

# INDUSTRIES TRANSFORMING IN THE NETWORKED SOCIETY



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# CONSUMER VIEW: IN 3-5 YEARS...



**50%**

Think they will talk to household appliances



**60%**

Favour a disaster app with reliable, verified information



**55%**

Believe sensors will be embedded into building materials



**86 %**

Want personalized commuting services



**>50 %**

Believe internal sensors will inform our wellbeing.



**60 %**

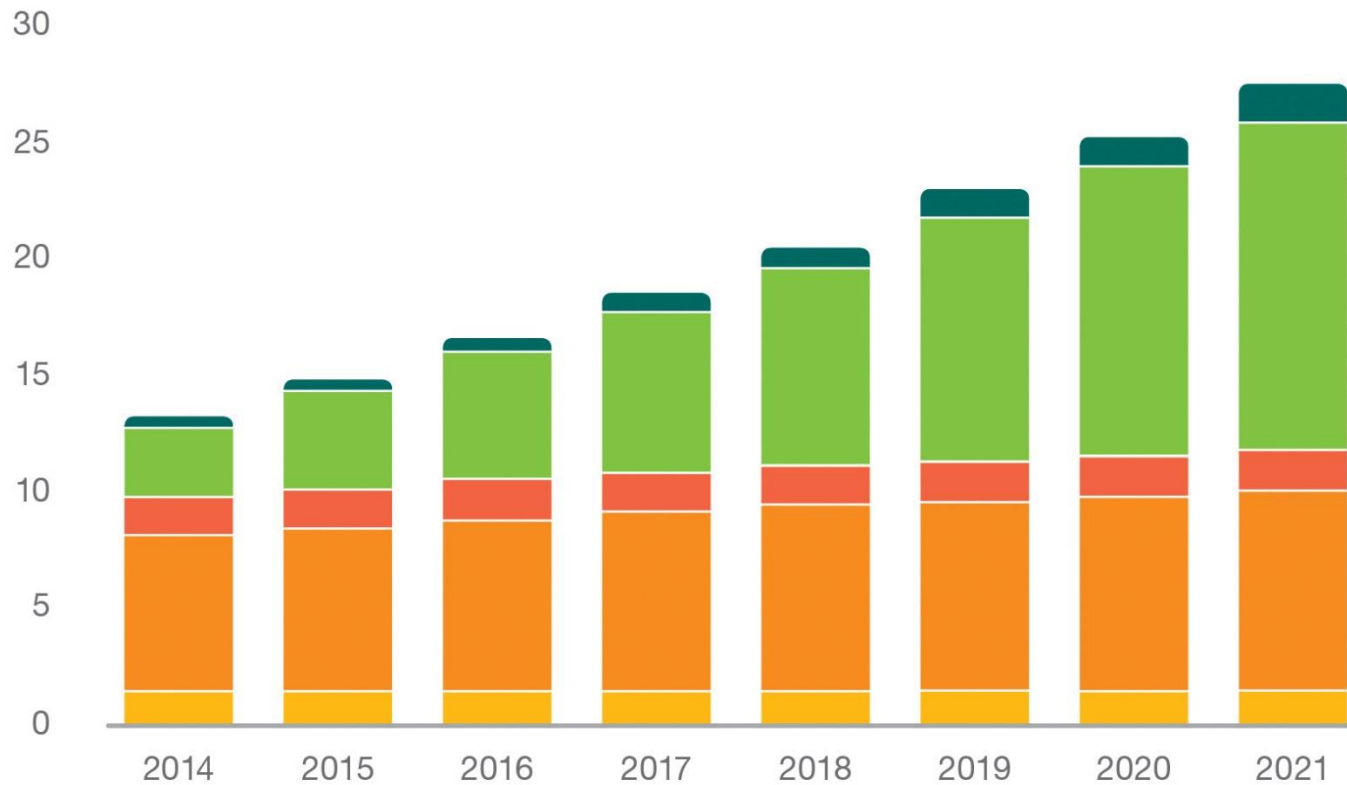
Say trust is not affected much by hacks.



# IOT DEVICES TO OVERTAKE PHONES IN 2018



Connected devices (billions)

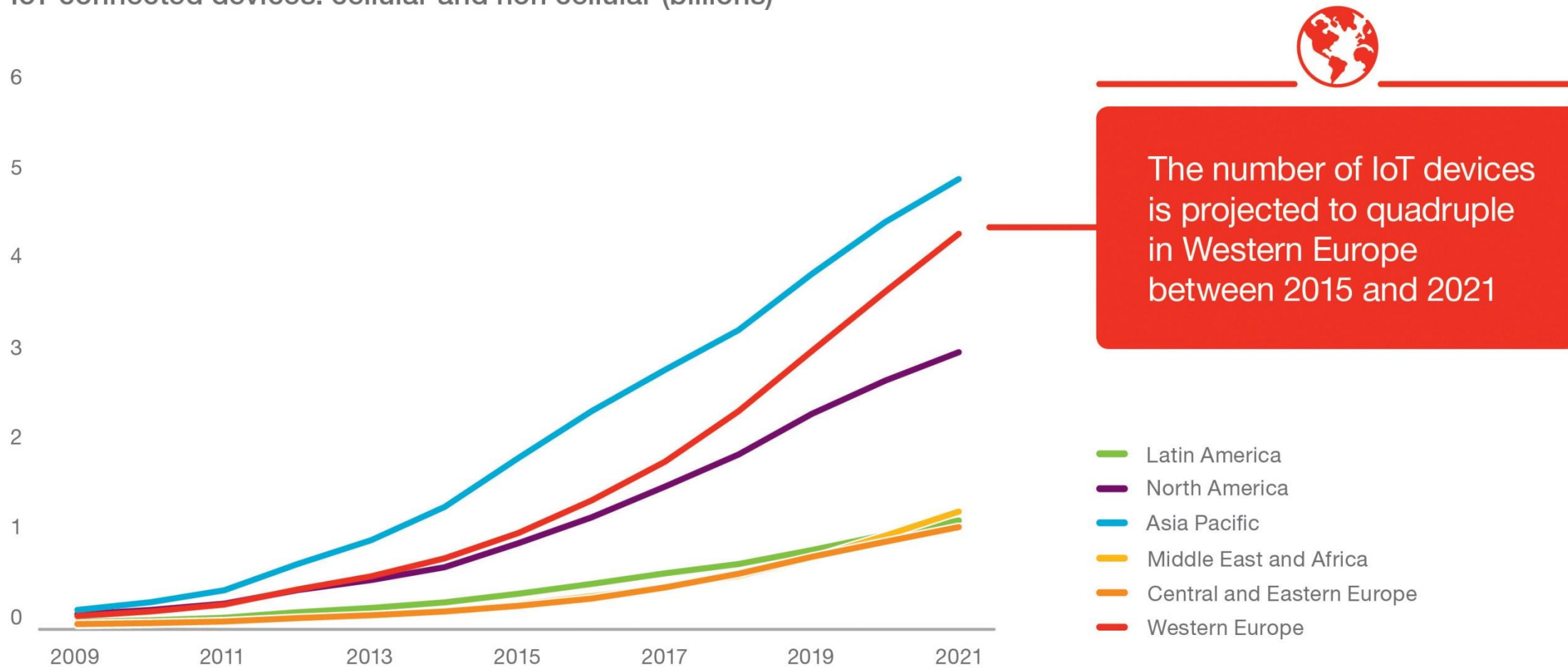


|                  | 15 billion | 28 billion | CAGR 2015–2021 |
|------------------|------------|------------|----------------|
| Cellular IoT     | 0.4        | 1.5        | 27%            |
| Non-cellular IoT | 4.2        | 14.2       | 22%            |
| PC/laptop/tablet | 1.7        | 1.8        | 1%             |
| Mobile phones    | 7.1        | 8.6        | 3%             |
| Fixed phones     | 1.3        | 1.4        | 0%             |

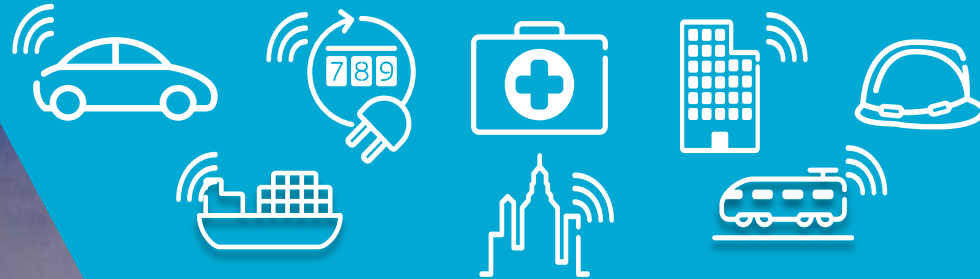
# WESTERN EUROPE IOT GROWTH LED BY CONNECTED CARS



IoT connected devices: cellular and non cellular (billions)



# WHERE IS THE MONEY IN IOT?



Industry Applications &  
Services 75%

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Analytics & Data  
Monetization 10%

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Service Enablement  
10%

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Connectivity  
& mgmt  
6%



# INDUSTRIES NEED TO TRANSFORM IN THE NETWORKED SOCIETY

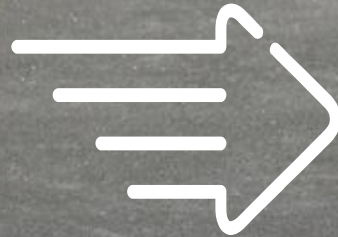


INDUSTRIAL SOCIETY



NETWORKED SOCIETY

# BUSINESS AS USUAL WON'T CUT IT!



SILO DEVELOPMENT  
INCREMENTAL INNOVATION  
CONTROL & PROTECTION

SHARED DATA, SHARED VALUE  
CROSS-SECTOR INNOVATION  
OPEN & INTERDEPENDENT



# WHAT IS DRIVING INDUSTRIES TO CHANGE?



**Efficiency**



**Customer  
Intimacy**



**Collaboration**



**Sustainability  
& Regulations**



**Innovation**



**Global Scale**





# INDUSTRIAL IOT CHALLENGES



## COMPLEXITY



**Silos, development,  
management of the  
platform, security,  
connectivity**

## AGILITY



**Slow traditional solution  
design, deployment, testing  
and launching**

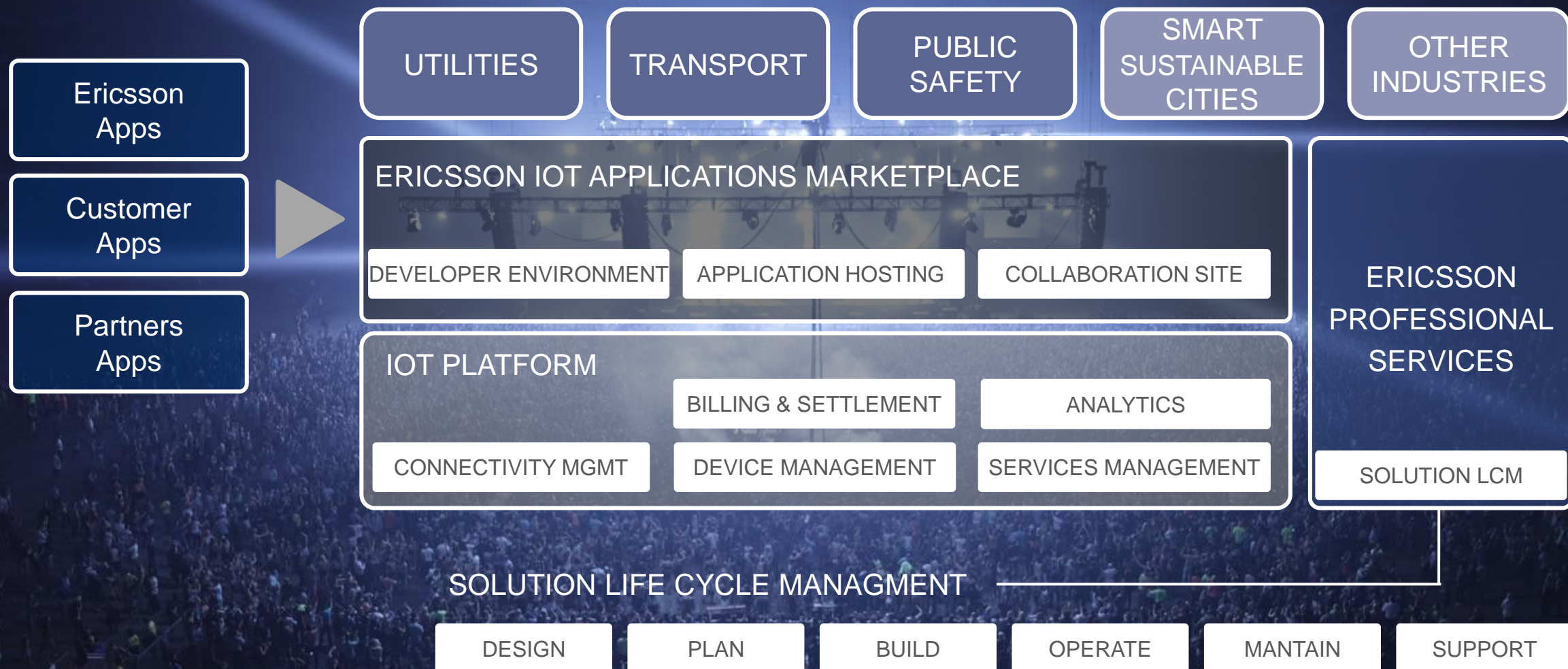
## COST



**Entry cost for long term  
solutions kill the business  
case**



# IOT-ACCELERATOR: GLOBAL SCALE WITH LOCAL KNOWLEDGE





# KIGALI BUSES – SMART RWANDA



# ELEKTRILEVI - ESTONIA





# SMART CITY LIGHTING ZERO SITE DEPLOYED IN LOS ANGELES

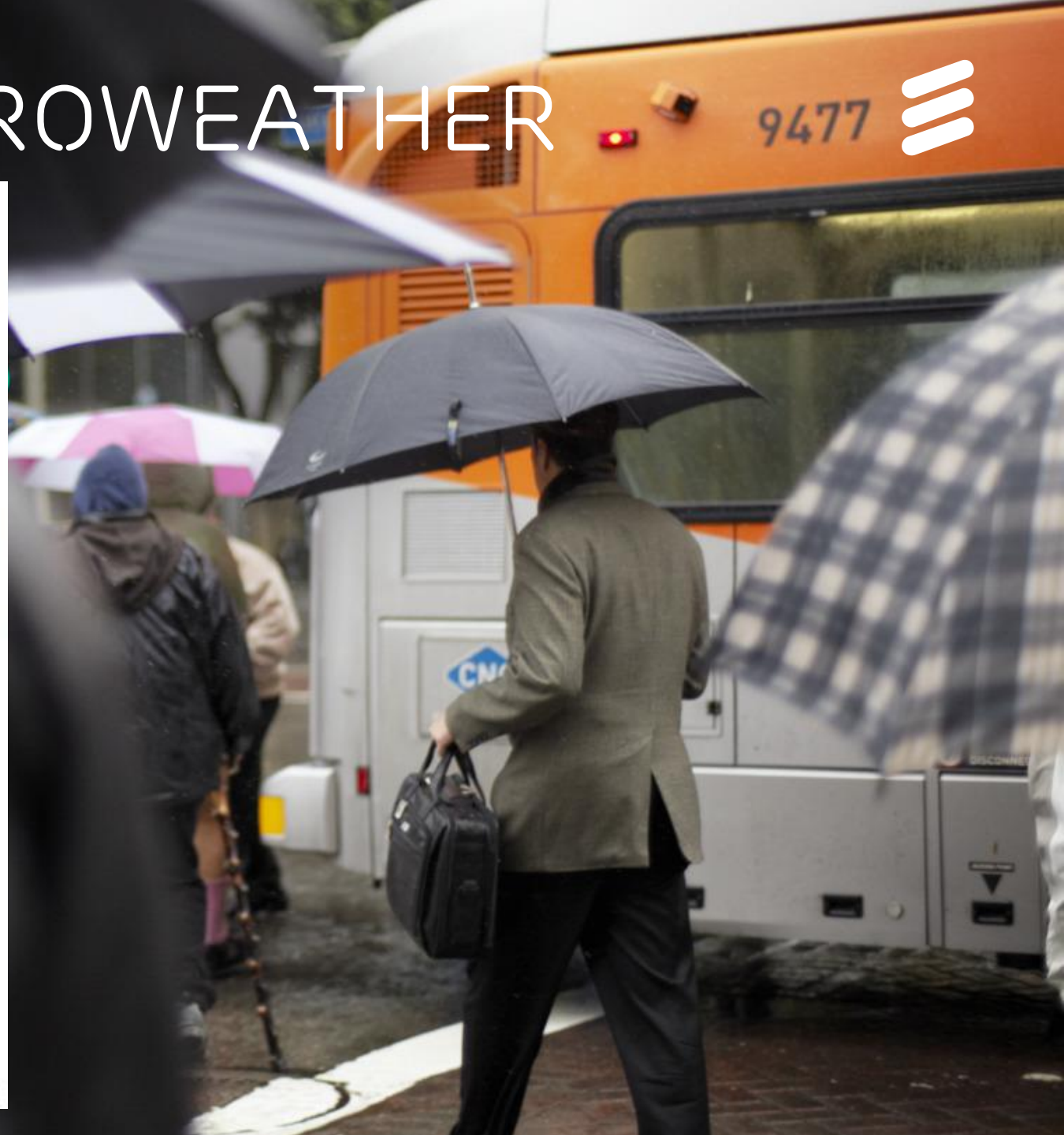
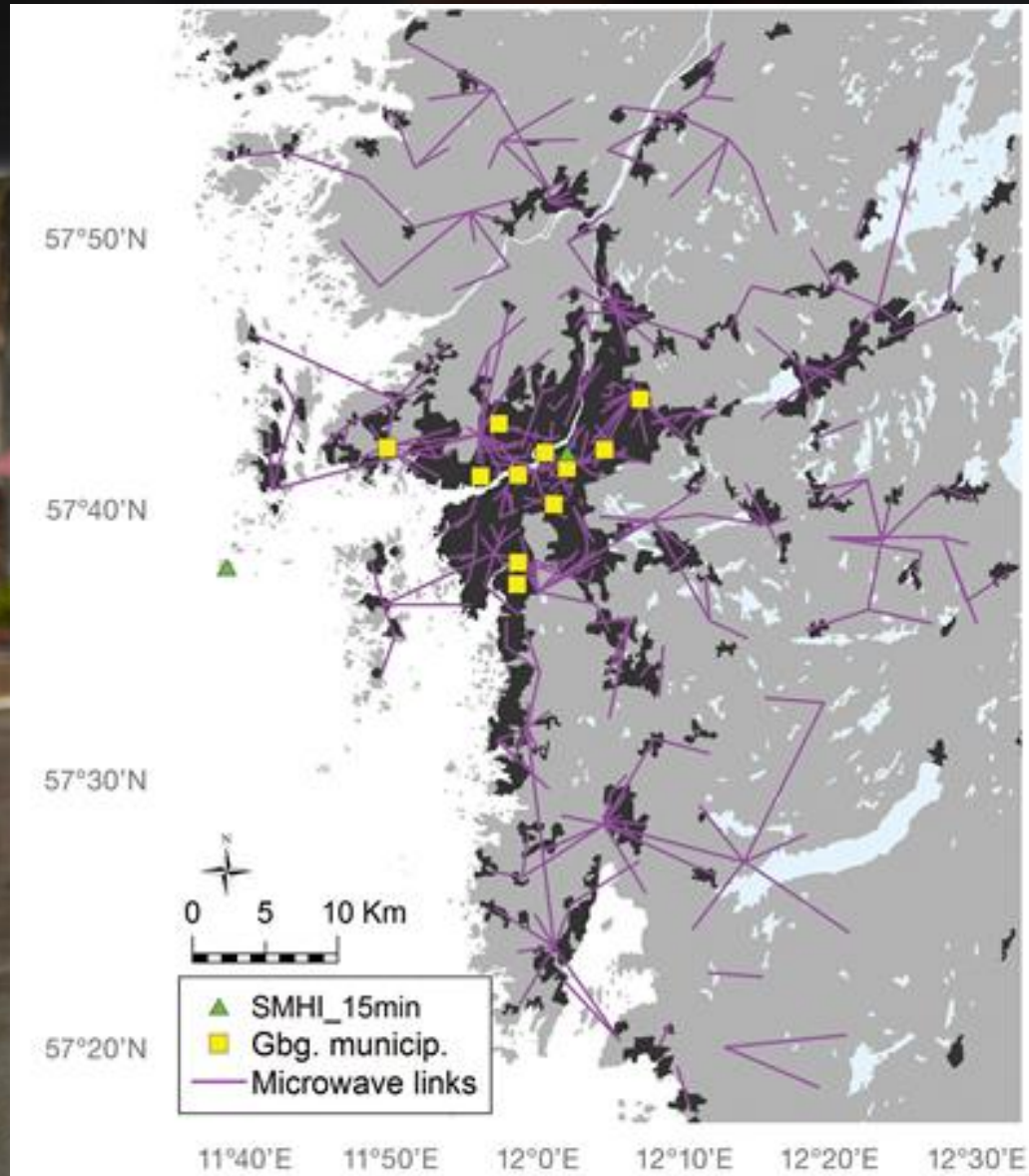


# INNOVATION: CONNECTED BUS STOP





# INNOVATION: MICROWEATHER

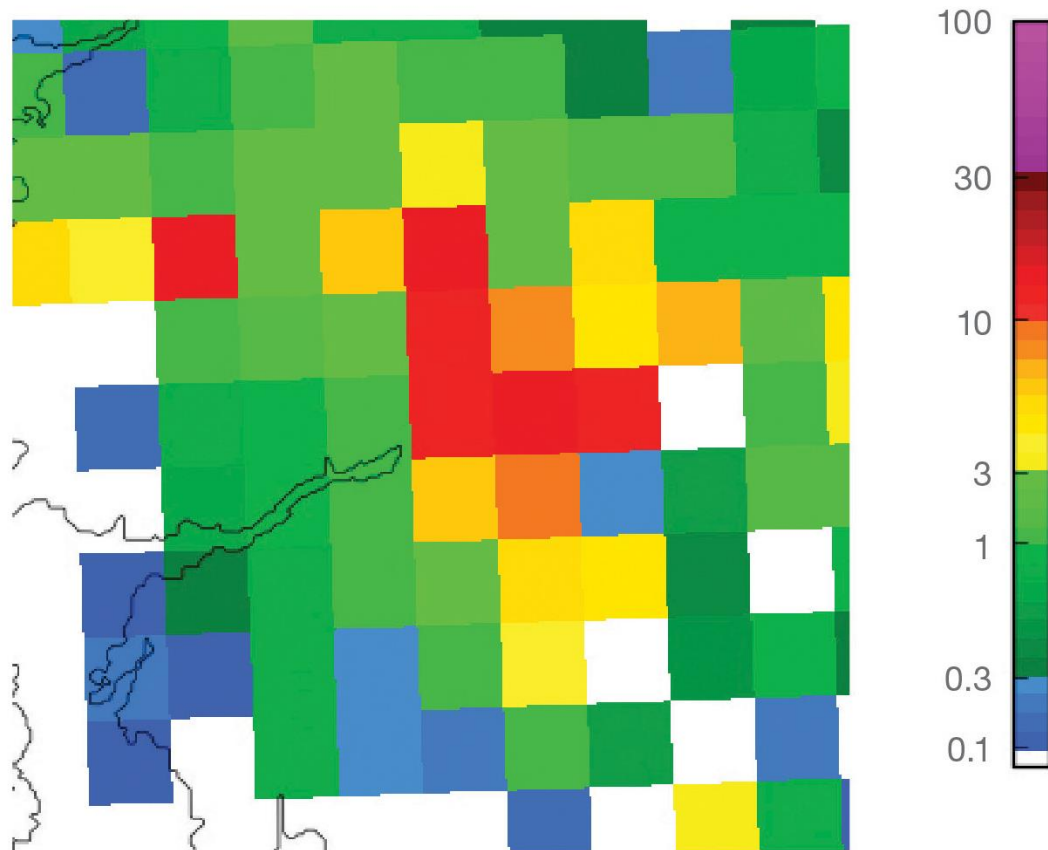


# MICROWEATHER

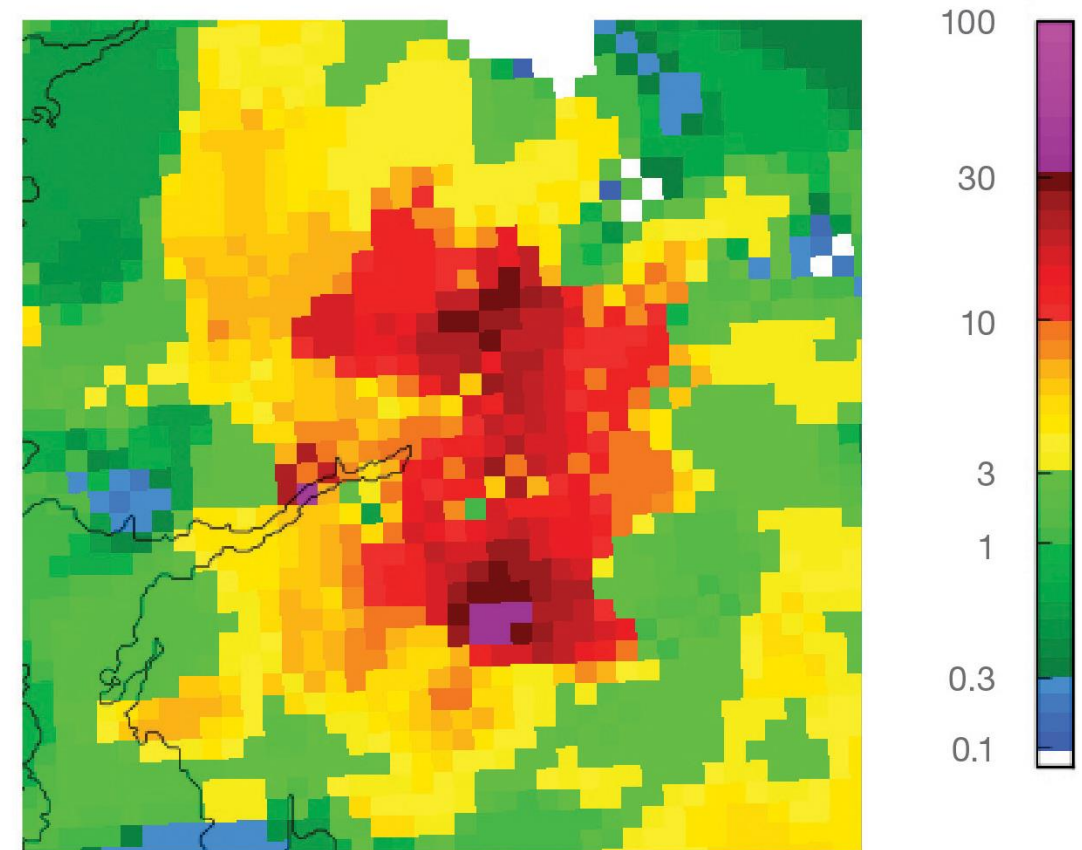


Rainfall intensity maps constructed from weather radar data and microwave link data

Weather radar data



Microwave link data





# INNOVATION: SMART WATER MANAGEMENT



Photo credit: Julius Mwelu

# INNOVATION: CONNECTED WATER INFRASTRUCTURE

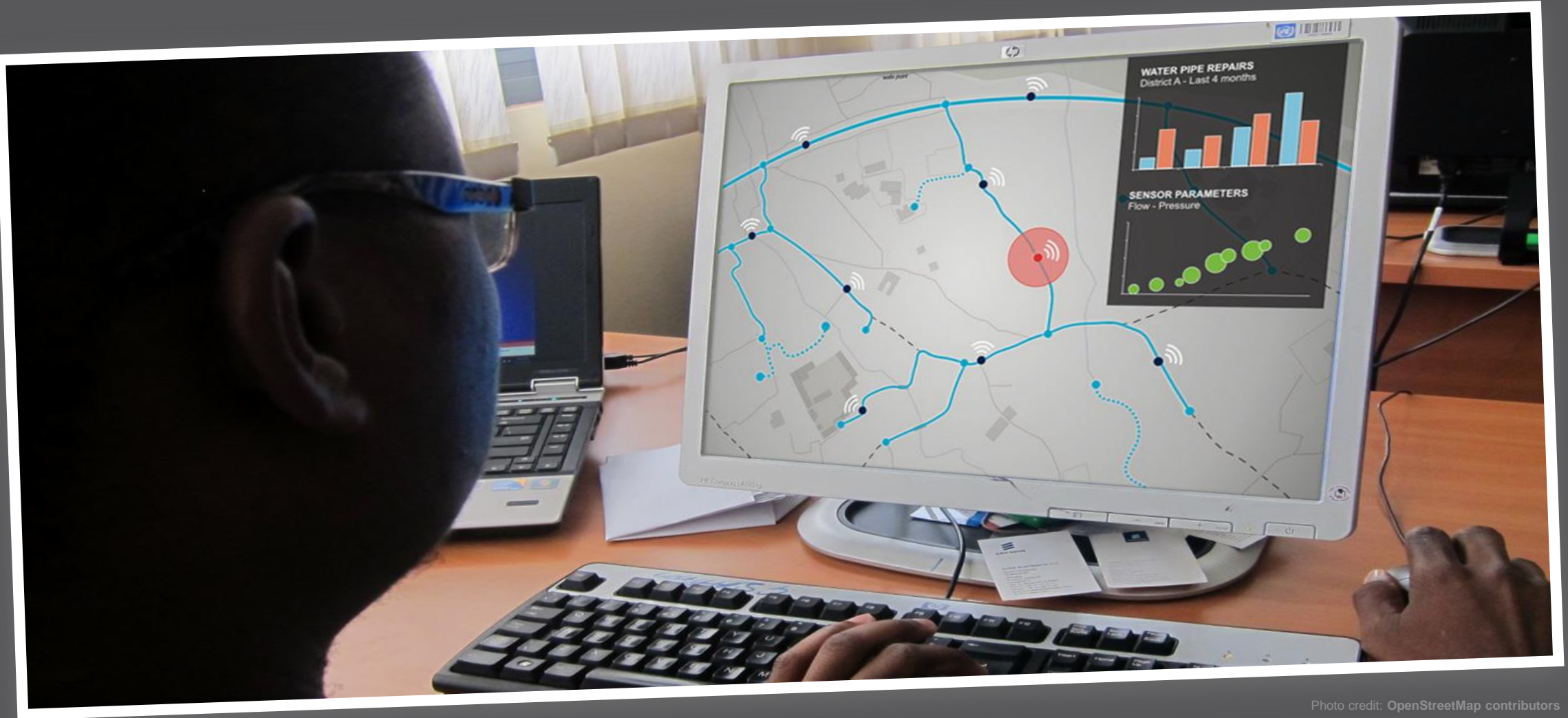


Photo credit: OpenStreetMap contributors



# INNOVATION: CROWDSOURCED MAINTENANCE

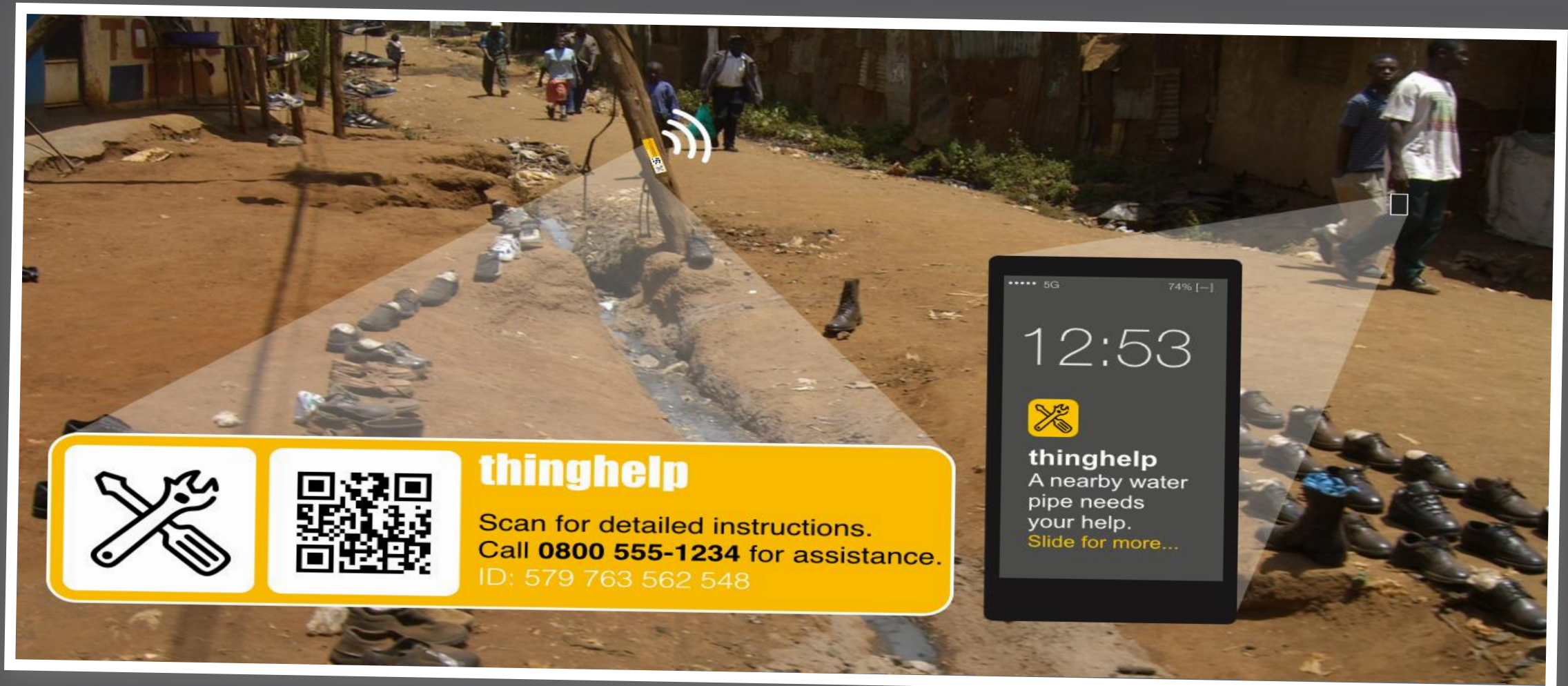
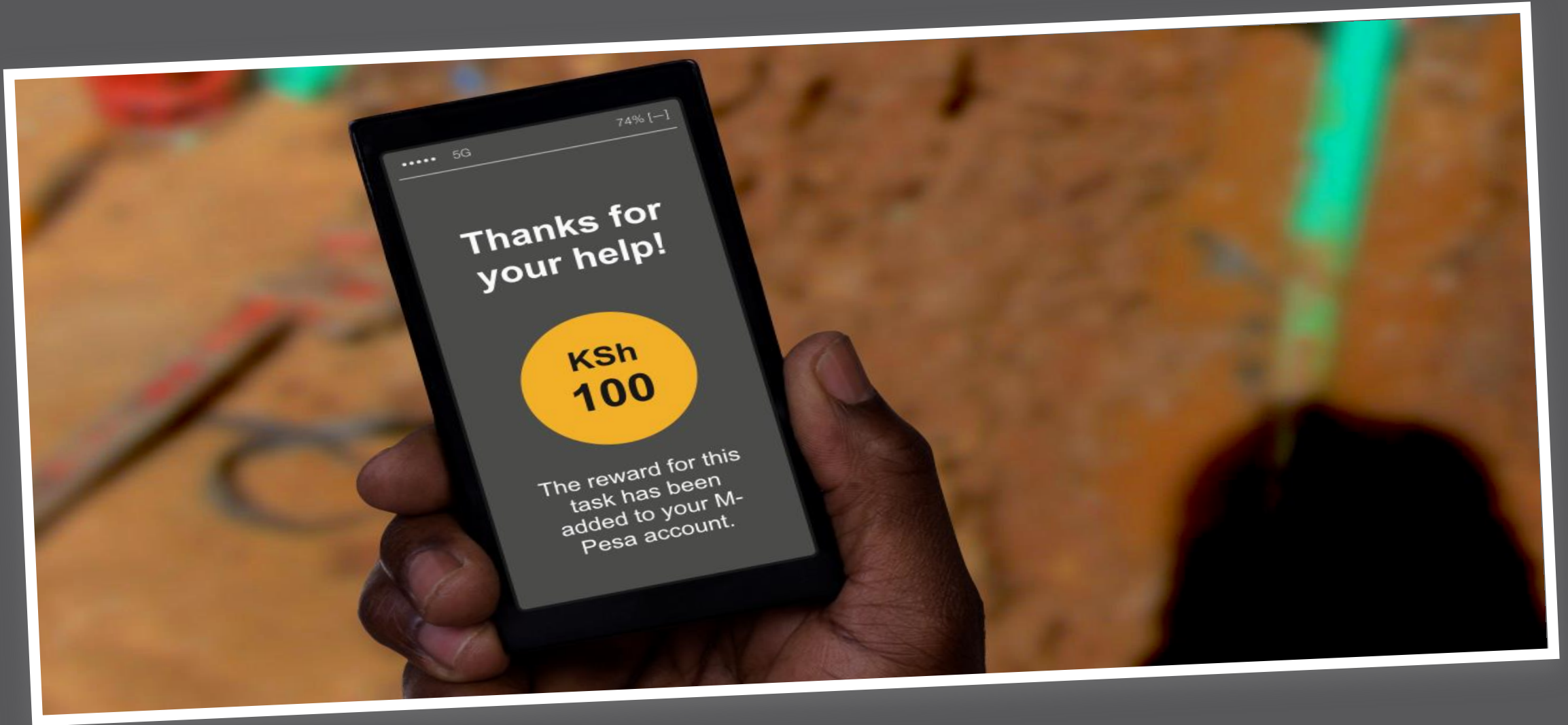


Photo credit: khym54  
<https://www.flickr.com/photos/khym54/54584738>

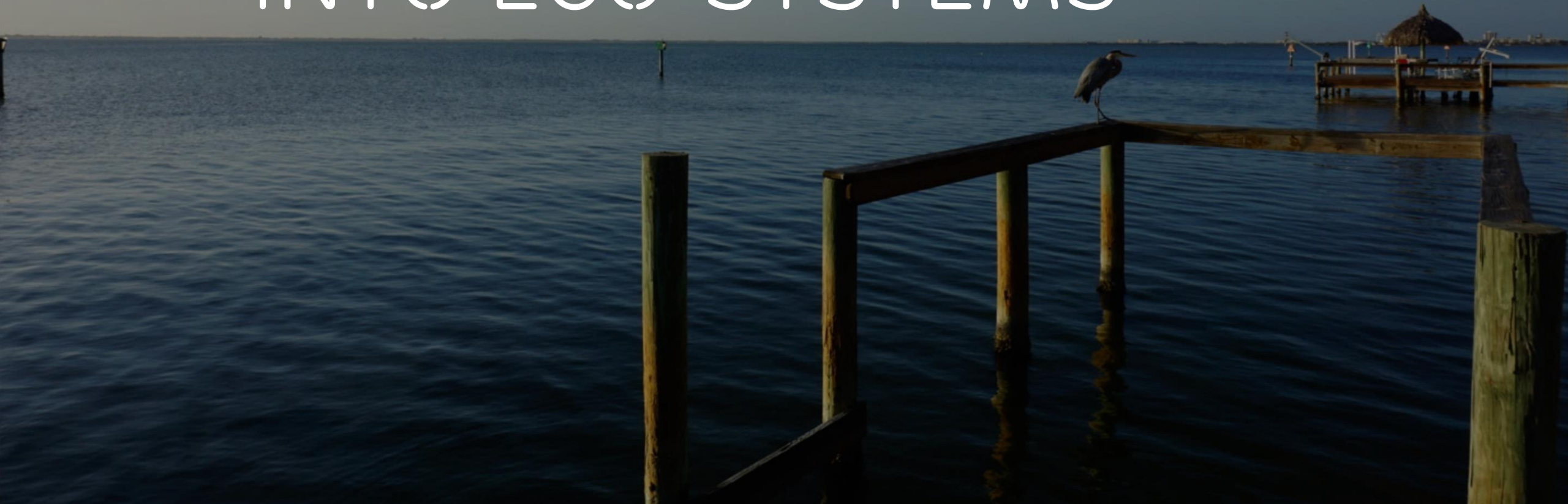
# INNOVATION: MICRO ECONOMICS ECO SYSTEM

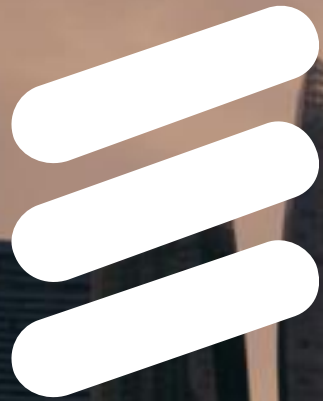






"LET'S TURN EGO-SYSTEMS  
INTO ECO-SYSTEMS"





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