h for 24 hr./day, 365 days/yr. = \$129.73 Thinlabs equivalent = \$38.92 Savings of \$90.81 per PC/year)</i></p>
Cost Avoidance	<p><i>Businesses don't have to run additional power and outlets to support Thinlabs devices. Cost for electrician and after-the-fact facilities planning avoided. A single power source (the PoE switch) and a single UPS at the switch is sufficient for backing up power.</i></p>	<p><i>For a cost avoidance, it is a lower equipment cost and a lower outlay of equipment resources because you only need to roll out one unit. Recycling costs and lower cost for new materials. Lower maintenance and service costs from IT staff. Companies will have more control to access the unit from afar and keep viruses out while avoiding security breaches that may arise.</i></p>	<p><i>If this technology was patented and licensed at server level, the cost avoidance of increasing the power supply to data centers, the cooling, and the stand-by power would be greatly reduced.</i></p>

STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



TOPIC	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Cost Reduction	<p><i>Combined monitor and computer in one. Electrical costs significantly lowered. No separate VDI device required (if a company has gone the VDI route). Windows Embedded Standard edition cost is cheaper than Professional (although Pro is still an option with Thinlabs). Hardware refreshes typically happen every 5-7 years and the cost of refreshing Thinlabs devices (or unlocking their full potential) is significantly less expensive than procuring all new "thick" hardware and disposing legacy hardware.</i></p>	<p><i>Cost reduction with the equipment and security solutions will get the attention of the CIO.</i></p>	<p><i>While there is a reduction in energy consumption, the cost of energy means that the cost savings at the desktop are not material.</i></p>
Cyber Security	<p><i>Thinlabs supports embedded operating systems which are more capable of being locked down for a tighter security profile. Similarly, they use LLDP handshaking with Cisco devices that not only improves quality of service, but creates a secure channel to Cisco hardware that adds to its security footprint. The ability to be used as a low-cost VDI appliance is another security feature not to be overlooked because of the nature of VDI (nothing stored on the desktop). These are all powerful value propositions from a security point of view.</i></p>	<p><i>Avoid security breaches and stopping a user from being unproductive as well as preventing exposing vulnerabilities on company machines and networks.</i></p>	<p><i>No changes to current security scenarios.</i></p>

STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



TOPIC	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Agility	<p><i>The obvious answer is that no cables means speedier installation and simpler support. However, the real benefit to an organization becomes apparent when the appropriate use case is taken into consideration. For instance, setting up a training room or call center, or as an alternative to separate VDI units that have become increasingly popular in larger businesses. Enterprise desktop management is key as well, and the Thinlabs management console makes managing multiple units at once a simpler task (deploying updates, security monitoring, etc.).</i></p>	<p><i>Replacement speed and less downtime with breakdown of equipment as well as a reduced time for switching equipment out.</i></p>	<p><i>While PoE power combined with network connectivity to the desktop is convenient, the fact that it must be tethered at all is still the limiting factor. Battery power without recharging for a full shift (up to 16 hours) has more value for applications such as hospital carts (COWs), shop floor data collection, etc.</i></p>
Revenue Growth	<p><i>Thinlabs has the capacity to ship with maximum hardware potential, but through its management console, allow businesses to unlock only the potential they need. This would provide Thinlabs tremendous revenue potential during refresh periods when it's possible 5 years from now there will be increased competition in the market. Unlocking your current device is certainly more economical for companies than transitioning to a new desktop standard from a competitor. Nevertheless, it's easy to see Thinlabs grow in the classroom and call center space or where VDI is in use because of it's easy spin-up time and lack of cables. Bringing online additional digital signage using this technology also provides an area of revenue opportunity and growth.</i></p>	<p><i>May be better positioned in the market and if a company teams with someone that is pushing CISCO router, then there may be additional revenue growth. Positioned as a "green" company may help to drive revenue to the enterprise because better positioned in market with lower carbon footprint.</i></p>	<p><i>The factors driving revenue growth are portable use cases, sustainability branding, and markets in developing countries. Factors which may detract from revenue growth are the declining desktop market, and the stagnation of wired networking compared to Wi-Fi.</i></p>

STAFFORD & ASSOCIATES: C-LEVEL PERSPECTIVE



C-LEVEL PERSPECTIVE: ENTERPRISE READINESS

Stafford & Associates asked each CxO reviewer to rank, on a score from zero (0-no value) to five (5-most value), the enterprise readiness of the solution in the areas of security & compliance, technology base, technical expertise & usability, ease of implementation, and training requirements. Overall PoE ranked very high regarding readiness for use in enterprise operations with an overall rating of 4.6.

CHART 2: C-LEVEL ENTERPRISE READINESS

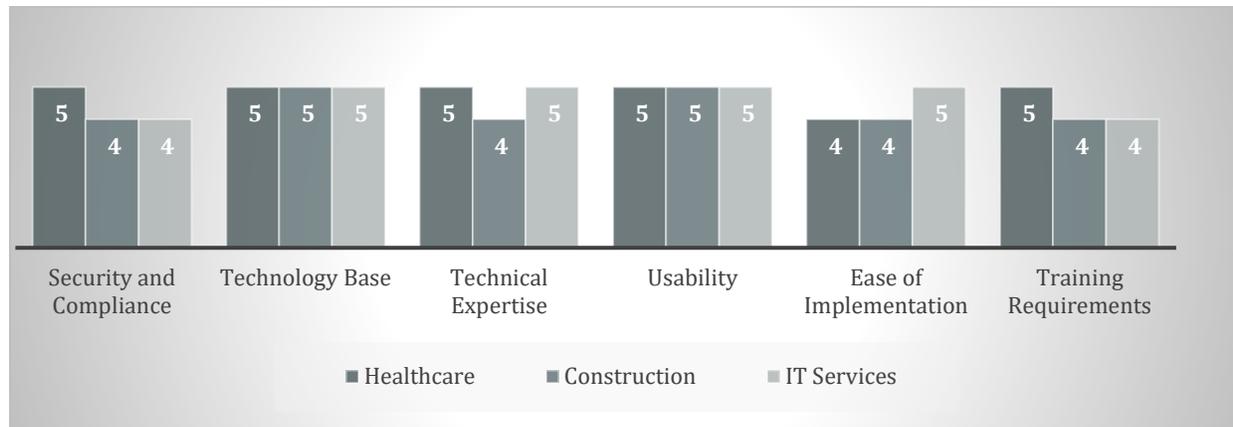


TABLE 4: C-LEVEL ENTERPRISE READINESS

REVIEW AREA	SETH A. KAPLAN (Healthcare)	SHAWN PRESSLEY (Construction)	GARY MARSHALL (IT Services)
Security & Compliance	<i>Same Windows and desktop monitoring and support applies and would work with these devices that the enterprise likely already has on hand, including additional management software that Thinlabs provides on top.</i>	<i>No additional exposure from a security and compliance.</i>	<i>No change.</i>
Technology Base	<i>Windows is ubiquitous at this point.</i>	<i>Enterprise ready from a technology base.</i>	<i>At this point the current products just remove the traditional power cord.</i>
Technical Expertise & Usability	<i>No additional expertise needed (aside from setting up PoE, if necessary).</i>	<i>No impact to the technical expertise and very usable.</i>	<i>There is no technical expertise impact.</i>
Ease of Implementation	<i>PoE switch is all that's needed.</i>	<i>All you need is PoE.</i>	<i>There is no technical impact.</i>
Training Requirements	<i>Enterprises that make use of VDI and desktop computers should especially look at this technology.</i>	<i>Minimal training required.</i>	<i>There are no additional training requirements.</i>

THINLABS, INC. COMPANY PROFILE



Thinlabs, Inc. Company Profile



TABLE 5 COMPANY INFORMATION

TOPIC	DESCRIPTION
Founder	J.R Mundkur, CEO Previous Founder and Executive Board Member, VXL Instruments Ltd
Description	Specialized computers, digital signage, and thin clients
Category	Clean Technology, Cloud Infrastructure, Hardware, Infrastructure, Network Security
Industry	All Markets, Advertising & Marketing, Entertainment & Leisure, Finance & Financial Services, Healthcare & Pharmaceuticals, Manufacturing, Retails & Consumer Durables, Technology
Headquarters	225 Lincoln Highway Suite 178, Fairless Hills, Pennsylvania 19030
Other Locations	India, Taiwan, United Kingdom
Year Incorporated	1998
Funding	Self-funded
Employees	10
Employee Tenure	5+ years
Contact Information	www.Thinlabs.com info: info@thinlabs.com phone: +1 215 269 3339 fax: +1 215.269.9690



DESCRIPTION

A Cisco Solution Partner, Thinlabs provides all-in-one desktops and digital signage to businesses. Thinlabs' differentiator is that their devices are powered over Ethernet.



Thinlabs offer three main advantages with their devices:

- Cost avoidance – Save up to 70% in roll out / installation of Computers
 - Eliminate the need for Installation of multiple electrical cables and plug points
 - Reduce delays in installation
 - Remove the need for electrical contractors and pulling permits
 - Eliminate the need for UPS for individual systems
- Speed of installation – quicker time to install means shorter project times
- Low Power Usage – using about 30% of power of a normal desktop - green solution for the Enterprise

Thinlabs Desktop Computers and Digital Signage need no electrical wiring and plug points at point of install as these are powered over standard Ethernet Cabling. Thinlabs devices are cost effective on their own and offer unbeatable value to an Enterprise/ Business when used in a new office outfit or refurbishment.

PoE rollouts not only provide greater security but also better throughput and performance when compared to wireless - which could be a major positive factor especially today, where we have more instances of hacking and espionage in business.

THINLABS, INC. COMPANY PROFILE



DIFFERENTIATORS

Thinlabs' PoE computers use a single Ethernet cable for both data and power - this reduces costs involved especially with large rollouts. Centralized back up as opposed to individual UPS systems eliminates significant costs. Low power consumption of these devices is an added contribution to an enterprise's bottom line.

REFERENCE CLIENTS

- Skechers
- Gorham Savings Bank
- Middlesex Hospital CT



TABLE 6: VALUE PROPOSITION

AREA	DESCRIPTION
Agility	Speed of install - no electrical cabling means the computers can be installed faster.
Cyber Security	PoE lends itself to greater security as devices cannot be powered on without controlling the network switch - Thinlabs devices are compatible with Cisco and other leading PoE Switches which improves security and Quality of Service. In addition, a wired network is inherently safer than a wireless one.
Cost Avoidance	Elimination of Electrical Cabling for Computers - no need for expensive electrical contractors; Consolidation of Backup Power at Switch level - no need for individual UPS for all computers.
Cost Reduction	Reduced costs: - no electrical cabling, electrical contractors, allied costs of procuring and installation of electrical equipment - electrical consumption by up to 75% - cost of UPS backup - significantly lower installation costs of Thinlabs devices are significantly lower.
Strategic Position	Reduction of costs for the enterprise Reduction of Carbon Footprint - Green Enterprise.

TABLE 7: USE CASES

USE CASES	DESCRIPTION
Reduced Complexity to Deploy	Rolling out computers requires only Ethernet Cabling and no electrical cabling is needed. Backup/ UPS can be provided to the network switch which will in turn back up power for Thinlabs' devices.
Electricity Backup Consolidation	Thinlabs devices can be powered over the Network Switch (Cisco, HP, or others). Backup power for the network switch is sufficient to consolidate backup and UPS for Thinlabs devices.
Reduced Energy Consumption	Thinlabs' computers consume about 25-30% of power consumed by standard desktops (Thinlabs' desktop computers use around 25W of power while in operation).
Reduced Time to Install/Productivity	Eliminating electrical cabling and consolidating UPS means that Thinlabs' computers can be installed up to 10 times faster than standard computers - speeding up project timelines and achieving productivity faster.

THINLABS, INC. COMPANY PROFILE



TABLE 8: COMPETITORS & DIFFERENTIATION

COMPETITOR	DESCRIPTION	DIFFERENTIATION
Dell	Dell is a well-established company and enterprises have long-standing relationships with Dell.	<ol style="list-style-type: none"> 1. <i>Thinlabs is the only company to provide a viable PoE solution.</i> 2. <i>Ability to custom design hardware and provide solutions for Mid-Large customers at low cost.</i> 3. <i>Only computers that work with Cisco UPoE switches and works with Windows software.</i>
HP	HP is a well-established company and enterprises have long-standing relationships with HP.	<ol style="list-style-type: none"> 1. <i>Thinlabs is the only company to provide a viable PoE solution.</i> 2. <i>Ability to custom design hardware and provide solutions for Mid-Large customers at low cost.</i> 3. <i>Only computers that work with Cisco UPoE switches and works with Windows software.</i>

TABLE 9: ADDITIONAL COMPANY INFORMATION

TOPIC	DESCRIPTION
Implementation	Thinlabs provide desktop computers and digital signage – which are installed by customers and partners (Thinlabs do not provide implementation services).
Support Model	The Thinlabs team is available to clients and offers multiple support options including 24x7 Online and Phone help.
Customization	The client can customize their own instance of the solution.
Deployments	Thinlabs has completed over 100 client deployments (licensed software + hardware) with more than 50,000 end users.
Disaster Recovery	Thinlabs provide a hardware solution (desktop and digital signage) and do not provide disaster recovery solutions which are normally for software and data.
Patents & Disruptive Technology	Patents pending in power management for Thinlabs devices.
Potential Growth Strategies	Thinlabs would consider OEM relationships in the global marketplace and partnering with a services company to support deployment at the enterprise level.

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About Stafford & Associates

MISSION

The mission of Stafford & Associates is to connect emerging and disruptive technologies with the global, enterprise leaders who need new and better ways to manage and expand their businesses. Stafford & Associates identifies, evaluates, and introduces cutting-edge technology solutions that deliver a competitive advantage to enterprise organizations.

You and your peers refer our ever-changing STAFFORD INDEX of enterprise-ready, innovative companies to us. These organizations are committed to engaging, co-innovating, and partnering to win.

Our Tech Scouting Report provides unparalleled detailed information about emerging technologies to allow for valuable improvements and enterprise adoption. We provide the most reliable, verified single source to help enterprises find emerging technologies. We are a resource for innovation and differentiation.

Stafford & Associates is the parent company of the Tech Scouting Report and TechScoutingReport.com.

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