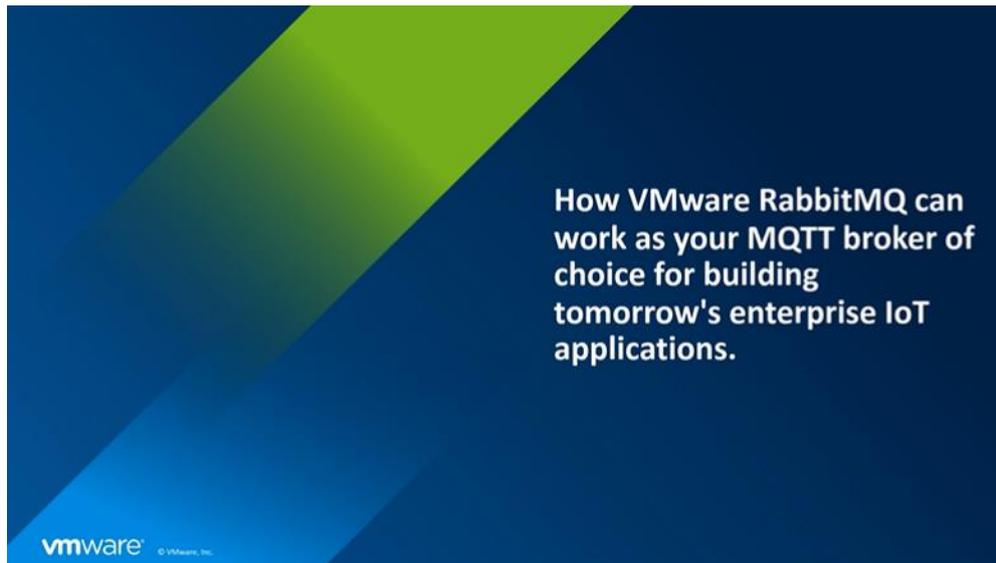# How VMware RabbitMQ Can Help You Build Tomorrow's Enterprise IoT Applications

RabbitMQ is well known for its simplicity, scalability, reliability, and flexibility in message routing. With the introduction of Streams RabbitMQ also provides tremendous throughput.

Many know that RabbitMQ uses the Advanced Messaging Queuing Protocol (AMQP) at its core. Until now that is. Recent developments within RabbitMQ have provided native core support for the popular IoT and IIoT Message Queuing Telemetry Transport (MQTT) protocol. What does this mean for users interested in IoT and IIoT applications? Can you really 'mix and match' protocols within the same message broker? How could RabbitMQ help facilitate the migration to Industry 4.0? In this webinar find out how RabbitMQ is able to deliver the kind of scalable simplicity MQTT needs in order to achieve the device connectivity we have come to expect in our daily lives.

Presenters
Howard Twine, Senior Product Manager, VMware & David Ansari, Staff Engineer, VMwarehere.