The Internet of Trust: Unbelievable Machine and Ubirch form strategic partnership

Berlin / Cologne, November 15, 2018. The unbelievable Machine Company (* um) and Ubirch GmbH are entering into a strategic partnership for the highly secure transmission, storage and processing of sensitive corporate data from Industry 4.0 applications. From now on, customers will benefit from trusted data along the digital journey.

As an independent full-service provider for big data, cloud services and managed hosting, The unbelievable Machine Company (* um) brings its expertise and infrastructure to the partnership. Ubirch, a specialist in blockchain-based technologies for securing IoT devices, provides state-of-the-art data security options.

*um creates the foundations and applications to access and leverage data from and to businesses in large quantities and from diverse sources. Ubirch complements these services with its highly secure solution for streaming or transferring enterprise data from industrial IoT sensors. The Ubirch solution seals IoT data immediately after a measurement and stores an unchangeable log file in the blockchain. In addition, the sensor data is then hosted, processed and managed by *um. A special focus is on 5G applications and the Industrial Internet of Things (IIoT / Industry 4.0).

"Ubirch and Unbelievable Machine bring together two top providers that combine high quality services to create unique synergies," said Ravin Mehta, founder and CEO of The Unbelievable Machine Company. "With our partnership, we cover the entire data lifecycle. Together, we make the Internet of Things the Internet of Trust. "

Ubirch CEO Stephan Noller adds: "For the first time, companies benefit from the highest level of quality and security on the entire data journey. Sensitive data is transmitted with high security, stored and processed. The offer is aimed at both machine builders who want to equip their plants with safe IoT sensors as well as factory operators and other industrial users who want to go into a digital, connected production. "

About Unbelievable Machine
The unbelievable Machine Company GmbH (* um) is the leading full-service provider for sophisticated digital projects. As a specialist in big data (data science and data engineering) and cloud services, the company develops precise solutions for individual business-critical challenges of well-known customers in the automotive, retail, online services, media and many more sectors. *um is the only European vendor to be named "cool vendor" in the category "Information Infrastructure & Big Data" by Gartner. In 2017, ISG / Experton named the company "Big Data Leader" and "Data Analytics Leader." As part of the Base Farm Group (a business of Orange Business Services) *um provides high-quality local services with a global Europe-based infrastructure Founded in 2008, today around 150 incredible employees work in Berlin, Frankfurt and Vienna for *um. // www.unbelievable-machine.com

About Ubirch

Ubirch GmbH is the specialist for blockchain-based technology in the field of IoT with offices in Cologne and Berlin. The team consists of experienced specialists in cryptography, blockchain and data-driven business models. With the product "Blockchain for Things", consisting of an extremely lightweight client for sensor firmware and the matching cloud backend, the start-up enables new business models for the Internet of Things. In order to make IoT data trustworthy, innovative cryptography and blockchain technologies are used. ubirch focuses on customers in the Finance & Insurance, Automotive, Production & Logistics / Industry 4.0 and Energy / Utility segments. // www.ubirch.com

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