

Microsoft's Approach to IoT

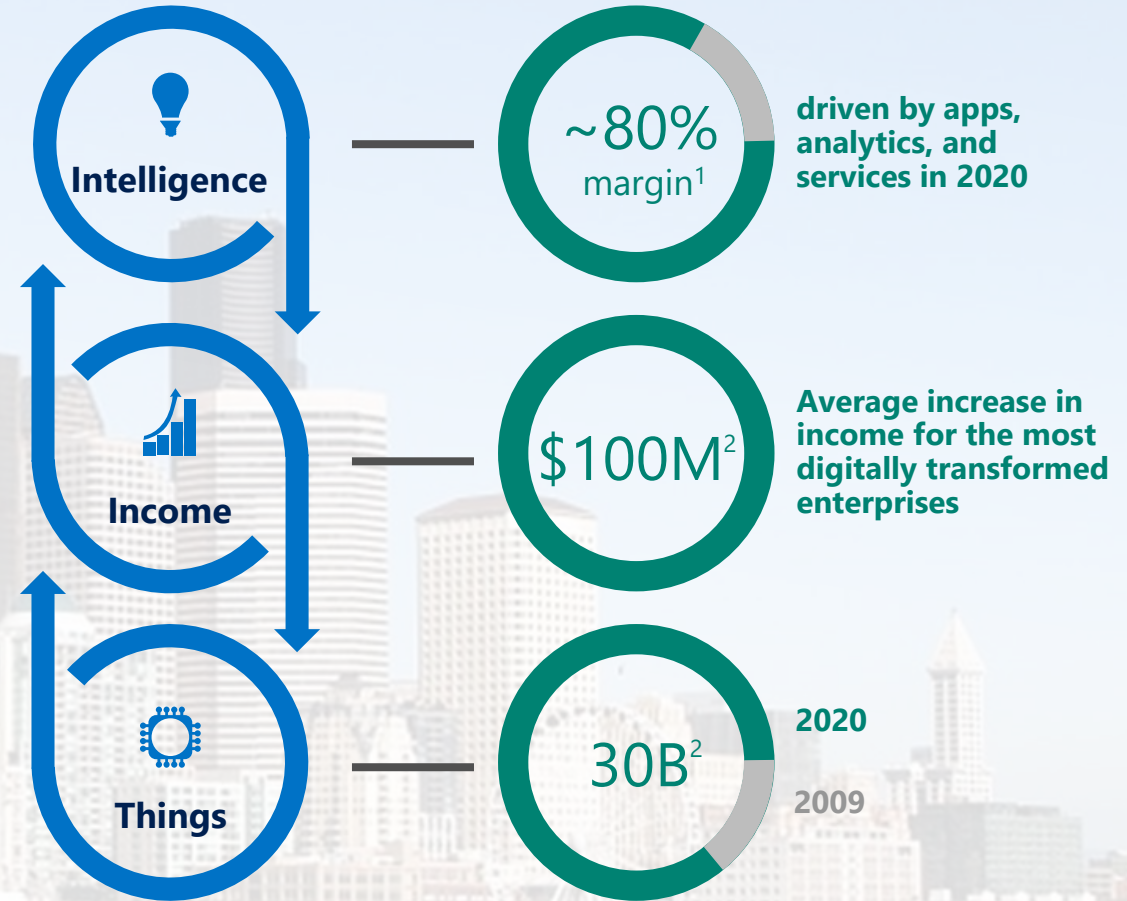
Digital Transformation and The Internet of Things

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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



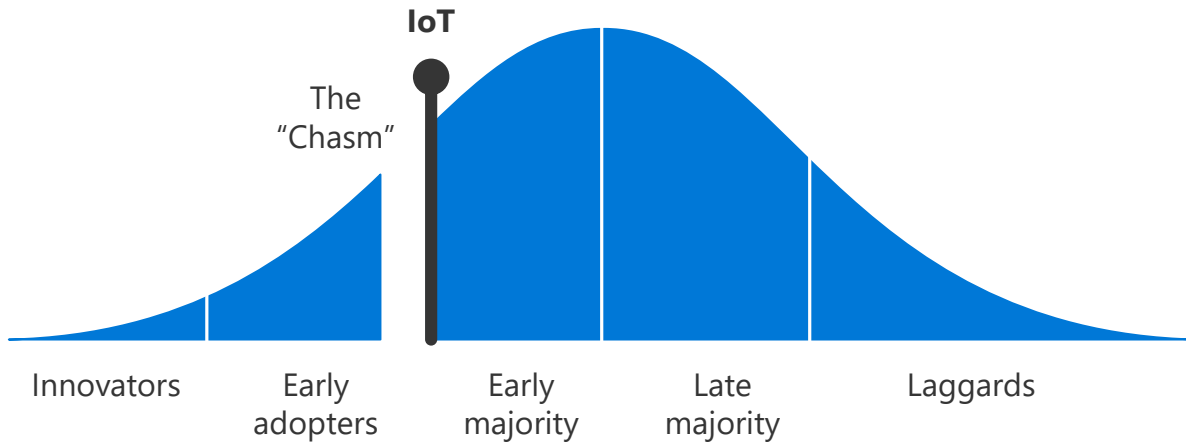
Sources:

¹McKinsey, How IoT Can Support A Dynamic Maintenance Program, 2016

²IDC, 2016

IoT means business model change

IoT is no longer just for early adopters



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

IoT is already delivering tangible results



Manufacturing

Rockwell Automation



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.

WEHR



Improving equipment to weather the storm

Gained visibility into equipment usage and a path to predictive maintenance using machine learning.



Rolls-Royce®



Filtering the signal from the noise

Used analytics to discover actionable insights around fuel usage, predictive maintenance and stop unscheduled delays.

Smart Infrastructure



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 Smart Equipment

Building smart & connected coffee equipment

Objectives

Connect tens of thousands industrial coffee machines worldwide for asset management, predictive service management, remote update of product recipes and synchronized product launches at global scale.

Tactics

Built a highly scalable, multi-tenant Software-as-a-Service solution, enabling the system to adapt to the characteristics of customers of all size and different user demands.

Results

Savings of up to 4 million US\$ per update / product launch for global customers.
Built a first fully functional pilot system in less than one man year using the Azure IoT Suite services.
Having costs of less than 2\$ per device per year

Thermoplan produces professional coffee machines that enjoy a great reputation all over the world for their reliability, functionality and their unique features and benefits.

thermoplan
Swiss Quality Coffee Equipment

bbv

IoT projects are complex



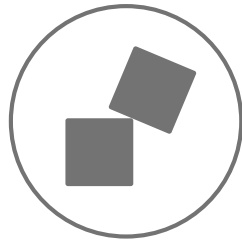
Difficult to maintain
cohesive security



Time-consuming to
stand up



Incompatible with current
infrastructure



Hard to scale





YOUR
IT ENVIRONMENT







OUR **UNIQUE** PERSPECTIVE

300B user authentications each month

1B Windows devices updated

200B emails analyzed for spam and malware

PROTECT
across all endpoints, from
sensors to the datacenter



DETECT
using targeted signals, behavioral
monitoring, and machine learning

RESPOND
closing the gap between discovery and action

OUR **UNIQUE** APPROACH



PLATFORM



INTELLIGENCE



PARTNERS

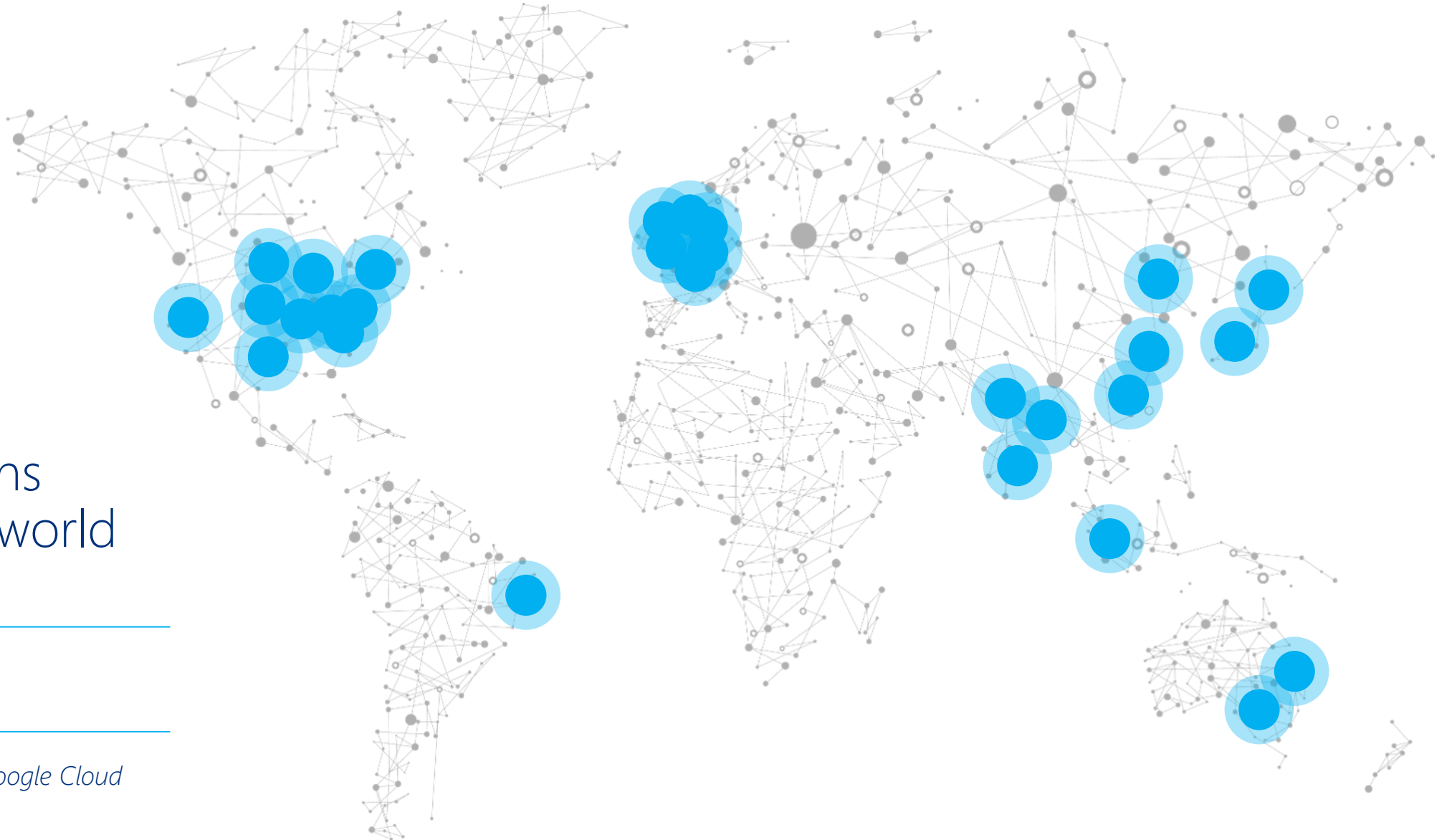
Benefit from a hyper-scale footprint

38

Azure regions
around the world

 AZURE REGIONS

*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

An aerial view of a city at dusk or dawn, with a blue-tinted overlay. A network of white lines and glowing nodes connects various points across the city, symbolizing global connectivity or a digital network.

Thank you