Partnering with Microsoft in IoT

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Partnering with Microsoft on IoT

Transformation

Innovation

Profitability
Mindset shift

“Business starts when customers buy the product, versus business stops when customers buy the product.”
Microsoft Azure

Intelligent Cloud

Consistent
App platform
Security
Identity
Management

Intelligent Edge

Azure Sphere | Azure IoT Edge | Windows IoT | Windows Server | Azure Stack

Sensors
PC-class
Server-class
Hybrid server

Comprehensive
Microsoft’s investment in IoT – ‘$5B in 4 years’
What does this mean in EMEA?

**EXAMPLES:**

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<th>Category</th>
<th>Examples</th>
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<tr>
<td><strong>R&amp;D</strong></td>
<td>• Azure Sphere product level development</td>
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<tr>
<td><strong>Product</strong></td>
<td>• Azure Sphere (public preview)</td>
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<td></td>
<td>• Azure IoT Edge</td>
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<td></td>
<td>• IoT Hub &amp; IoT Central</td>
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<td>• Modern Windows for the Intelligent Edge</td>
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<td><strong>Resources</strong></td>
<td>• MS IoT dedicated resources tripled over the last 2 years</td>
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<td>• Transformation to IoT Solution &amp; Technical Specialists</td>
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<td><strong>Partner</strong></td>
<td>• IoT Investment Programs</td>
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<td><strong>Ecosystem</strong></td>
<td>• IoT in Action Event Series</td>
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<td>• Solution Builder Conferences</td>
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<td>• Partner Marketing</td>
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IoT Value Chain

Customer

IHV  Device  Connectivity Provider  ISV  Service provider  SI  Professional services  Consulting  Customer
1st party solution accelerators

Remote monitoring

Connected factory

Predictive maintenance

Device simulation

your vertical IP

Energy

Smart building/home

Healthcare

Retail

Security and surveillance

Transportation and logistics

3rd party solution accelerators
Accelerate time-to-value

- Common solution architecture
- "As a service", partner-to-partner
- Accelerate sustainable profit
Thank you!