Lessons learnt in the field...

We are creating turnkey IoT solutions
We are...

**Established in 2006**
- Offices in Dublin (Ireland) and Novi Sad (Serbia)
- 30+ university educated software, telecom, embedded engineers, 3 PhD

**IoT pioneers**
- 10+ years in IoT
- Drivers of first early smart city IoT deployments (ekoBus, SmartSantander)

**IoT experts**
- Digital transformation
- LPWAN, cloud and advanced analytics
- Smart city, smart agriculture, smart manufacturing

**Investing in research and innovation**
- 11 FP7 projects, 5 Horizon 2020 projects (our budget share ~5milEUR)

**Innovators**
- Thought leaders
- Founding member of International IoT Forum (iotforum.org) and member of Alliance for IoT Innovation (AIOTI)
  - www.aioti.eu

**Microsoft IoT partners**
- See next slide :)
Microsoft IoT is already delivering tangible results across industries

**Tetra Pak**
Tetra Pak’s IoT business results show down-time cut down by up to 48 hours for each packaging line saving up to 30,000 Euros for customers.

**Johnson Controls**
Chillers restart 9x faster than unconnected equipment, avoiding more than $300,000 in hourly downtime costs.

**Hersey’s**
Ensure the licorice extruders on Twizzler’s production line are performing at peak optimization, saving over $500K/year on licorice alone.

**RAC**
By analyzing driving trends on its own patrol fleet, RAC has reduced its accident rate by 25%, and reduced fuel usage by 20% - reporting annual savings of $1.8 million.

**Rockwell Automation**
Improves access to production and supply chain data worldwide, reducing downtime costs by as much as $300,000 per day.

**Dunavnet**
By telling farmers such things as when to irrigate, how to control diseases and where to fight pests, agroNET provides an action plan to maximize efficiency. This solution has seen yield increases of 30% due to data & machine learning informed irrigation decisions and reductions in water use by 20%.

**Finning**
“Finning’s IoT solution has enabled customers to quickly solve business problems from a dashboard, transport more than 1 million additional tons of cargo via machine learning, reduce fuel consumption by reducing idling by 17%, and increase ROI and competitiveness for the long term.”

**Rolls-Royce**
Cutting fuel usage by 1 percent could save $250,000 per plane per year.

**Thyssenkrupp**
Gathers data from sensors and systems to create valuable business intelligence and reduce downtime by 50%.

From a Microsoft presentation at Ignite: https://www.microsoft.com/en-us/ignite/default.aspx
City Test
5/6/2018 4:00:01 AM

Soil moisture

<table>
<thead>
<tr>
<th>Device name</th>
<th>Notification</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Test</td>
<td>Irrigate with 5l of water per m². Soil moisture: 15.9%. Threshold for the field: 16.9%. Expected p...</td>
</tr>
<tr>
<td>RHMZ Novi Sad</td>
<td>There is a possibility of infection.</td>
</tr>
</tbody>
</table>
The flower is dry. There is no risk of infection from Erwinia amylovora.
Smart tags – it’s how they speak!

thermochromic functional ink +

photochromic functional ink =
In-store consumer interaction with products

1) Products are scanned by the consumer
2) Different results from scanning good or compromised tag
3) Actions of the consumer registered and analysed
Lessons learnt...

...from deployments and interactions with customers and users
Having a lot of choice is great...

...but can cause a lot of headache as well.
Cloud is great and complex...

…”default” vs. customized configuration…”
Know what you’re measuring…

…to avoid surprises.
Users have to be educated...

...set expectations, explain benefits...
Smart agriculture solutions are sold to agronomists, not to IT departments...

...do your homework, learn the lingo.
Overcoming internal relationships and processes...

...can have significant impact.
Deployment requires skills and time…

…be ready to get your hands dirty, literally 😊.
Reality is not a direct replica of development labs... ...plan for unexpected.
Ecosystem, ecosystem, ecosystem...

...partners, partners, partners.
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