IoT-driven New Business Models

What does it mean?

- Reimaging 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


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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
Re-Think

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

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