EDITION – AMERICAS

Digi RF Positioning Guide

Elevator Statement

Digi offers the world's #1 selling RF modules and gateways available in the marketplace today. Many of the largest energy companies, utilities, industrial and transit agencies rely on Digi's RF expertise. Our solutions are simple, scalable, secure, and enable customers to get their connected products and services to market faster.

Who Is Digi?

Digi is a leading global provider of mission-critical M2M and IoT connectivity products and services. We help our customers create next-generation connected products and deploy and manage critical communications infrastructures.

Why Do Something Different?

For some, connecting assets is a natural extension of existing products and services. For others, wireless is not a core competency. In either case, companies require more value and faster ROI: more standard features, centralized network management, with comprehensive design and implementation services.

Why Now?

Better decision making requires real-time insights into the performance of dispersed operations. Regardless of industry, wireless connections offer a host of opportunities and challenges to the way we do business. We need to do more with less right now: more sales, higher productivity, higher quality, higher customer satisfaction, reduce turnover, comply with industry or government regulations. Can you afford to wait?

Why Digi?

- **Proven -** Over 25,000 customers worldwide.
- **Leader -** World's #1 selling RF modules and gateways with over 10 million shipped.
- **Global -** XBee platform supports multiple frequencies for global deployments.
- **Reliable -** Digi is one of the few to offer 5-year warranties on gateways – standard.
- **Programmable -** Programmable wireless gateways with a Python engine for adding local intelligence.
- **Versatile -** Wide array of pin-compatible RF modules.
- **Confidence -** Purpose-built for industrial environments and longevity.
- **Secure -** Digi employs leading security technologies in our wireless products.
- **Certified -** All Digi's products are pre-certified with the largest certifying bodies around the globe.
- **Straight Forward -** Simple design for easy integration.

Target Market and Audience

Industry Applications:

Digi targets primarily OEMs looking for RF connectivity in the following applications:

Energy: Digital Oil Field, Solar

Industrial: Tank, Heavy Machinery

Government: Traffic Management, Parking, Smart Public Lighting

Medical: Medical Devices

Who Am I Talking To and What Do They Care About?

C-Level [BDM]
Standards-based connectivity, leverage existing tools and infrastructure, time-to-market, business outcome and ROI focused

Hardware Engineers [TDM]
Time-to-market, integration, reliability, certifications

Technical Product Managers [TDM]
Time-to-market cost, integration, reliability, certifications, platform agility

Who Are the Top 5 Competitors?

Digi competes with many vendors depending on protocol and region, but here are some common competitors:

- CEL (California Eastern Labs)
- Telegesis
- Microchip
- Freewave
- LS Research

Useful Resources

Public Website

XBee Product Page
XBee Gateways
Wireless Modems
XBee Video Overview
XLR PRO Product Page
Webinars and Events
Knowledgebase

Digi Intranet

(Requires Network Access)

Sales Enablement
Market Intelligence
RF Product Group

Recommended Collateral

Customer Success Stories
Industry Applications
Digi Blog
XBee Projects
Examples and Guides

Sales and Support

U.S. & Canada: 877-912-3444
Worldwide: +1 952-912-3456
http://www.digi.com/contactus

Find a distributor

Partner Portal

(Requires login)

Partner Page

Pain Point	Qualifying Questions	Follow Up Questions	Digi Solution
Time to Market • Customer/market demands • Current vendor is not responsive to our needs	• Are your competitors offering RF connectivity in their products? • Is designing a custom RF capability not your core competency?	• What is the cost to your organization for every month of delay in getting your product to market? • Are you operating across regions/ countries? • What does your current vendor charge for incremental functionality? • How much custom configuration does your system require?	• Digi offers OEMs/product makers embedded solutions and custom wireless design and certification services to create connected products from the ground up. • Certifications – we have the expertise and labs to achieve the certifications you require • Digi's broad portfolio of M2M connectivity solutions give you options for expansion and growth • Excellent price-to-value and time-to-market
Lack of In-House RF Expertise	• Are you paying a custom design house or hiring consultants to wirelessly enable your products?	• How long does it take to get your RF capability certified?	• Platform agility – pin compatibility, product family (gateways, etc.) • Flexibility for worldwide deployments and future protocols • Certifications
Reduce Risk What does it cost to support and manage the RF capability?	• Are you paying too much and not getting the reliability you expect? • What is certification costing your organization? • Do you need to employ multiple protocols to meet market requirements? • Do you have the funding and expertise to build and manage RF test fixtures to support your product?	• Do you have a way to automate those tasks? • If we could help your engineering staff free up a lot of time for other work by managing all of your RF connectivity needs from a single vendor, would you be motivated to consider the solution?	• Platform agility – pin compatibility, product family (gateways, etc.) • Flexibility for worldwide deployments and future protocols • Certifications • Digi has been connecting mission critical machines for 30 years • Digi has 25,000 customers worldwide • Digi does not charge for firmware updates and patches • Digi tests and certifies our modules so you don't have to
Reliability and Longevity	• What is your product lifecycle? • Are you paying too much and not getting the reliability you expect?	• Do you offer warranties? • What is the cost of returned product?	• 5-year warranties on gateways • 1-year warranties on modules
Security How do I maximize security while minimizing costs?	• How do you know your field assets are secure? • Are you spending more time managing your systems than your people?	• What is the cost/risk of continuing with your current system/process? • Is it cost-effective and comprehensive?	• Digi delivers mission critical connectivity to: - Securely and robustly connect their products and users - Manage IoT data at scale, and engage more closely with your customers, users and partners

Digi Differentiators

Reliability

- Commercial and industrial grade
- Built to last: up to 5-year warranties
- Long term product availability

Security

- 175 security controls
- 20+ integrated hardware security features
- Industry compliance (PCI, HIPAA, NIST)

Scalability

- Range of external and embedded options
- 20+ connectivity interfaces supported
- Extensive provisioning and software tools

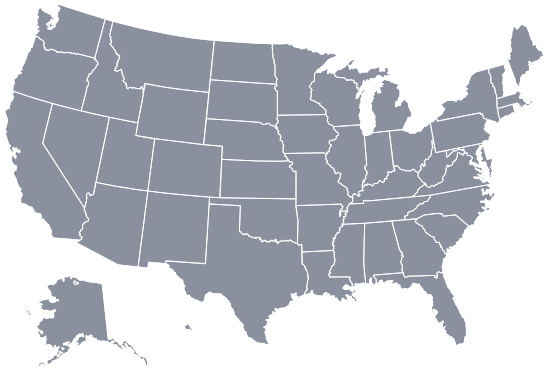
Manageability

- Device profile enforcement
- Custom network health alerts and reports
- Turnkey firmware/software updates

Family	Frequency	Protocol	Description	RF Line of Sight Range	Form Factor	Development Kit Part Numbers	RF Data Rate	Current Draw Tx/Rx	Hardware Reference # / Chipset(s)	Certified Regions
XBee® Cellular	Bands 4 and 13	LTE Cat 1 	Pre-certified for LTE Cat 1, in an XBee form factor	Cellular Network Coverage	 Through-Hole	XKC-V1T-U	10 Mbps Down / 5 Mbps Up	860mA / 530mA	SiLabs EFM32GG395F1024 ARM M3 MCU	US
XBee® Wi-Fi	2.4 GHz	IEEE 802.11 	Wi-Fi 802.11b/g/n with easy provisioning and point-to-multipoint device connectivity	N/A	 Through-Hole	XKA2B-WFT-0	1 to 72 Mbps	309 mA / 100 mA	**S6B** SiLabs EFM32LG230 ARM M3 MCU, Atheros AR4100 Transceiver	US, CA, EU, AU, JP
XBee® DigiMesh® 2.4		DigiMesh® 	DigiMesh networking, low-cost, low-power	4000 ft (1200 m)		XK-WDM	250 Kbps	33mA / 28mA	**S2C** SiLabs EM357 SoC	US, CA, EU, AUS/ NZ, BR, JP
XBee-PRO DigiMesh® 2.4			Extended-range DigiMesh	2 miles (3200 m)				120 mA / 31 mA		US, CA, AU, NZ, BR
XBee® 802.15.4		Proprietary 802.15.4 	low cost, low power point-to-multipoint device connectivity	4000 ft (1.2 km)	 Surface Mount	XKB2-A2T-WWC		33mA / 28mA		US, CA, EU, AUS/ NZ, BR, JP
XBee-PRO® 802.15.4			Point to multipoint extended range version	2 miles (3.2 km)				120mA / 31 mA		US, CA, AU, NZ, BR
XBee® ZigBee		ZigBee® Pro 	ZigBee mesh networking, low-cost, low-power	4000 ft / 1.2 km		XKB2-Z7T-WZM		33mA / 28mA		US, CA, EU, AUS/ NZ, BR, JP
XBee-PRO® ZigBee			Extended-range ZigBee	2 miles / 3.2 km		XKA2C-Z7T-U		120 mA / 31 mA		US, CA, AU, NZ, BR
XBee® ZigBee - Thread Ready		ZigBee® Pro Thread 	ZigBee protocol (upgradable to Thread protocol) low cost, low power	4000 ft (1.2km)	 Surface Mount	XKB2-Z7T-WTZM		33mA / 28mA	**S2D** SiLabs EM3587 SoC	US, CA, EU
XBee-PRO® 900HP	900 MHz	Multipoint DigiMesh® 	Extended-range peer-to-peer mesh, sleeping routers	9 miles / 14.5 km	 Through-Hole	XKB9-DMT-UHP (US/CA) XKB9-DMT-AHP (AU) XKB9-DMT-BHP (BR) XKB9-DMT-SHP (SGP)	10 Kbps or 200 Kbps	215 mA / 29 mA	**S3B** SiLabs EFM32G230F128 ARM M3 MCU, Analog Devices ADF7023 Transceiver	US, CA, AU, BR
XBee® SX			20mW networking XBee module for mission critical applications	9 miles / 14 km	 Surface Mount	XK9X-DMS-0	250 Kbps	55 mA / 40 mA	**S10** SiLabs EFM32LG230F256G ARM M3 MCU, Analog Devices ADF7023 Transceiver, LNA/SAW (PRO version: PA+LNA/SAW)	US, CA, AU, NZ (BR Pending)
XBee-PRO® SX			1-Watt networking XBee module for mission critical applications	65 miles / 105 km				900 mA / 40 mA		US, CA, AU, (BR Pending)
XBee® 868LP	868 MHz	Multipoint DigiMesh® 	Low-cost, low-power peer-to-peer mesh for Europe	5.2 miles / 8.4 km	 Surface Mount	XK8-DMS-0 XK8-DMSB0	10 Kbps or 80 Kbps	48 mA / 27 mA	**S8** SiLabs EFM32G230F128 ARM M3 MCU, Analog Devices ADF7023 Transceiver	EU

Programmable versions are also available in several of these products.

RF Sales Coverage - Americas



Region	Countries/Sub-Regions	Name	Office/Location/ Time Zone	Contact Info
Channel Rep				
North America Sales	West AK, HI, ID, MT, NV, OR, WA, WY, AZ, CA, CO, NM, UT	Rob Moore	(UTC-X)	Rob.Moore@digi.com +1 (801) 701-4252
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