



The Road to Digital Transformation

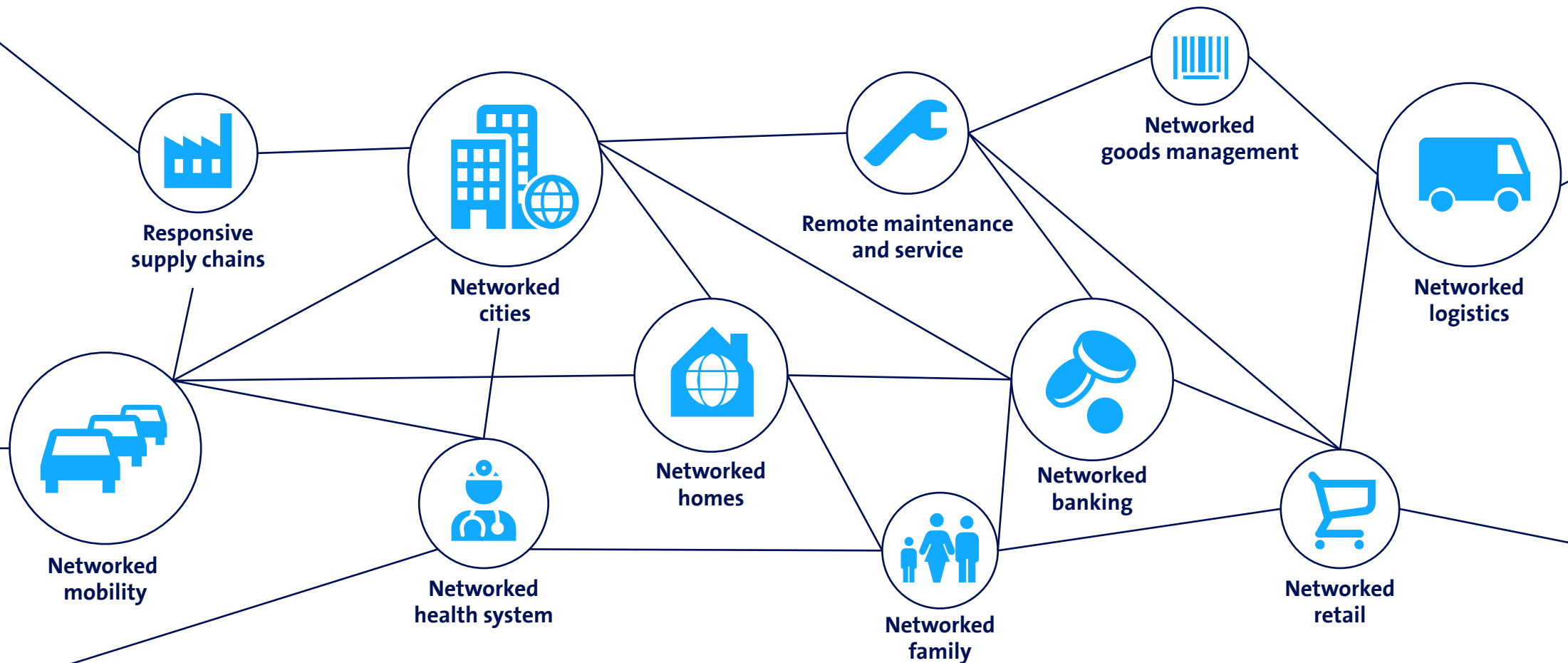
Vlad Trifa — IoT Week Geneva — June 2017



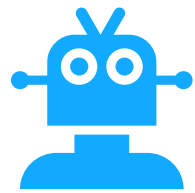
What is **Digital Transformation?**

The replacement and extension of commodity physical processes by machines, software, and communication networks.

Digitalisation changes every industry. And especially how businesses of tomorrow will run!



Capabilities lag behind possibilities



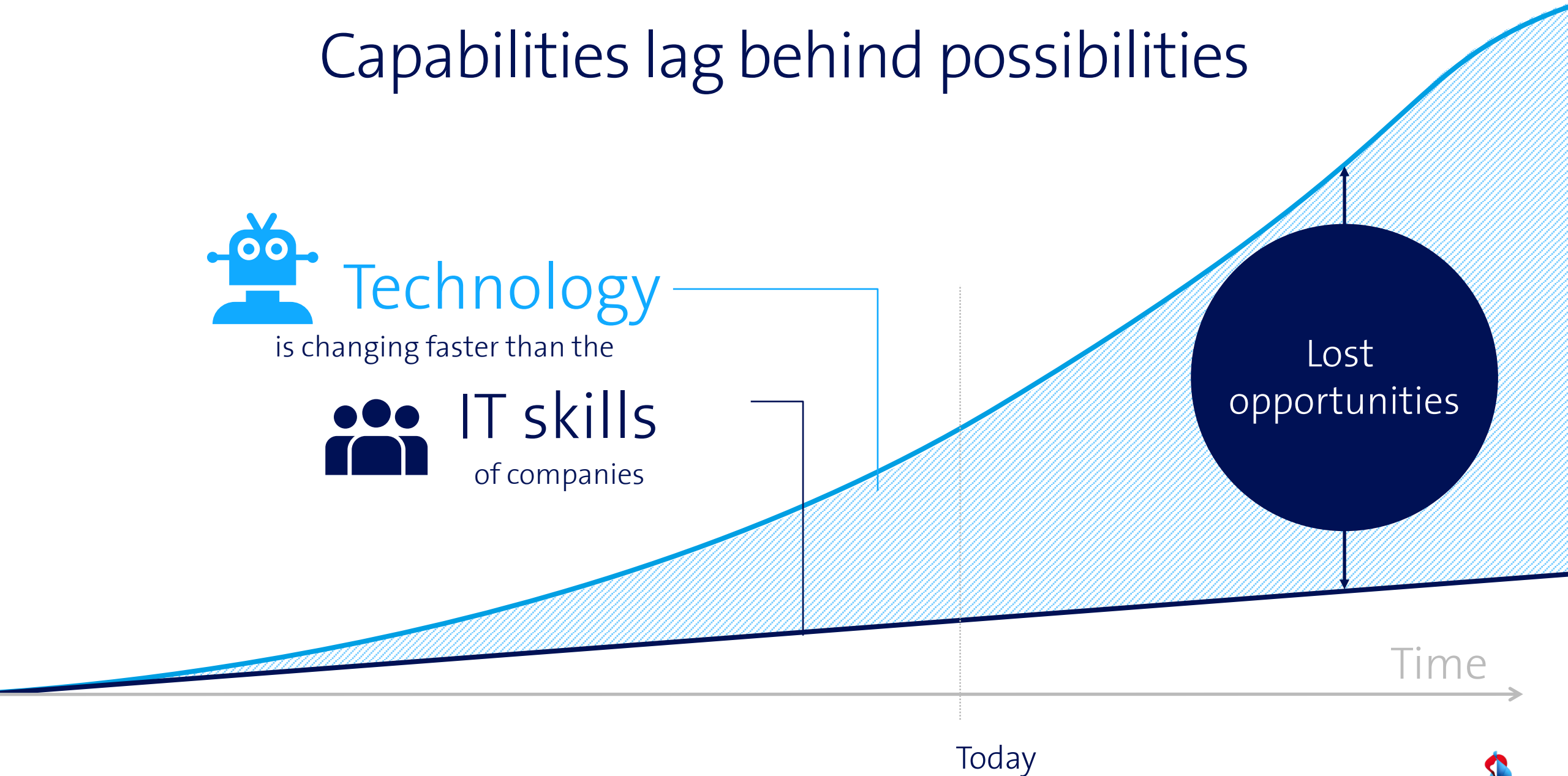
Technology

is changing faster than the



IT skills

of companies



Key Opportunities of Digital Transformation



Optimised Business Processes

Reduce costs, processing time, and human errors

Integrate data across systems for deeper insights



Improved Customer Experience

Use AI to understand needs of every single customer

Provide hyper-personalised offerings tailored to individual needs



New Business Models

From selling a product towards selling a service

Generate new revenue streams through platforms

Management

[illegible][illegible]

Projects & Workflow

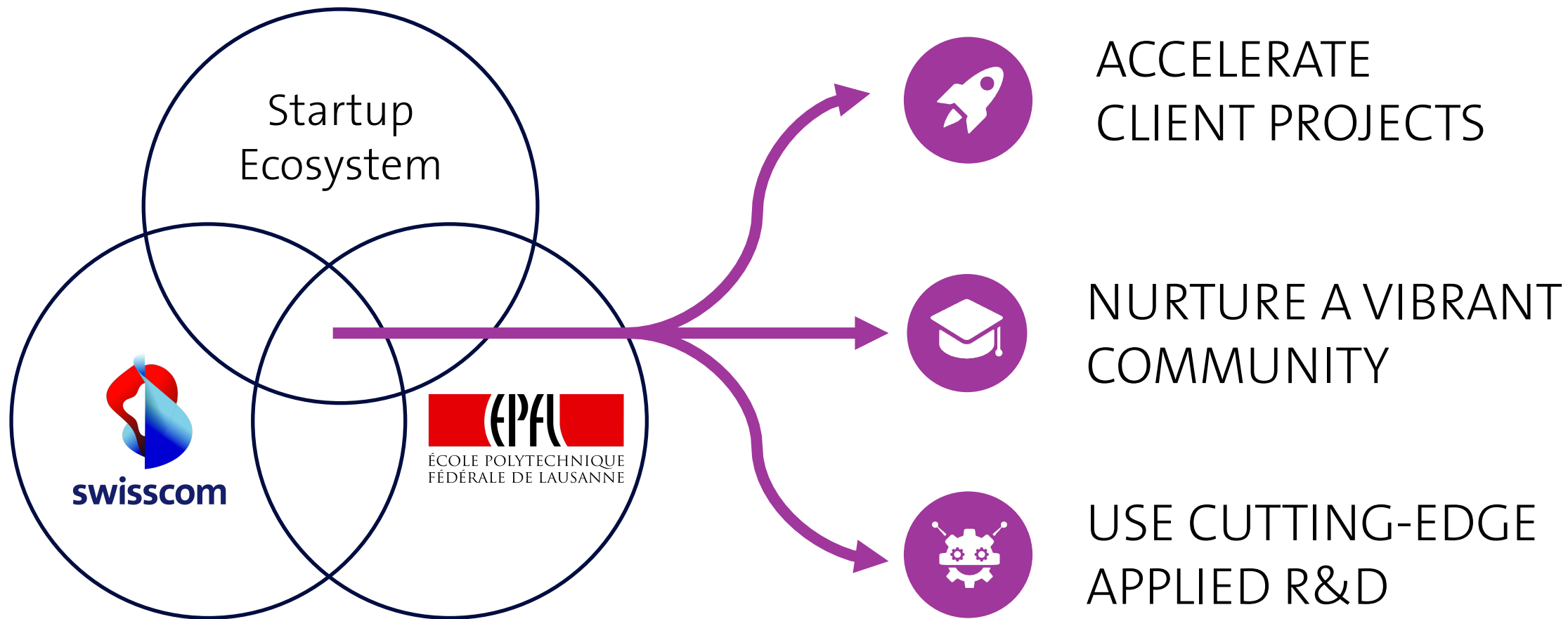
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A collage of various company logos and brand names. At the top, logos for 'kanbanery', 'blueosmosis', 'acunote', and 'Kanbanchi' are visible. Below them is a large grey banner with the text 'Vendor Analysis' in white. Underneath the banner, there is a dense collection of logos including 'Gartner', 'FURBERSTE', 'MAtech4get', 'cloudsuave', 'ABERDEEN', 'CROWD', 'Nadi', 'GetApp', 'Software Advice', 'LUMA', 'SiriusDance', 'GIGAWATT', 'WIRE', 'Profiles', 'RealStory', 'Product Hunt', 'Sliftery', 'Capterra', 'VERVE', 'Open', and 'TOPO MARKETING'.

The Digital Lab Mission

One-stop shop to access the latest technologies, top experts, and personalised guidance to help companies rapidly identify opportunities and launch new solutions.

Open Innovation for better/faster results



A Simple Process



Identify the Business Challenge

Companies come to see us with a complex business/tech problem, an idea, or simply some questions about a new technology and how it can impact their business.



Fast Prototyping and Open Innovation

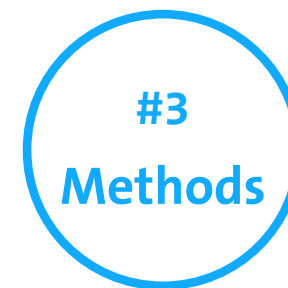
We bring top experts from our community around the table to work together on a solution using the latest ways of working and industry-grade solutions.



Minimum Viable Solution (MVS)

Clients bring back to their board an end-to-end working solution built in less than 12 weeks by leveraging Swisscom's technology stack and capabilities.

The Secret Recipe – A Digital Toolbox



Ideal entry point to top experts from Swisscom, our partners, EPFL ecosystem (labs, students, startups), and beyond.

Industry-grade solutions that covers the entire IOT value chain (devices, connectivity, cloud, applications, and apps).

We use the same modern ways of building digital products used by today's successful startups.

The Smart Enterprise – It's All About Data!



Acquire

Analyse

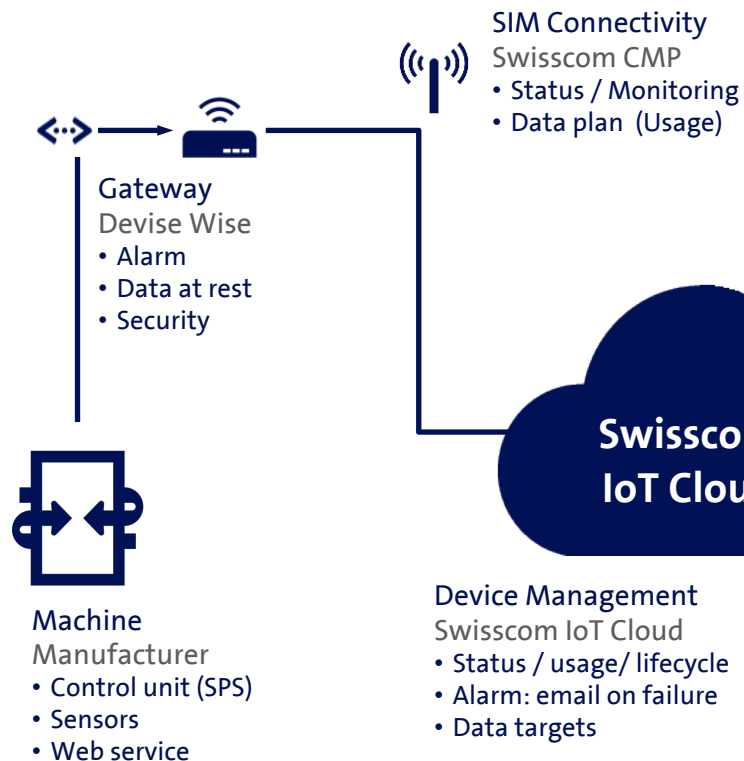
Act



End-to-End Architecture: Swisscom IoT Suite

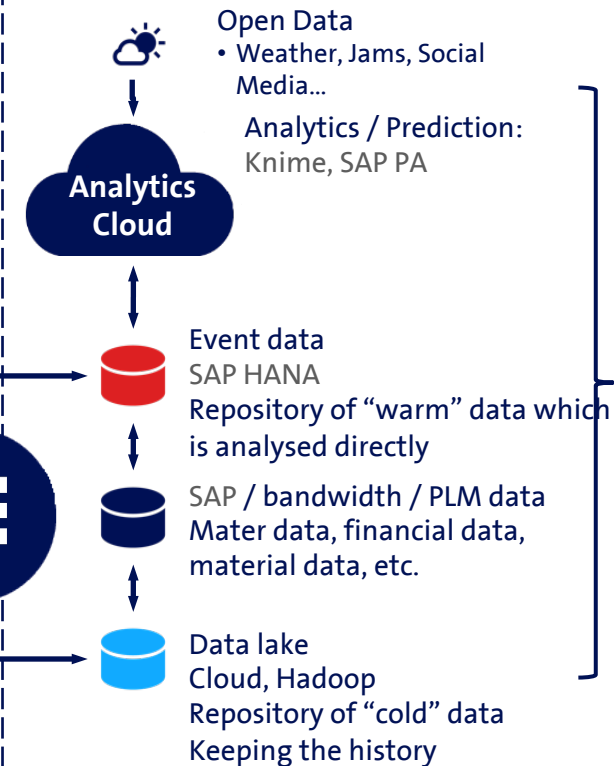
Acquire

generating, connecting, managing



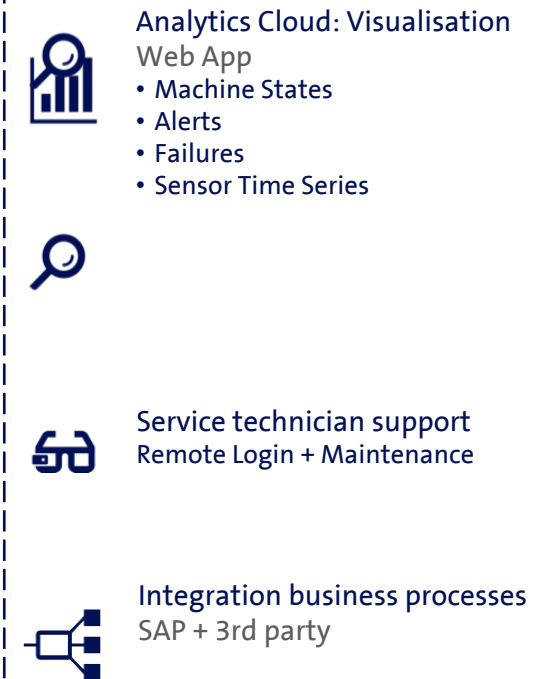
Analyse

gathering, combining, analysing



Act

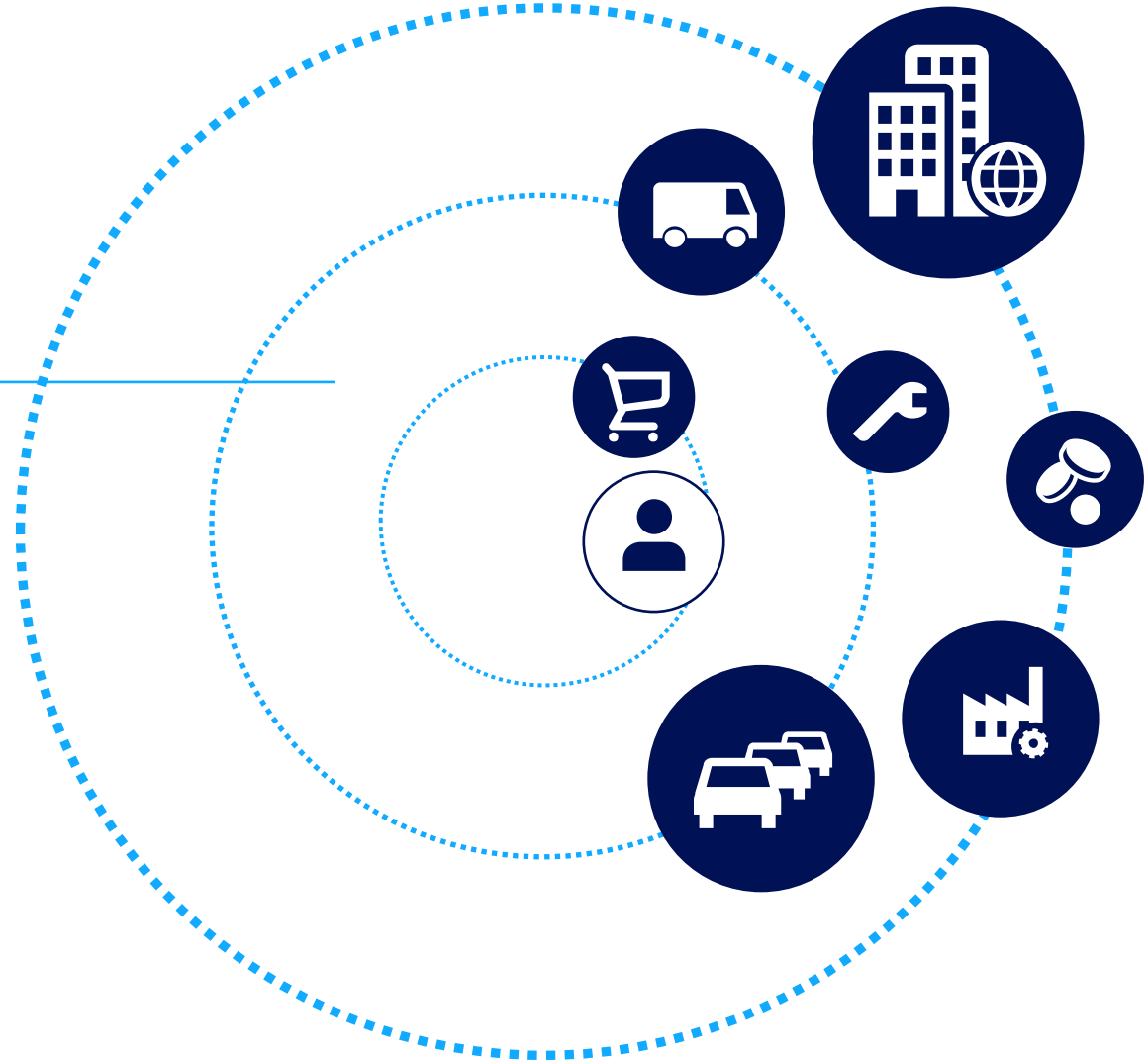
visualizing, integrating, acting



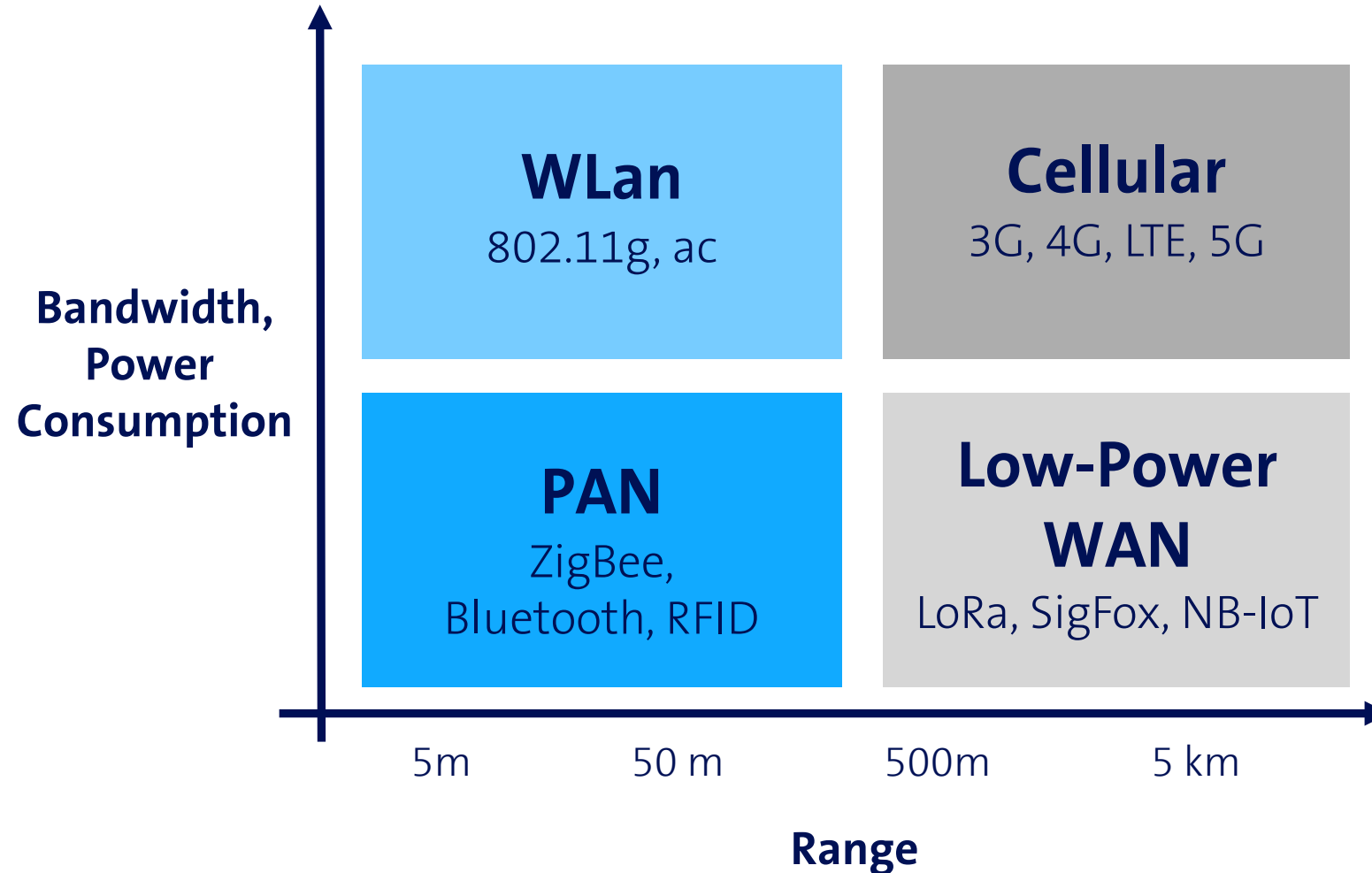
One network for everything is a thing of the past

As more and more networked devices collect and transmit data, network requirements will grow exponentially

Different use cases have different connectivity requirements.

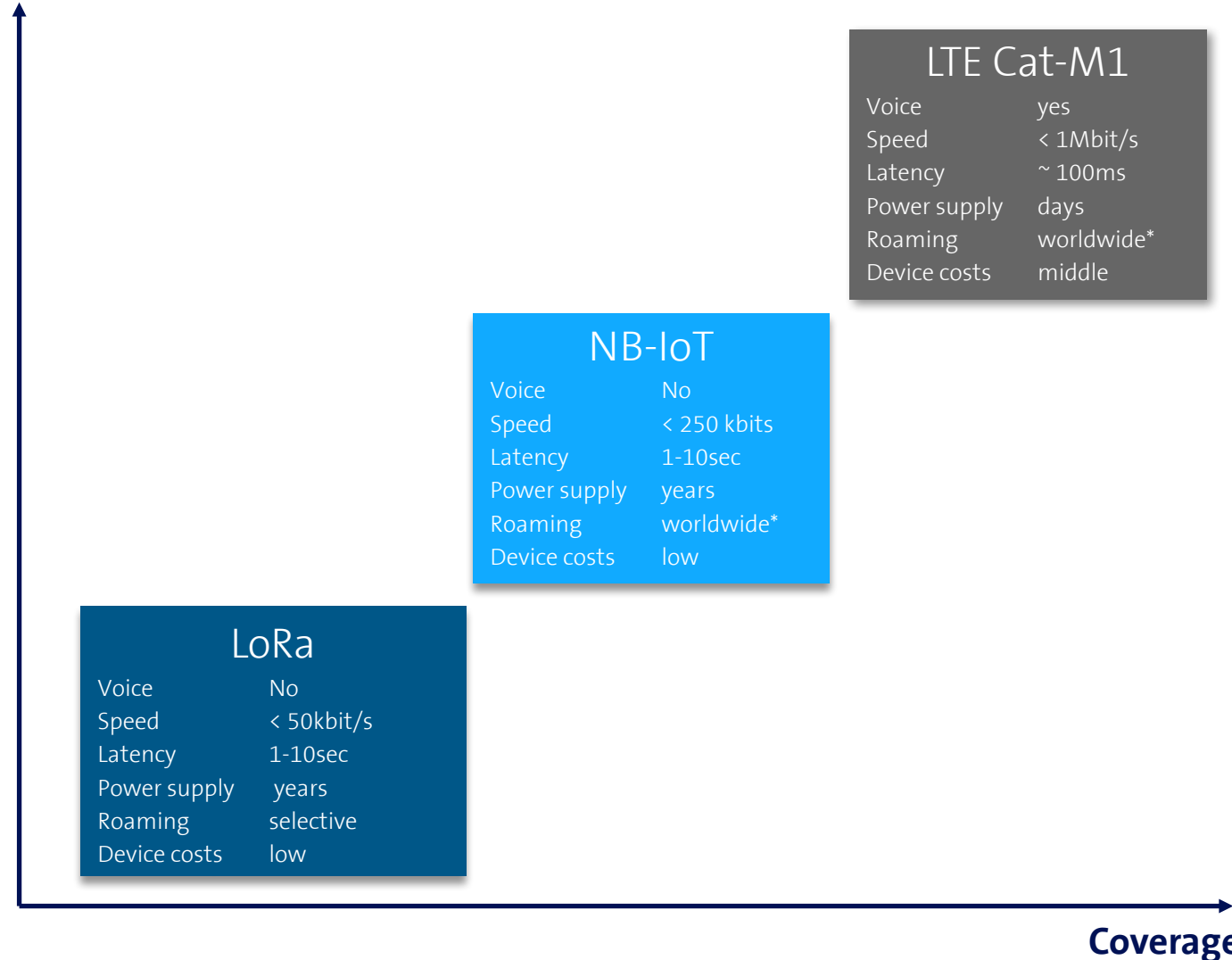


Not all devices are created equal...



Emerging LP-Wan Technologies

Bandwidth



3G, 4G & 5G

- > For m2m application that require very high bandwidth and or low latency

LTE Cat-M1

- > Ideal for m2m applications that require higher bandwidth and/or voice support

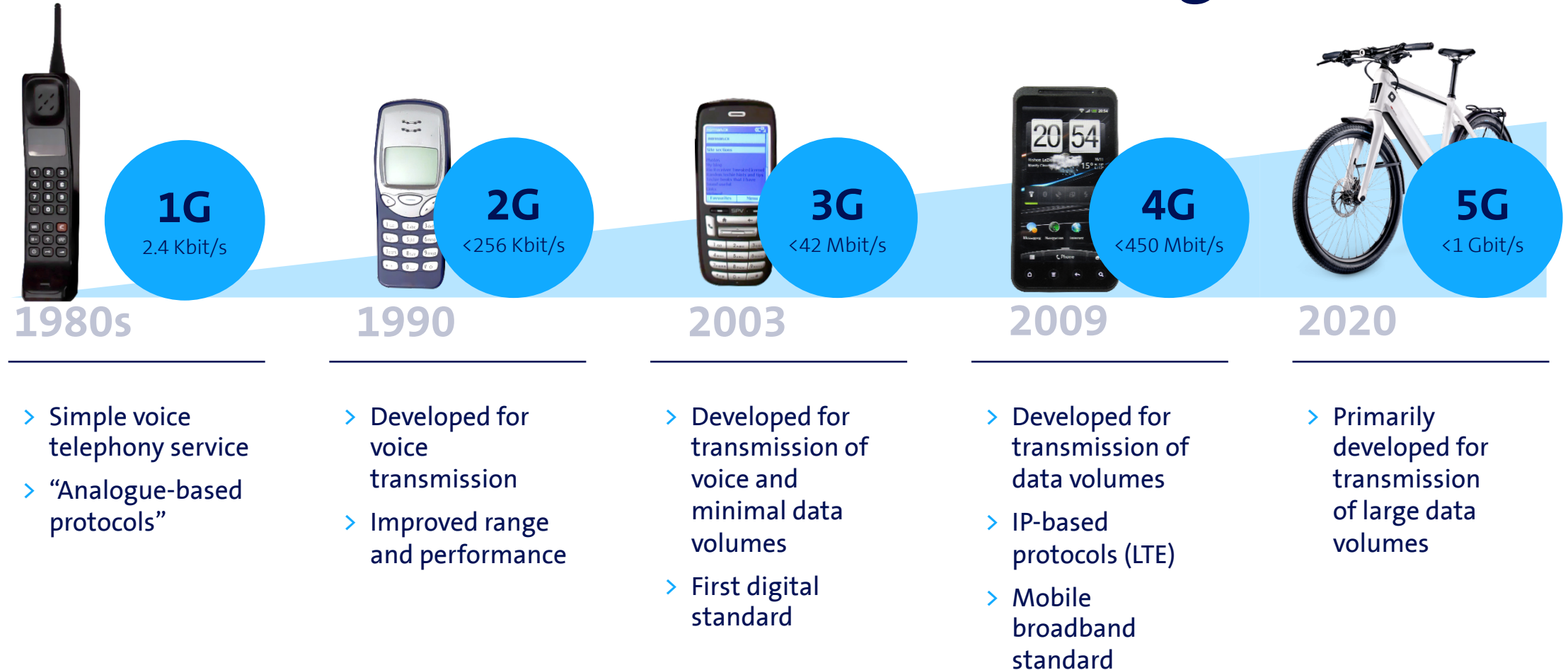
NB-IoT

- > For mobile applications that need high coverage (even internationally) and no support for voice

LoRa

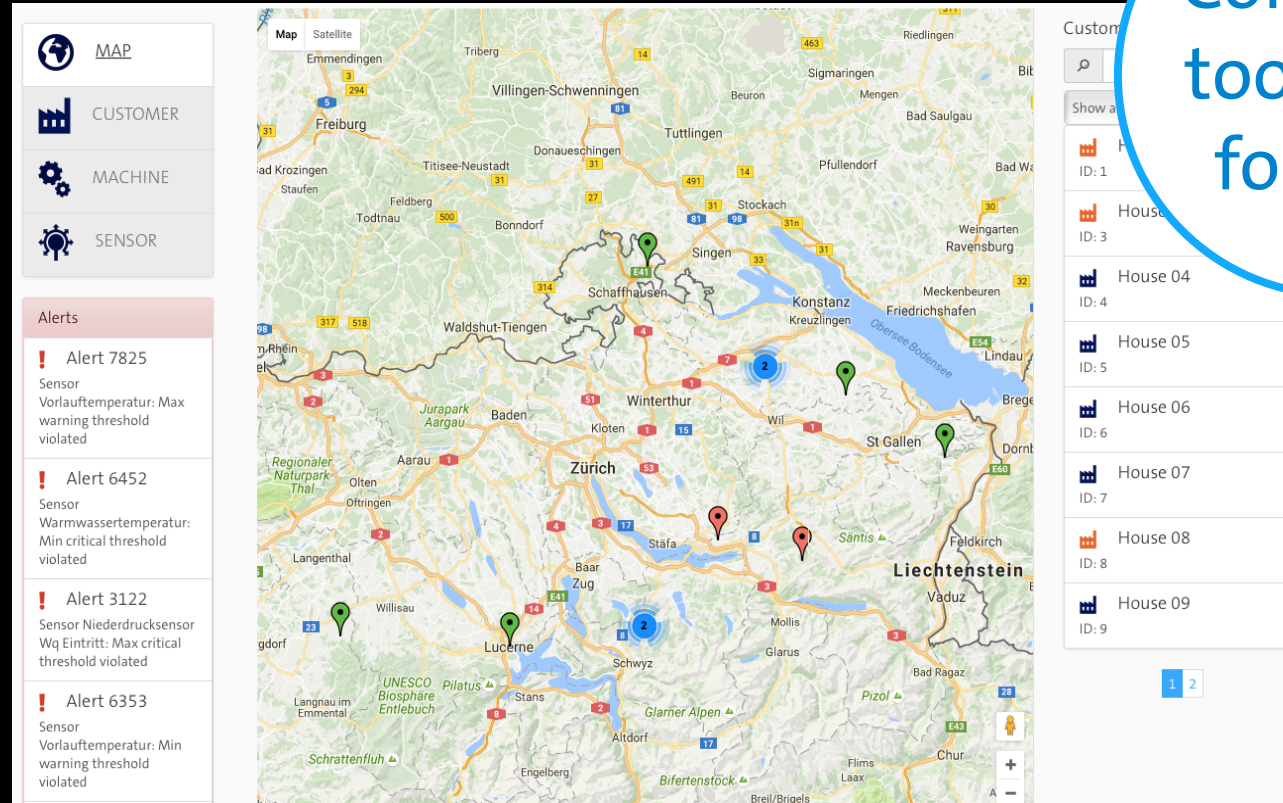
- > Optimized for applications with a massive amount of devices (price efficient) and ideal for local permanent applications
- > Coverage can be extended quite flexible and on demand in case its needed.

5G will enable the first Network for all sorts of Things



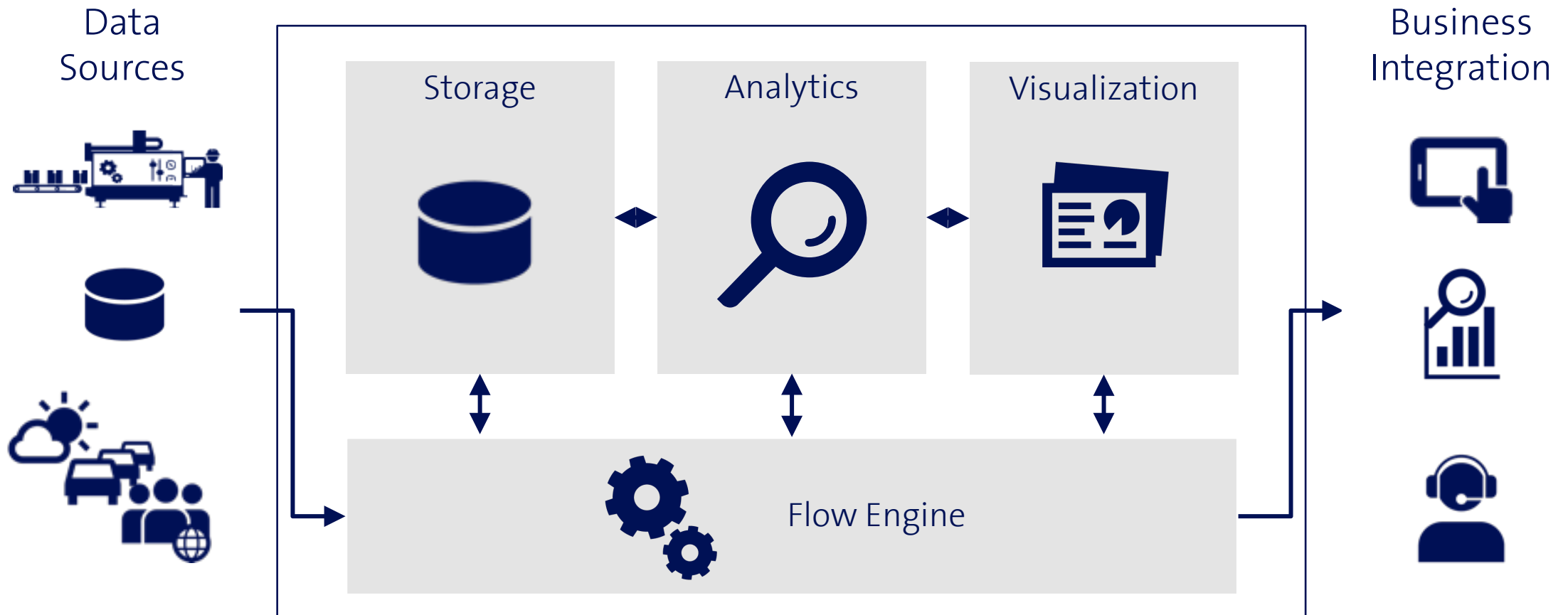
Swisscom Analytics Cloud

Complete
toolchain
for IIoT



Analytics Cloud Architecture

Packaged the best open source software to be easily deployed and scaled in any infrastructure





Use Case

Real-time Facility Monitoring



Requirements

Monitor storage conditions of books and archives and UNIL

Low maintenance and installation costs (~100 devices)

Immediate alerts when any anomaly is detected

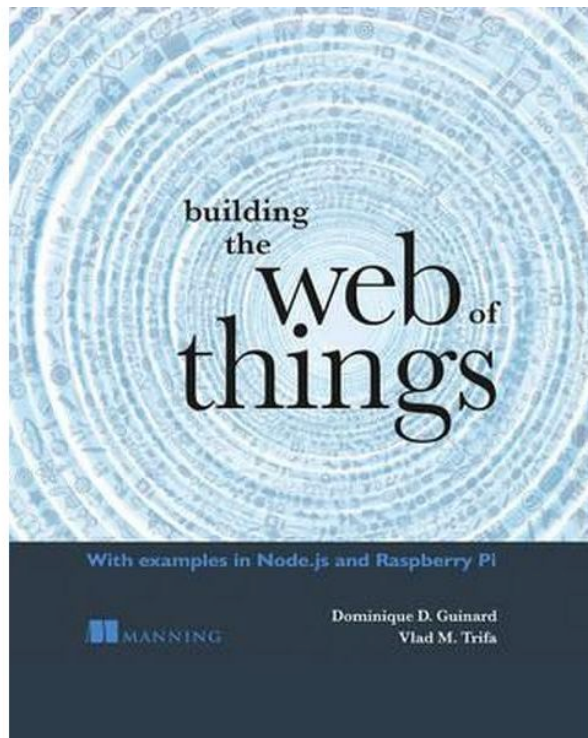


Solution

End-to-end prototype built and deployed in only four weeks

Leverage Swisscom's LoRa network (~600 base stations)

Agile methods, fast prototyping, secure storage in SC's cloud



For the techier bits, join our workshop at 16h15 in Room 13.

Let's invent the future of your company together.

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