

From Toilet Rolls to Jet Engines

Important factors for your successful IOT strategy



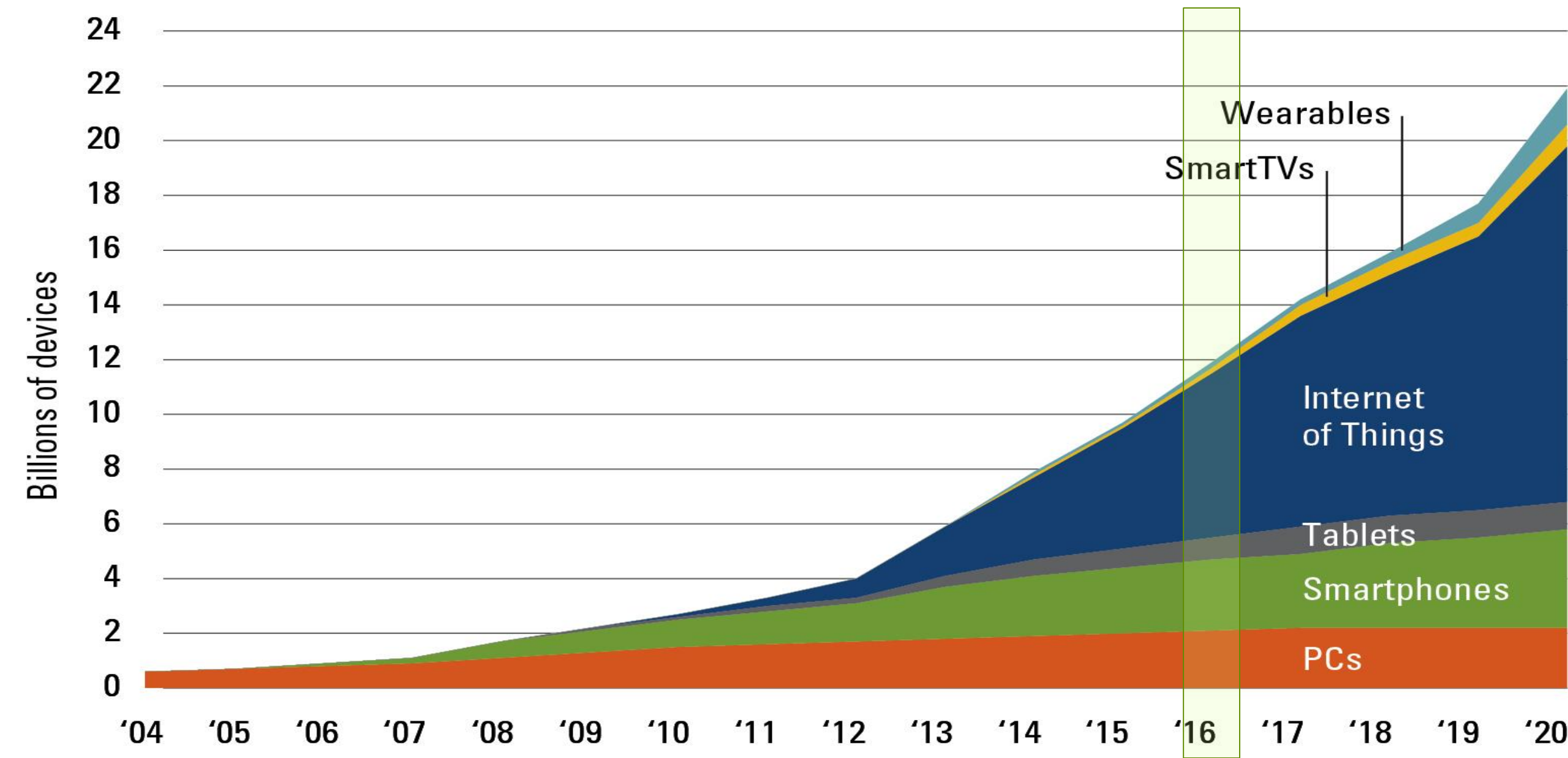
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IoT isn't coming... it's already here

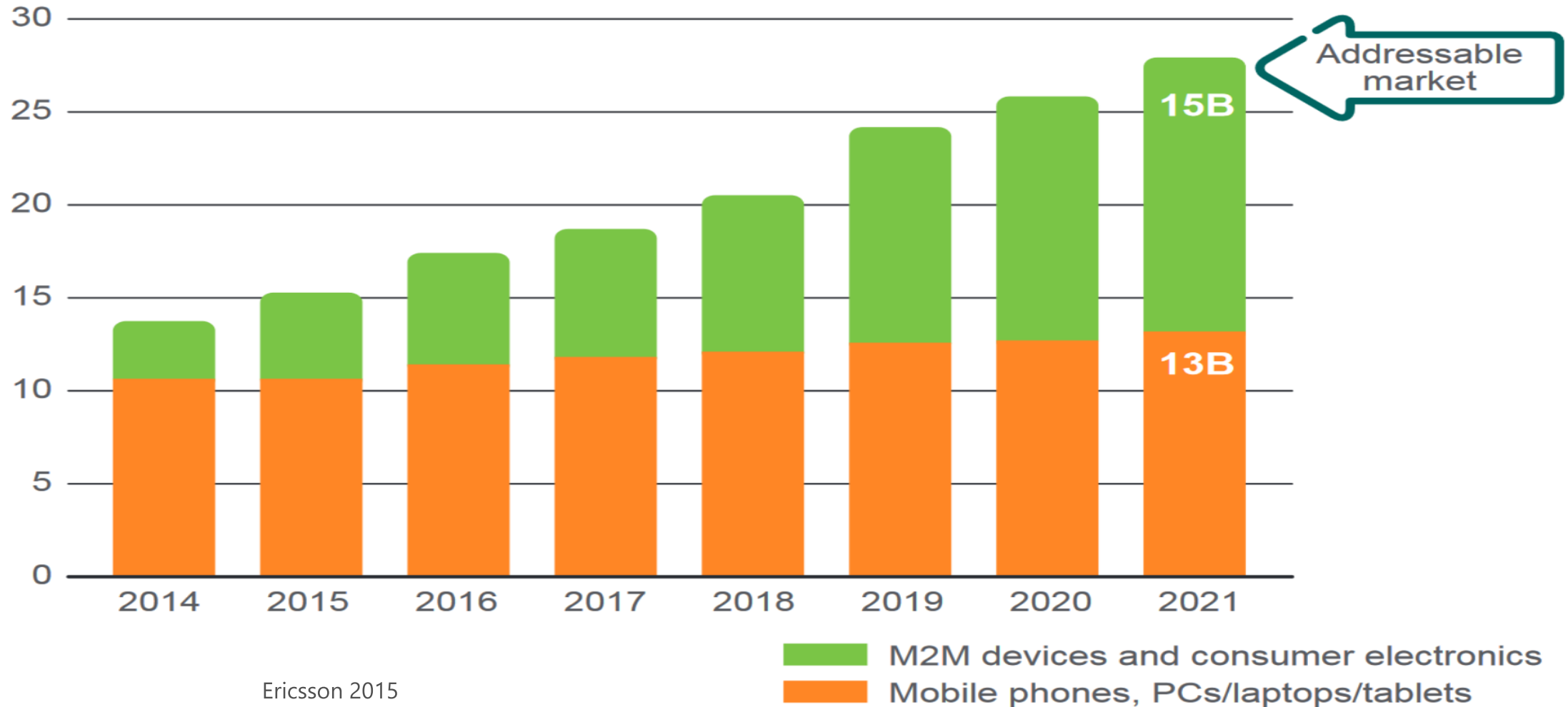
FIGURE 1: Global internet device installed base forecast



Sources: Gartner, IDC, Strategy Analytics, Machina research, company filings, BII estimates

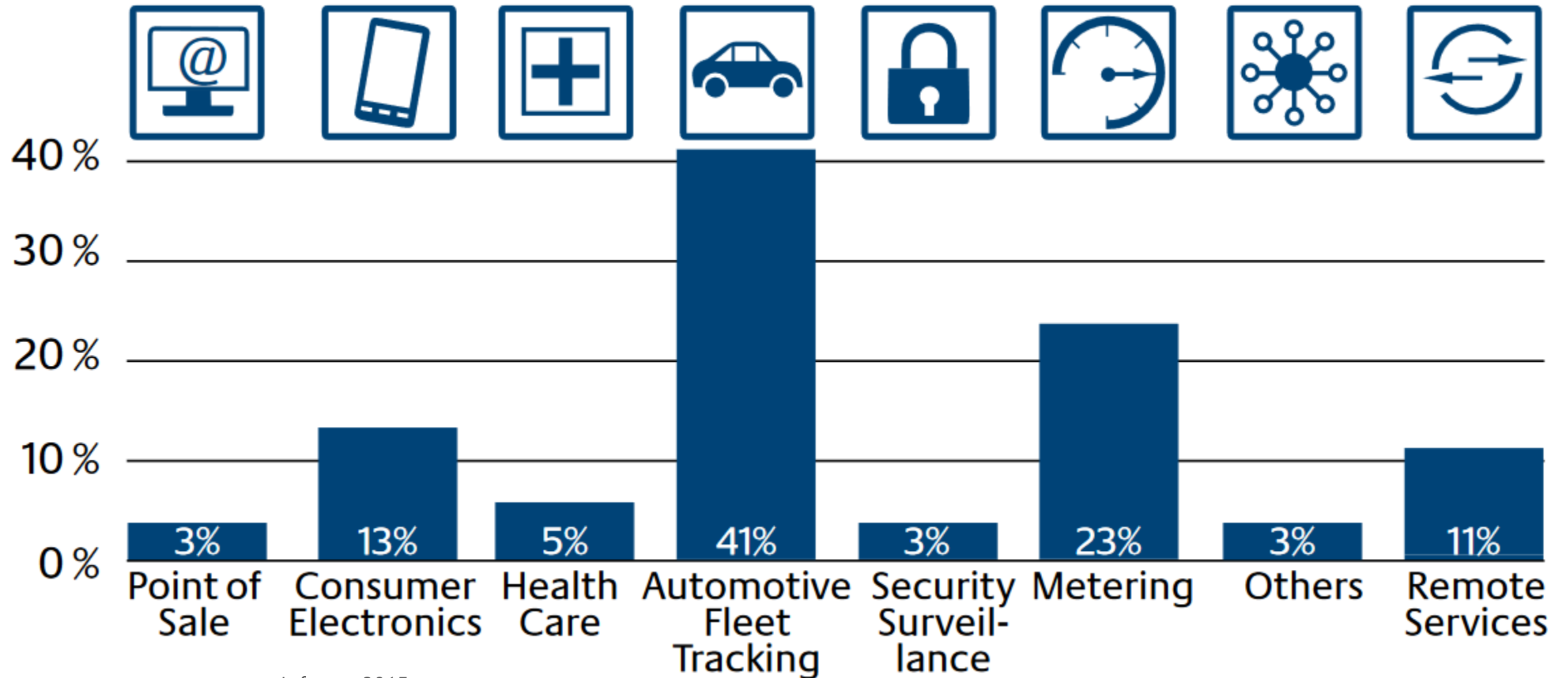
IoT SIM connectivity

Connected devices (billions)

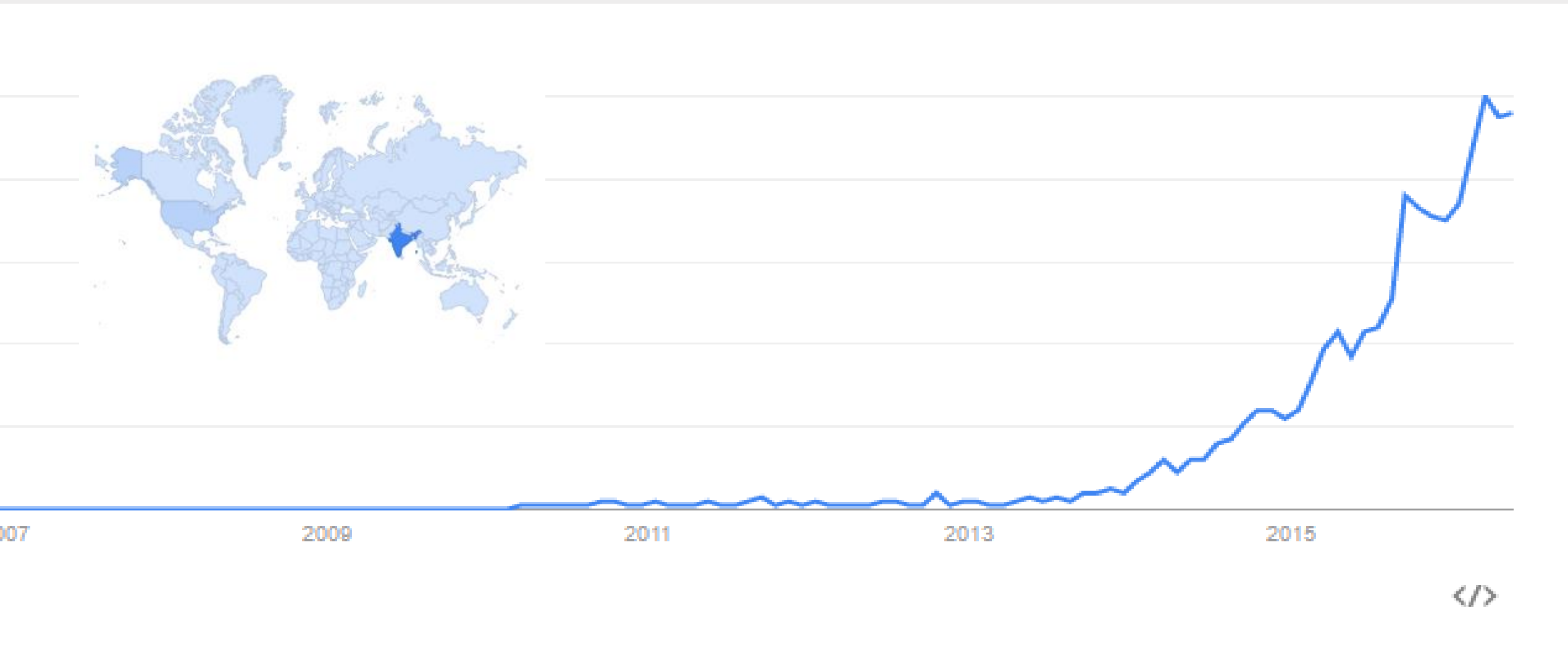


Ericsson 2015

IoT SIM connectivity



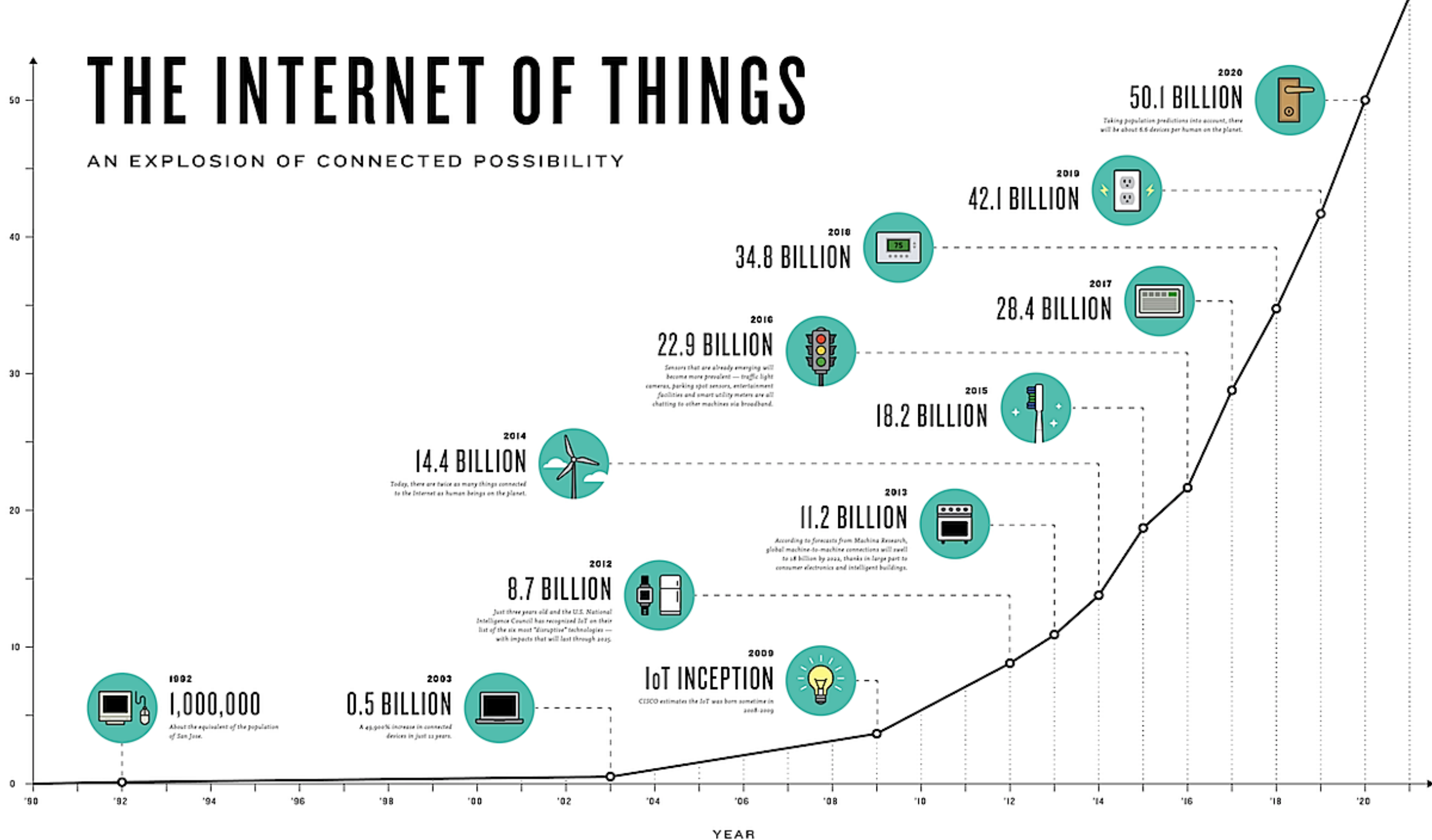
„IoT Cloud“ @ Google Trends



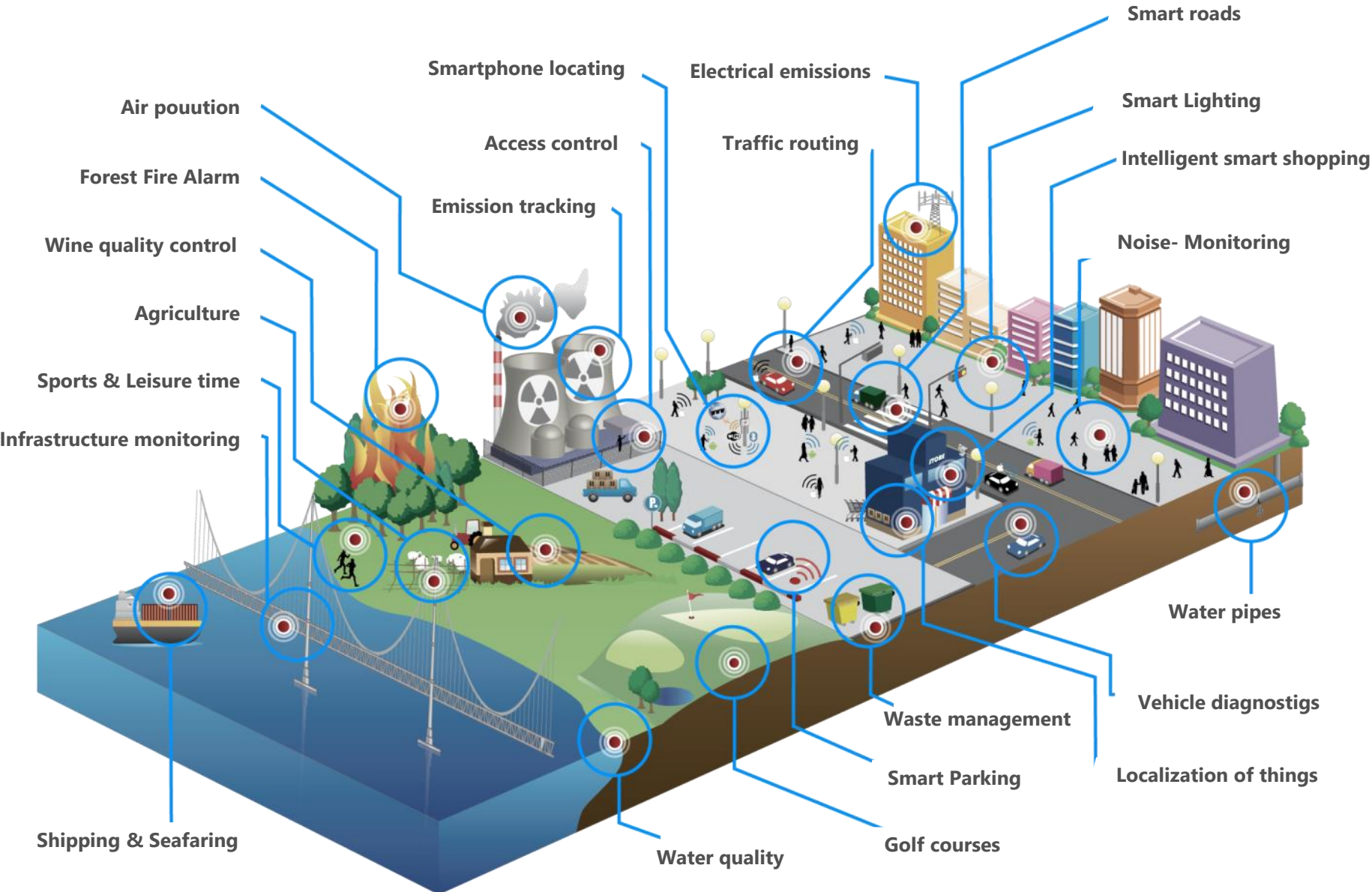
THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

BILLIONS OF DEVICES



Smart Connected World 2020



IoT Transformation

"Software is eating the world"

[Marc Andreessen, Co- Founder of NETSCAPE]

IoT Transformation

Technology | Fri Mar 18, 2016 2:02pm EDT

Related: TECH, UNITED NATIONS

Uber seeking to buy self-driving cars: source

Earlier on Friday, Germany's Manager Magazin reported that Uber had placed an order for at least 100,000 Mercedes S-Class cars, citing sources at both companies.

The top-flight limousine, around 100,000 of which Mercedes-Benz sold last year, does not yet have fully autonomous driving functionality.

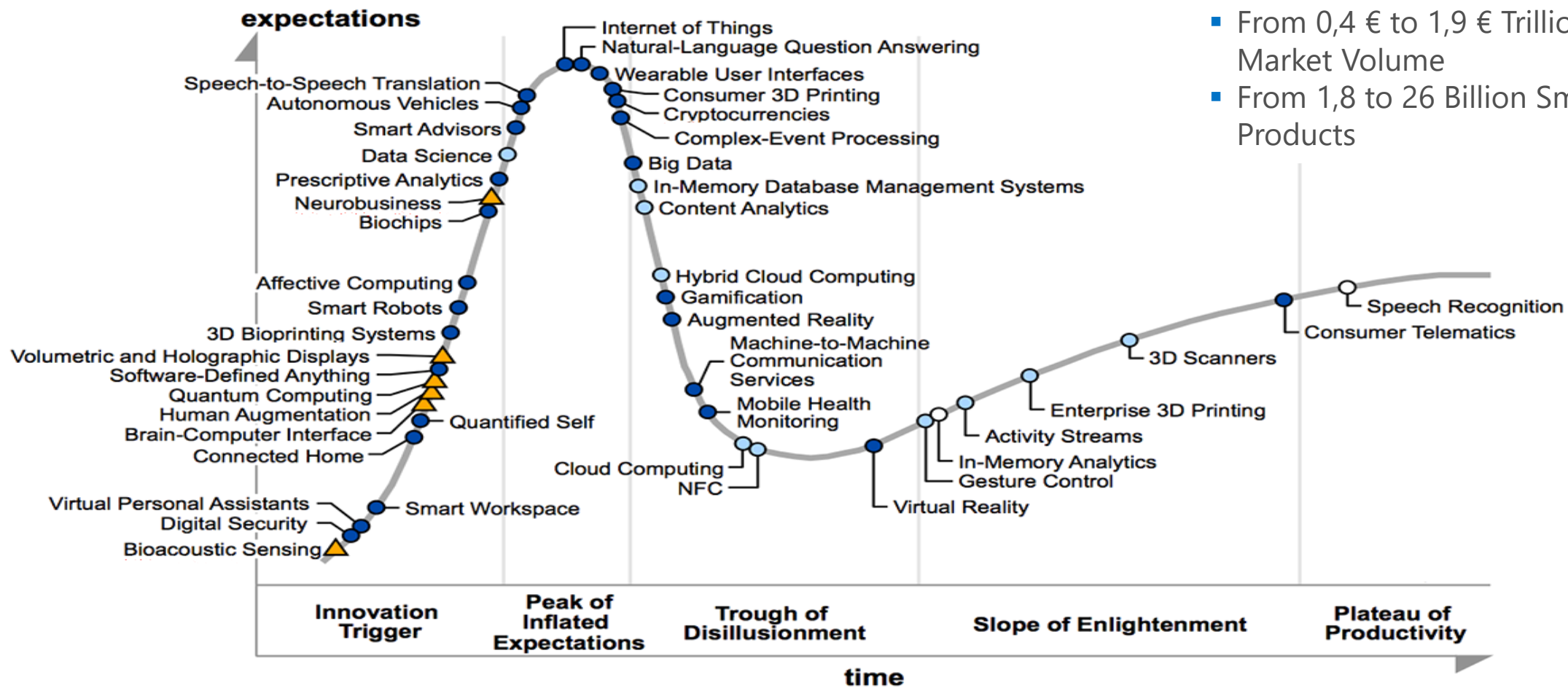
U B E R



How mature is IoT?

IoT: Top Topic 2014

Merger & Acquisitions, Alliances



Prediction 2020:

- From 0,4 € to 1,9 € Trillion Market Volume
- From 1,8 to 26 Billion Smart Products

Plateau will be reached in:

○ less than 2 years ○ 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau

IoT is adding value for services-...and much more

The biggest business value from IoT



Source: Cisco, n=7000 global executives



~25%
Of revenues are
generated with
services in
aftermarkets

40-80%
Of profit coming
from Services

Connected Product Opportunity

CORE CAPABILITIES

- Operational Monitoring & Alerting
- Remote Diagnostics
- Software/Firmware Updates
- Operational History
- Benchmarking

PRODUCT R&D

- Understand How Products are being used
- Real-time Usage Information Speeds Product Cycles
- Scope Recalls More Tightly

MAINTENANCE & SERVICE

- Proactive Maintenance
- Remote troubleshooting & Diagnostics
- Software/Firmware Updates
- Condition-based Maintenance
- Automated Service Ticket Creation
- Predictive Maintenance

SALES

- Know when new opportunities arise based on usage data
- Know Problems as soon as they happen

BUSINESS MODEL TRANSFORMATION

- Sell Product as a Service
- Auto-replenishment
- APIs as a Service



NEW VALUE-ADDED SERVICES

- Operational Benchmarking
- Targeted Training
- Higher Level SLAs



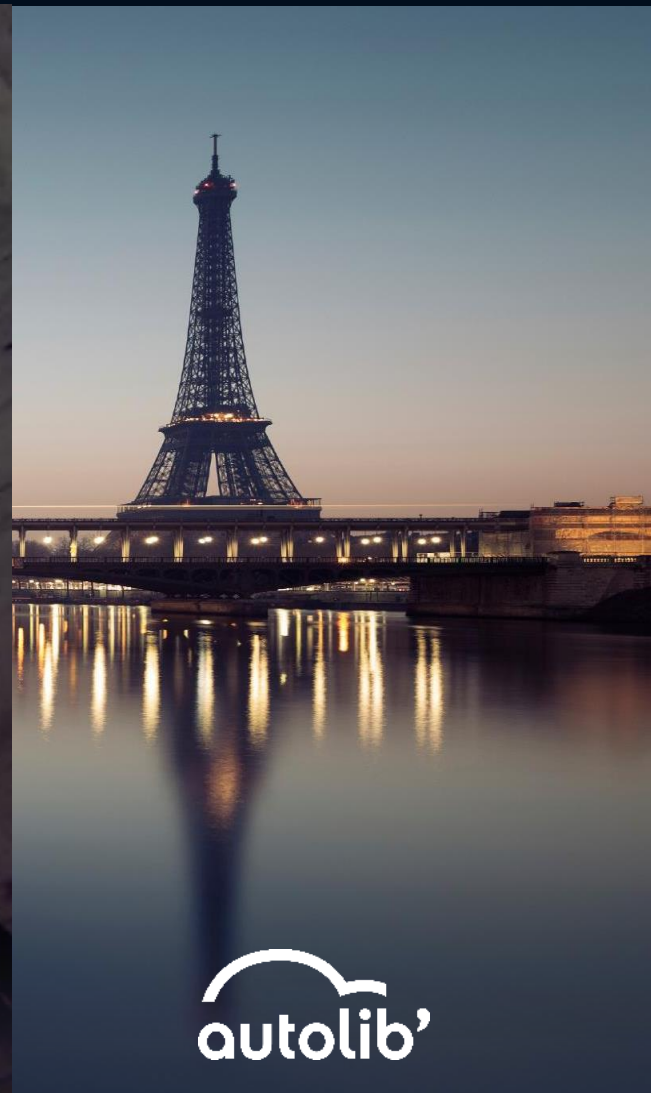
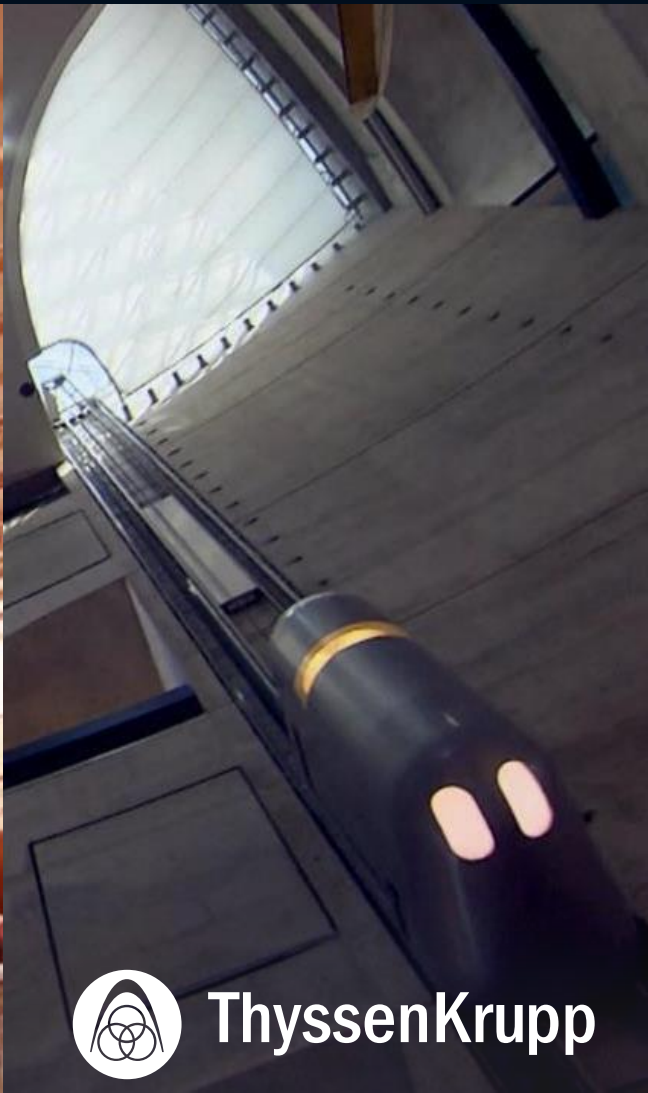
Connected Product Transformation

IoT Transformation

"If you went to bed last night as an industrial company, you're going to wake up today as a software and analytics company"

[Jeff Immelt, chairman and CEO of GE]

Organizations are benefiting from IoT today



Thank you!

