

Insights Hub Start for Free Product Sheet, Specific Terms and Data Privacy Notice



Insights Hub Start for Free allows you to implement simple IoT and smart manufacturing use cases and take the first steps towards digitalization, helping you to understand the value of IoT for your business:

- Connect your things, quick and simple.
- Analyse data in near real-time by creating flows and dashboards.
- Make your own applications to create new business and add value.
- Join the Insights Hub community and ecosystem of IoT innovators.

Insights Hub Start for Free provides predefined cloud resources, applications and services exposed via APIs.

Prerequisites

Connectivity: Onboarding of assets

In order to collect and send data to your Insights Hub account, an initial connectivity setup is required. Supported assets such as mobile phone, Raspberry Pi, or industrial assets (via MindConnect MQTT Services, MindConnect Software Agent, MindConnect Nano, MindConnect IoT2040, MindConnect IoT2050 or Raspberry Pi) can be onboarded using Asset Manager available on the Launchpad. After accessing Asset Manager, a guided tour will show you how to onboard your assets.

If you onboard a mobile phone, the following hardware and software is required:

- Smartphone running Android (min. 8.0 and 9.0) or iOS (min. 11.0) operating systems.
- Installation of Insights Hub Mobile Connect application (available in the respective app stores under separate terms and conditions) on your compatible mobile phone.

If you onboard a Raspberry Pi¹, the following hardware and software is required:

- Raspberry Pi3 Model B hardware device
- Micro SD-Card
- Installation of the Raspberry Pi Imager freeware tool (available under <https://www.raspberrypi.org/downloads/raspbian/>).

The Third Party Terms for the Raspberry Pi Imager freeware tool, and connectivity software (image) provided by us are made available via the following web link: <https://sie.ag/MindSphere-ThirdParty-RaspberryPiImager-ConnectivitySoftware>.

If you onboard an industrial asset via MindConnect Software Agent, a PC with Windows 10 Professional and Hyper-V support or a Linux Device with Docker support is required. For more information please check out this link: <https://documentation.mindsphere.io/MindSphere/apps/mindconnect-software-agent/overview-of-mindconnect-software-agent.html>.

For additional information as to which connectivity hardware, software and field

	<p>protocols are currently or will be supported, please refer to the user documentation available on https://documentation.mindsphere.io/resources/html/start-for-free/en-US/index.html.</p> <p>Neither connectivity hardware nor the Raspberry Pi Imager freeware tool are part of our Services. It is your responsibility to procure, onboard and operate such connectivity hardware and download and install the Raspberry Pi Imager freeware tool.</p>
Web browser	<p>An HTML5 capable Internet browser is required (e.g. Mozilla Firefox or Google Chrome). The recommended screen resolution is 1024x768 or higher.</p> <p>Mobile devices are supported through the use of HTML5 capable Internet browsers. Screen size of the mobile device should be minimum 10".</p>
<p>¹⁾ Raspberry Pi is a trademark of the Raspberry Pi Foundation.</p>	

Description

When subscribing to Insights Hub Start for Free you will be provided with different resources, applications and other services which allow you to:

- Connect your first assets (mobile phone, Raspberry Pi, or industrial assets via MindConnect MQTT Services, MindConnect Software Agent, MindConnect Nano, MindConnect IoT2040, MindConnect IoT2050 or Raspberry Pi) using Asset Manager.
- Analyze data in near real-time, generate Key Performance Indicators (KPIs) and create basic dashboards using Insights Hub Monitor.
- Visualize KPIs creating analytic flows with Visual Flow Creator, gaining insights that can help to improve efficiency and profitability.

Make your own applications and combine them with our services to experience how you could create new business models and add value: you can develop an application e.g. using Mendix and its low code capabilities and register it to your Account on Insights Hub. Please note that you will have to agree to separate Mendix terms and conditions in order to create your own applications using Mendix and its low code capabilities.

The following Services are included in your Insights Hub Start for Free subscription. Please note that certain limits apply as per the table below.

Administration Tools

Asset Manager	<p>You can use the Asset Manager tool to:</p> <ul style="list-style-type: none"> • Onboard and offboard agents to your Account. <p>Configure assets, asset types and aspect types.</p>
Developer Cockpit	<p>You can use the Developer Cockpit tool to:</p> <ul style="list-style-type: none"> • Register up to 3 Self-hosted Applications in your Account. • Generate access tokens to access available Insights Hub APIs from your local environment. • Manage the authorization of Self-hosted Applications. <p>Self-hosted Applications (except Mendix applications) can be integrated into Insights Hub as follows:</p> <ul style="list-style-type: none"> • Using Insights Hub APIs without registering a Self-hosted Application: Developer Cockpit allows you to generate access tokens. Access tokens consist of a client ID and client secret. With the client ID and the client secret you can trigger Insights Hub APIs on your Account and use them in your locally hosted applications or other services. The generation of the access tokens is provided by the Token Manager Service and is limited as per the table below. • Using Insights Hub APIs registering a Self-hosted Application: Developer Cockpit allows you to register a Self-hosted Application on your Account. After registration your Self-hosted Application will be accessible via the Launchpad. <p>To integrate a Mendix application, an automated registration process has been created for you.</p> <p>For additional information on how to integrate Self-hosted Applications (including Mendix applications), please refer to the user documentation available on https://documentation.mindsphere.io/resources/html/start-for-free/en-US/index.html.</p> <p>Third Party Terms for Developer Cockpit are available via the following web link: https://sie.ag/MindSphere-ThirdParty_DeveloperCockpit.</p>

Upgrade	<p>Use Upgrade tool to upgrade your Start for Free Account into a productive one. When subscribing to Basic Starter Package the existing Account and all the assets which have already been configured will be remained.</p> <p>After this, use Upgrade tool to further extend your Account on demand:</p> <ul style="list-style-type: none"> • Order available upgrades to your subscribed Services (e.g. increase Users or Agents). • Get an overview of your requested and completed upgrades. <p>Manage pending upgrade requests (authorized Users only).</p>
Connect your Things	
Description	<p>Insights Hub Start for Free provides you with the following connectivity capabilities:</p> <ul style="list-style-type: none"> • Connect your individual assets using your PC as a gateway with MindConnect Software Agent. • Connect your individual assets using MindConnect API Services, MindConnect MQTT Services, or MindConnect Library. • Use MindConnect Hardware (MindConnect Nano, MindConnect IoT2040 or MindConnect IoT2050). • Connect your mobile phone using the mobile application Insights Hub Mobile Connect. • Connect your Raspberry Pi. <p>Supported assets can be onboarded using Asset Manager available on the Launchpad. After accessing Asset Manager, a guided tour will show you how to onboard your assets.</p>
MindConnect Software Agent	<p>MindConnect Software Agent is a software that allows you to connect supported third party devices to your Insights Hub Account. It also allows you to collect data from industrial devices using supported field protocols such as S7, OPC-UA, EtherNet/IP and Modbus TCP and to transfer the collected data to your Account via an established connection.</p> <p>The software will be made available for download on Insights Hub and must only be used on supported third-party hardware devices. For further information as to which hardware devices are currently or will be supported, please verify with your sales representative.</p> <p>Hardware devices are not part of your subscription to an Insights Hub Capability Package and are solely operated by you. It is your responsibility to procure such hardware devices. We grant you a Perpetual license to use the MindConnect Software Agent.</p>
MindConnect API Services and MindConnect Library	<p>MindConnect API Services are available via their respective Insights Hub API and allow you to transfer data between your Account on Insights Hub and on-premise hardware devices or on-premise connectivity software from Siemens or from third parties, provided such hardware or connectivity software is compatible with the MindConnect API Services. MindConnect Library provides a Software Development Kit (SDK) that enables programming of customer specific or use case specific agents. This SDK uses MindConnect API Services.</p>
MindConnect MQTT Services	<p>MindConnect MQTT Services are available via their respective Insights Hub API and allow you to transfer data between your Account on Insights Hub and on-premise hardware devices or on-premise connectivity software from Siemens or from third parties, provided such hardware or connectivity software is compatible with the MindConnect MQTT Services.</p>
MindConnect Hardware	<p>MindConnect Nano, MindConnect IoT2040 and MindConnect IoT2050 are pre-configured devices which allow connectivity to Insights Hub. The devices support the transmission of data encrypted through a secured internet connection to Platform.</p> <p>These hardware devices are not part of your Insights Hub Start for Free and are solely operated by you. It is your responsibility to procure such hardware devices.</p>
Insights Hub Resources	
Base Environment	<p>The Base Environment, also known as Base Tenant, provides you with a dedicated Account (also referred to as "Tenant") on Insights Hub. It enables you to login to your Account via the respective URL provided by us and is required for your use of the Services provided by us as part of your Insights Hub Start for Free subscription.</p>

User	It allows you to access your Account as User and use the Services provided by us as part of your Insights Hub Start for Free subscription.
Agent	An agent is a software as part of a hardware device (e.g. mobile device) or in the form of an application provided by Siemens which you connect to your Account and which can ingest data into your Account and send data to one or more asset instances.
Asset Type	Asset type describes the type of an asset including one or several attributes. An asset type is a template that describes the attributes of a homogenous group of physical or logical assets, which is used for asset modeling. An asset type is a grouping of assets with common characteristics that distinguish those assets as a group or class.
Asset Instance	Asset instance reflects a physical and/or logical device within your Account, e.g. a specific silo within a plant would be an asset instance. Each instance belongs to an asset type.
Time Series Data Ingest Rate	Time series data ingest rate represents the rate at which the local field device data is ingested into Insights Hub. Data ingest is based on number of assets, number of variables per asset, size per variable including overhead, read cycle interval and sending frequency. This depends on the size of the requests containing time series sent from you to Insights Hub.
Time Series Data Storage	Time series data storage represents the total volume of time series data ingested and stored in Insights Hub for an Account. Time series data is deleted 30 days after data ingest.
IoT File Storage	IoT File Storage is used to read, write, delete, upload and update files associated to assets, store metadata information, and search for files by metadata. Since files are always related to an asset, the instance of an asset must have been created by you beforehand. IoT files are deleted 30 days after data ingest.
Forecast Executions	Forecasting refers to a functionality within Insights Hub Monitor based on our Artificial Intelligence (AI) for Everyone framework. Forecast Executions is the number of executed forecasts to generate prediction results on target variable via machine learning technologies in AI for Everyone.
Rules	Rules refer to the functionality within Insights Hub Monitor to create and configure rules that monitor parameters of an asset. In Insights Hub free accounts, the Service has the following limitations: <ul style="list-style-type: none"> • Users of Third Parties are not permitted to access and use this Service also for the purpose of receiving a service from you. • The maximum number of active concurrent rules per asset is limited as per the table below.
Visual Flow Creator Compute Hours	Computing hours represent the available execution time for workflows created in the Visual Flow Creator. This resource can only be used in connection with the Visual Flow Creator.
Applications and Mobile Application	
Insights Hub Mobile Connect application	You can use your mobile phone to ingest IoT data to your Account. To be able to onboard your mobile phone, you must download the Insights Hub Mobile Connect application from the respective app stores at separate terms and conditions and install it on your mobile phone. The onboarding of the Insights Hub Mobile Connect application to your mobile device will be done via QR code using the Asset Manager tool on the Launchpad. Insights Hub Mobile Connect is a native mobile application which collects aggregated data coming from the acceleration sensor of your mobile phone; this data will be uploaded to your Insights Hub account. You can use Asset Manager on the Launchpad to visualize the ingested data. With the Insights Hub Mobile Connect application, you can: <ul style="list-style-type: none"> • Onboard your mobile phone as an asset. • Send acceleration sensor data as IoT data to Insights Hub. Offboard your mobile phone from Insights Hub.
Insights Hub Monitor	With Insights Hub Monitor it is possible to explore the performance and condition of assets, products, or lines in real time, get full and harmonized transparency and root causes from the data of your connected assets, calculate KPIs, drill-down analysis, assign work orders within your team and automatically receive notifications when thresholds are exceeded.

	<p>In Insights Hub free accounts, the application has the following limitations:</p> <ul style="list-style-type: none"> • Number of simple KPIs and rules is limited as per the table below. • The User has rights to create dashboards & KPIs. • The User has rights to execute forecasting. <p>Users of Third Parties are not permitted to access and use this Service also for the purpose of receiving a service from you.</p>
Insights Hub Predict	<p>The Insights Hub Predict framework is accessible from the "Analyze" tab-category of Insights Hub Monitor. It offers end-to-end, out-of-the-box model building that identifies relevant features and generates a unique GAM (Generalized Additive Model) for each time series forecasting use case, which allows you to forecast your future time series data values with assigned prediction horizon, validation dataset, confidence interval, etc.</p> <p>With the user interface of Insights Hub Predict, you can start from "Use Case" and "Dataset" where your Forecast models can be associated, built, and executed. You can make easy configuration of parameters for model building and leverage visualized execution results for further leveraging in your own use cases.</p>
Visual Analyzer	<p>Visual Analyzer is an application to set up root cause analysis and mashup historical time series data.</p> <p>In Insights Hub free accounts, the application has the following limitations:</p> <ul style="list-style-type: none"> • Drilling down, searching or filtering of your data can be done to get more insight into your connected assets and their performance. • Customized views of your online data cannot be shared with colleagues or customers via virtual aspects. <p>Users of Third Parties are not permitted to access and use this Service also for the purpose of receiving a service from you.</p>
Visual Flow Creator (incl. Dashboardviewer)	<p>Visual Flow Creator enables you to design your own workflows via a drag and drop functionality to develop graphic depiction of workflows.</p> <p>Visual Flow Creator enables you to define data flows to analyze, orchestrate, interact and visualize data and design your own workflows via a drag and drop functionality to develop graphic depiction of workflows. You can choose from a variety of pre-configured nodes provided by Siemens or you can deploy your own nodes to Visual Flow Creator for use in your workflows. Create the workflows with the web-based editor to analyze and generate new virtual data points or deliver the formatted data for reporting tools. The workflows can be triggered manually, time-based or via RESTful call. You can calculate KPIs or trigger actions.</p> <p>In Insights Hub free accounts, the application has the following limitations:</p> <ul style="list-style-type: none"> • You will not be charged based on execution time. • Execution time for all nodes for a single Account is limited as per the table below. • Your created workflows cannot be viewed by other Users.
Services via Insights Hub APIs	
Services via Insights Hub APIs	<p>The following services via Insights Hub APIs are included:</p> <ul style="list-style-type: none"> • Agent Management • Asset Management • Event Management • IoT and Storage Services • Token Manager Service <p>Service-specific supplemental terms are identified by the alphanumeric code MSPH and can be found here.</p> <p>The limits set out in the table below apply.</p>

Authorized Limits

The authorization levels shown in the table below set out the overall limits of authorizations for the respective metrics regardless if the Service is exposed via Insights Hub APIs or via a user interface accessible from the Launchpad. For clarity, if your subscription to Insights Hub Start for Free includes 3 connected agents, such 3 agents may for instance be 2 agents connected via the Asset Manager tool on the Launchpad and 1 agent connected via the respective API of Agent Management.

Administration Tools, Resources and Applications	Authorization level	
Base Tenant	✓	
Asset Manager	✓	
Connect your Things		
Connect your Assets using a PC as a gateway with MindConnect Software Agent	✓	
Connect your Assets using MindConnect hardware	✓	
Connect your Assets using MindConnect MQTT	✓	
Connect your Assets using MindConnect API / MindConnect Lib	✓	
Connect your Mobile Device	✓	
Connect your Raspberry Pi	✓	
User	1	
Agents ¹	3	
Asset Types ²	10	
Asset Instances ³	10	
Time Series Data Ingest Rate	0.1 KB/s	
Time Series Data Storage	1 GB	
IoT File Storage	2 GB	
Developer Cockpit	✓	
Insights Hub Mobile Connect application	✓	
Insights Hub Monitor	✓	
Insights Hub Monitor Rules ⁴	5	
Insights Hub Monitor (simple) KPIs ⁵	5	
Insights Hub Predict Forecast Executions	20 / month	
Visual Analyzer	✓	
Visual Flow Creator (incl. Dashboardviewer)	✓	
Visual Flow Creator Compute Hours	2 hours /month	
Services via Insights Hub APIs	Metric	Authorization level
Agent Management	Connected agents ²	3

Asset Management	Asset instances	10
	Asset types	10
Event Management	Event instances	3 500 /month
	Event types	2
IoT and Storage Services		
Time Series Service	Time series data storage volume	1 GB
Time Series Bulk Service	Time series data ingest rate	0.1 KB/s
Aggregate Service		
File Service	File storage	2 GB
Token Manager Service	Number of API calls ⁶ per month	150
¹ Insights Hub Mobile Connect application and Raspberry Pi are counted as agents ; ² 2 agents are predefined for mobile phone and Raspberry Pi ³ Each connected agent leads to one used asset instance; ⁴ Active concurrent rules; ⁵ Number of active concurrent KPIs, calculation frequency of KPI every 5 minutes or longer, KPI calculation will be paused after 24h; ⁶ An API call is defined as a token refresh to enable backend processing without user interaction.		

Specific Terms

Data center location	On your Account of your Insights Hub Start for Free subscription, Your Content at rest will be stored in the Area European Union. We do not control or limit the regions from which you may access or move Your Content.
Changes to the Product Sheet and Specific Terms	We may update this document from time to time during a Subscription Term. Changes shall become binding upon release of a new version of this document on http://sie.ag/MindSphere-ProductSheet_StartforFree .
Data use rights	<p>“Collected Data” means any information, code in any form, or data (e.g. time series data from a mobile phone) collected by the Services provided by us as part of your Insights Hub Start for Free subscription. You acknowledge that Collected Data may include copies made by the Services from certain parts of Your Content for use in accordance with this Product Sheet, Specific Terms and Data Privacy Notice.</p> <p>During and after the Subscription Term, Siemens and its business partners may use Collected Data for Siemens’ internal purposes (e.g. development or improvement of products or services). On an aggregated basis with other data and in a form that does not identify you and your Users, Siemens shall own and be free to make Collected Data publicly available to you and others (e.g. for information and industry trends, benchmarking data). Use of Collected Data in accordance with this Section will be at Siemens’ risk.</p>
Data Privacy Notice	You are not permitted to upload and store personal data of Third Parties on Insights Hub. The processing of your personal data is governed by the Siemens Privacy Notice available at: www.siemens.com/privacy .
Onboarding of Raspberry Pi or industrial assets via Raspberry Pi / connectivity software provided by us	<p>In addition to the hardware and software to be procured by you as a prerequisite, we provide you with connectivity software (image) to onboard a Raspberry Pi. The software will be made available for download on your Insights Hub account. After download and correct installation of the “Raspberry Pi Imager” freeware tool you will be able to copy the connectivity software provided by us to the Micro-SD card. Afterwards the Raspberry Pi3 Model B will be ready to be connected.</p> <p>For each asset (Raspberry Pi) on which connectivity software provided by us shall be used, we grant you a separate license to the connectivity software. Each license grants you the non-transferable, non-sublicensable, and revocable right to use the connectivity software during your Insights Hub Start for Free subscription on a single supported asset that interfaces with the software on a one-to-one basis. You are solely responsible for (i) properly installing, configuring and using the connectivity software made available by us, (ii) properly connecting it, and (iii) regularly monitoring the content of the data transmission.</p>
Update of connectivity hardware and/or software	You shall always keep any connectivity hardware and/or software up to date by installing updates and patches as they become available. Data collected during an update procedure may be lost. We disclaim all warranty and liability for such

	data loss. Outdated connectivity software may not be able to (i) be updated to the current version and (ii) transmit data to Insights Hub.
Limitations	Unless otherwise indicated in this document, limitations and conditions available on https://siemens.mindsphere.io/en/docs/Product-Descriptions-Overview/MindSphere-Product-Sheets and set out in the supplemental terms, identified by the alphanumeric code MSPH, available on https://www.sw.siemens.com/en-US/sw-terms/supplements/ apply to your use of the provided Applications, Resources and Services.

Security Information

General	In order to protect plants, systems, machines and networks against cyber threats, it is necessary that you implement and continuously maintain a holistic, state-of-the-art industrial security concept.
Secure communication	Data transmission will be done via HTTPS protocol from asset to your Account.

Export Control Regulations

AL	N
ECCN	N

Definitions

General	Unless otherwise indicated, capitalized terms used in this document shall have the meaning given to them in this document or elsewhere in the Agreement. You may also want to check our Glossary .
Self-hosted Application	A Self-hosted Application is an application that is hosted by you in your own responsibility outside the wide area network of Insights Hub. From a Self-hosted Application, you can access Insights Hub Services that are made available to you in the Account via respective Insights Hub APIs. You are solely responsible to procure and maintain appropriate licenses for all Third Party software or services that you use in relation to your Self-hosted Application (including for the hosting and operation).

Documentation and Third-Party Terms

Insights Hub Start for Free Documentation	For further details about Insights Hub Start for Free please see the documentation available via the following link: https://documentation.mindsphere.io/MindSphere/apps/start-for-free/overview.html
General Insights Hub Documentation	For further details about Insights Hub please see the documentation available via the following link: https://siemens.mindsphere.io/en/docs/documentation-overview
Third-Party Terms	Third-Party Terms for all Applications, Resources and Services included are available via the following link: https://siemens.mindsphere.io/en/docs/Product-Descriptions-Overview/Third-Party-Terms