

Harnessing the Power of IoT Towards New Business Models

Andrea Siviero
IDC European IoT Practice Lead



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IoT-driven New Business Models

What does it mean?



**Reimagining
Traditional
Business**



**New Ways of
Selling**



**Discovering
New
Markets**

Real-life European Examples



Illy
Self-ordering coffee
machines
Reinventing Traditional Business



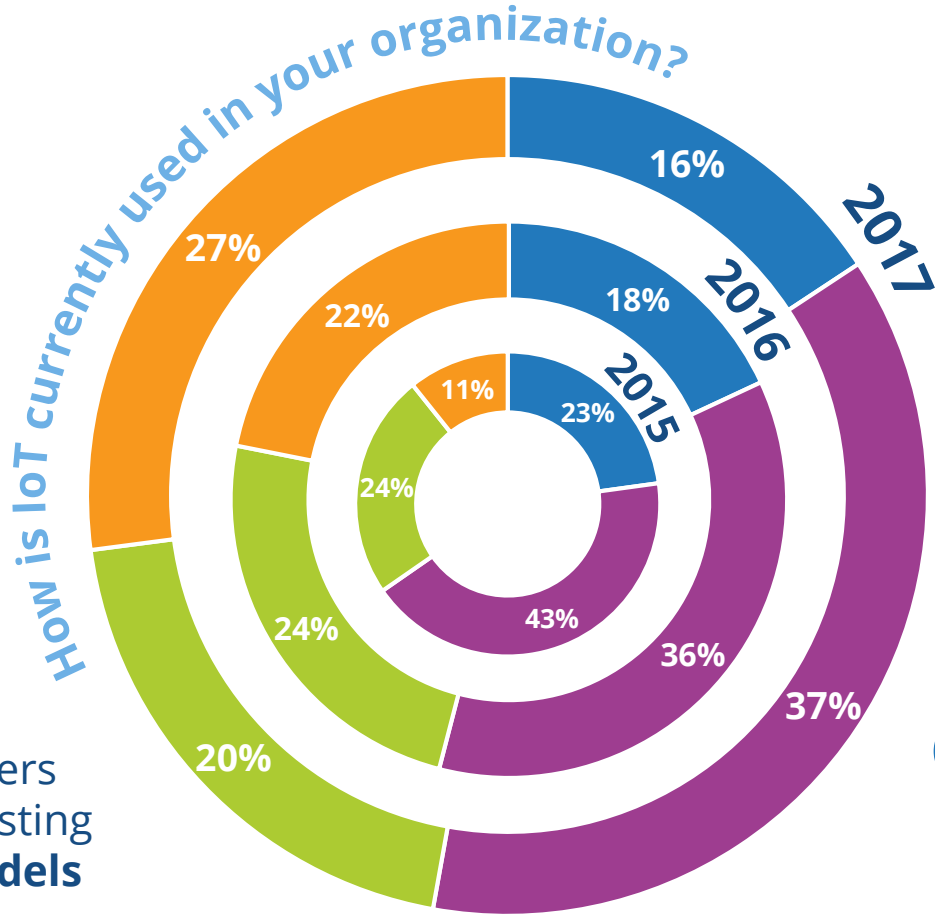
**Kaeser
Kompressoren**

Selling Air as-a-Service
New Ways of Selling

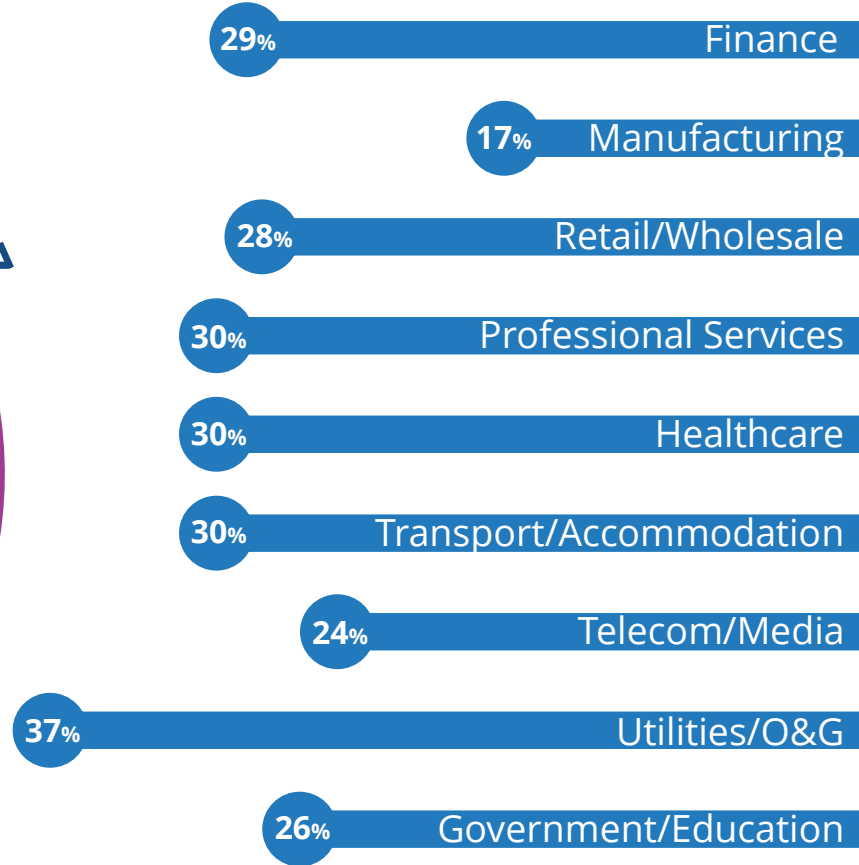
A look at the European Scenario

Where are we along the pathway?

- Mere data collection
- IoT data analyzed but no impact on processes yet
- IoT data analyzed with impact on processes
- IoT leading to new business models



27% of European adopters are using IoT for testing **New Business Models**



A look at the European Scenario

Fostering an IoT-based New Business Model Approach

Find **transformation partners** also **beyond** your industry and specific use cases

Co-Innovate

Give Value
to Data

Assess the **value in your IoT data**, and consider how the value can be enhanced by integrating with other data sources

Re-Think

Thank You!



Andrea Siviero

IDC European IoT Practice Lead

asiviero@idc.com

 [sivieroand](#)

Would you like to hear
more on **IDC Internet of
Things Research?**
Keep in touch!