Microsoft’s Approach to IoT
Digital Transformation and The Internet of Things

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Digital transformation is rapidly reshaping the landscape

“Every business will become a software business, build applications, use advanced analytics and provide SaaS services.”
- Satya Nadella

Sources:
2 IDC, 2016
IoT means business model change

IoT is no longer just for early adopters

- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards

The "Chasm"

Change offers tremendous opportunity

- $130B: New monetization avenues due to IoT-related services
- 40%: Top 100 manufacturers will provide product-as-a-service by 2018
- 80%: Companies that increased revenue as a result of IoT implementation

References in notes
IoT is already delivering tangible results

- **Johnson Controls**: Chillers now run 9x faster than unconnected equipment, avoiding more than $300,000 in hourly downtime costs.
- **thyssenkrupp**: Gathers data from sensors and systems to create valuable business intelligence and reduce downtime by 50%.
- **Rolls-Royce**: Cutting fuel usage by 1% could save $250,000 per plane per year.
- **Rockwell Automation**: Improves access to production and supply chain data worldwide, reducing downtime costs by as much as $300,000 per day.
Moving from action to insights
Reduced development time and cost by 80% by gathering and analyzing data more efficiently and increasing automation across the company.

Improving equipment to weather the storm
Gained visibility into equipment usage and a path to predictive maintenance using machine learning.

Filtering the signal from the noise
Used analytics to discover actionable insights around fuel usage, predictive maintenance and stop unscheduled delays.
Transforming the urban landscape
Gathered data from sensors and systems to create valuable business intelligence and shift from reactive to proactive maintenance.

Empowering global operations
Collected data from 40,000 sensors around the world to create a best-in-class forecast that helps customers make critical operational decisions.

Building efficiency with IoT
“Smart Connected Chillers” initiative collected approximately 14 million records each day to inform more efficient building equipment.
Thermoplan produces professional coffee machines that enjoy a great reputation all over the world for their reliability, functionality and their unique features and benefits.
IoT projects are complex

- Difficult to maintain cohesive security
- Time-consuming to stand up
- Incompatible with current infrastructure
- Hard to scale
YOUR IT ENVIRONMENT
YOUR IT ENVIRONMENT
OUR UNIQUE PERSPECTIVE

300B user authentications each month
1B Windows devices updated
200B emails analyzed for spam and malware
OUR NEW SECURITY POSTURE

PROTECT
across all endpoints, from sensors to the datacenter

RESPOND
closing the gap between discovery and action

DETECT
using targeted signals, behavioral monitoring, and machine learning
OUR UNIQUE APPROACH

PLATFORM

INTELLIGENCE

PARTNERS
Benefit from a hyper-scale footprint

38

Azure regions around the world

More than AWS and Google Cloud combined
Microsoft offers significant advantages

- **Industry-leading security**: From endpoint and connection through to data and the cloud
- **Open platform**: Any device, OS, data source, software, or service
- **Comprehensive portfolio**: Only mega-scale cloud vendor to offer SaaS and PaaS for IoT, and a commitment to continual innovation
- **Extensive partner ecosystem**: Industry leaders ready to collaborate with your business
- **Large-scale SaaS experience**: Prepared to deliver powerful, user-friendly solutions
Thank you