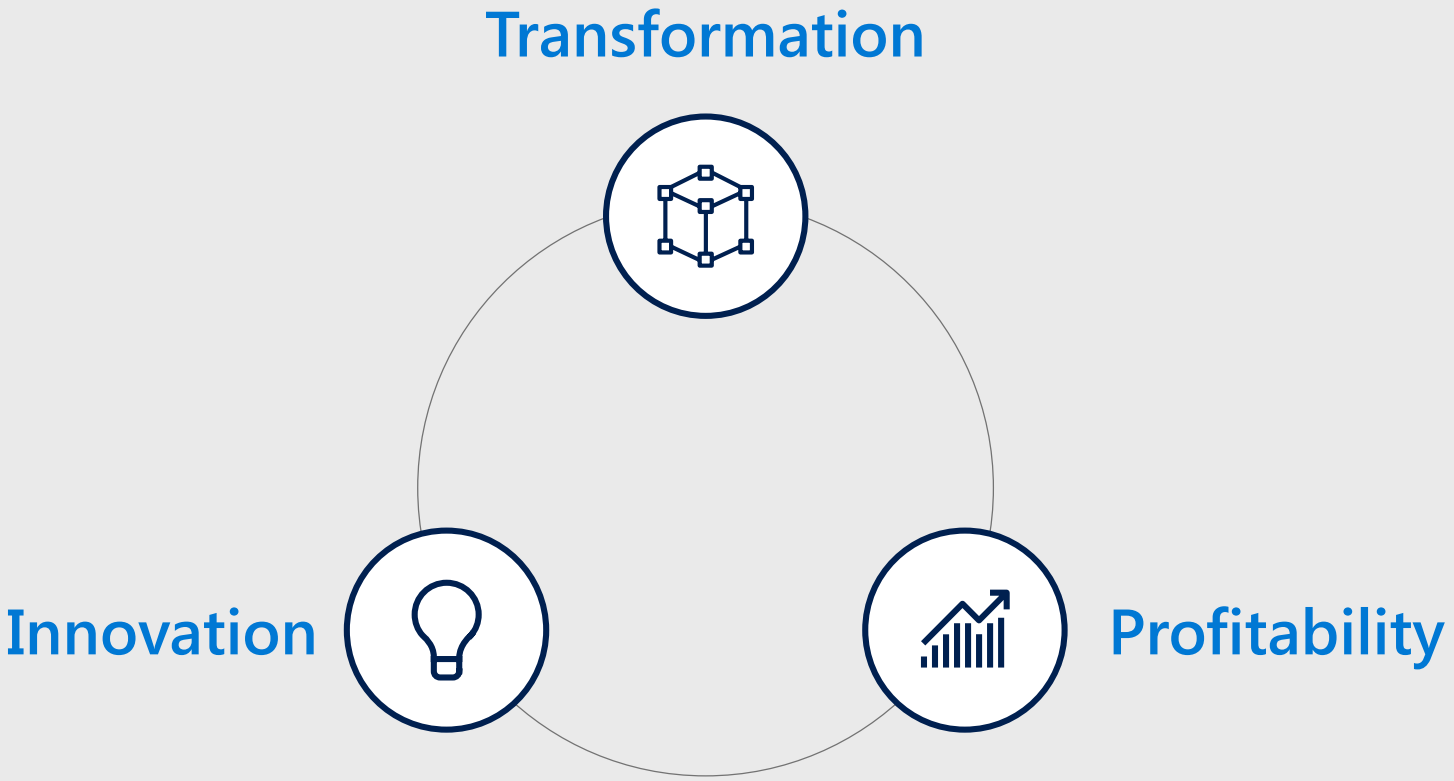
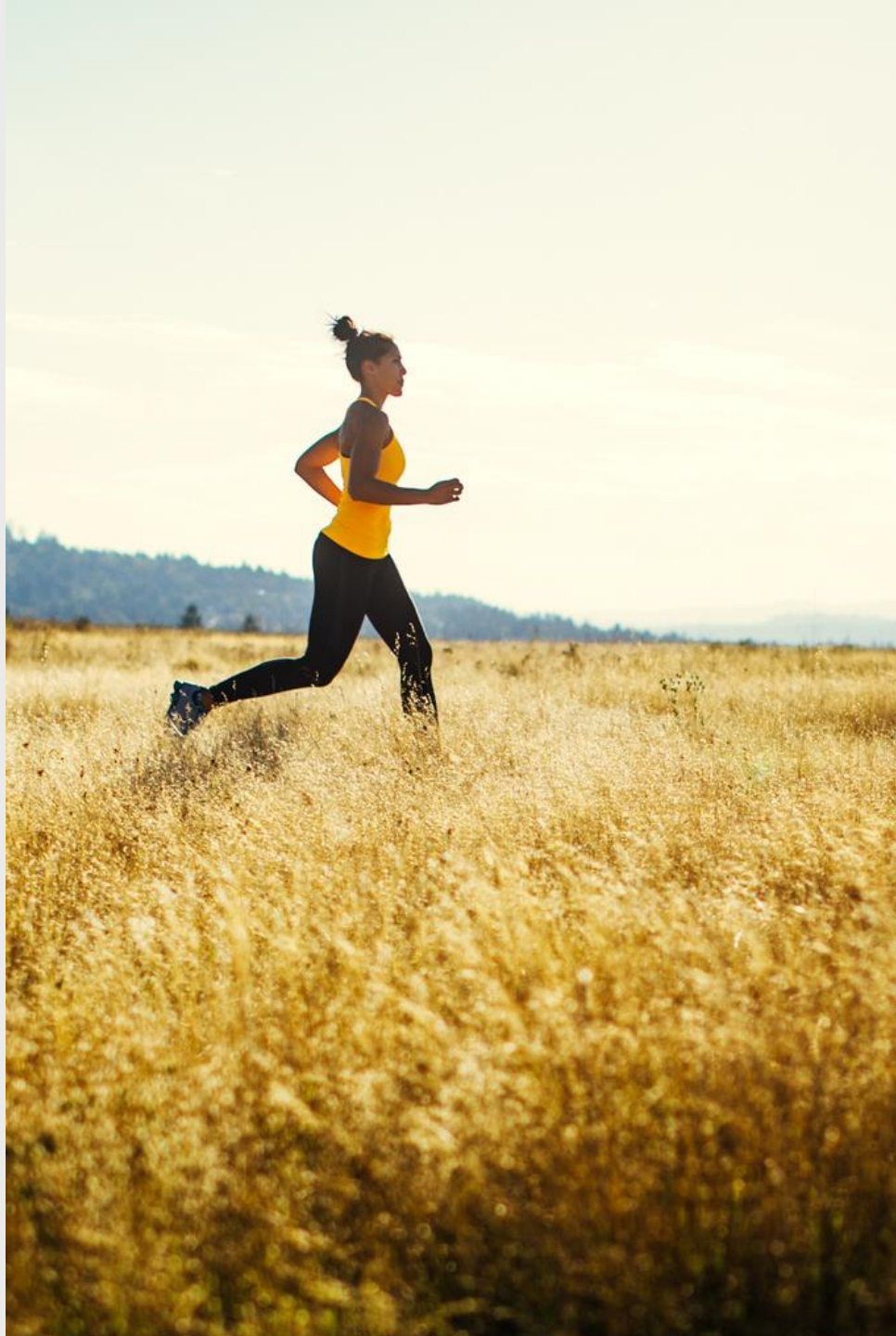
# Partnering with Microsoft in IoT

Soren LAU
General Manager IoT
Microsoft EMEA

# Partnering with Microsoft on IoT



# Mindset shift

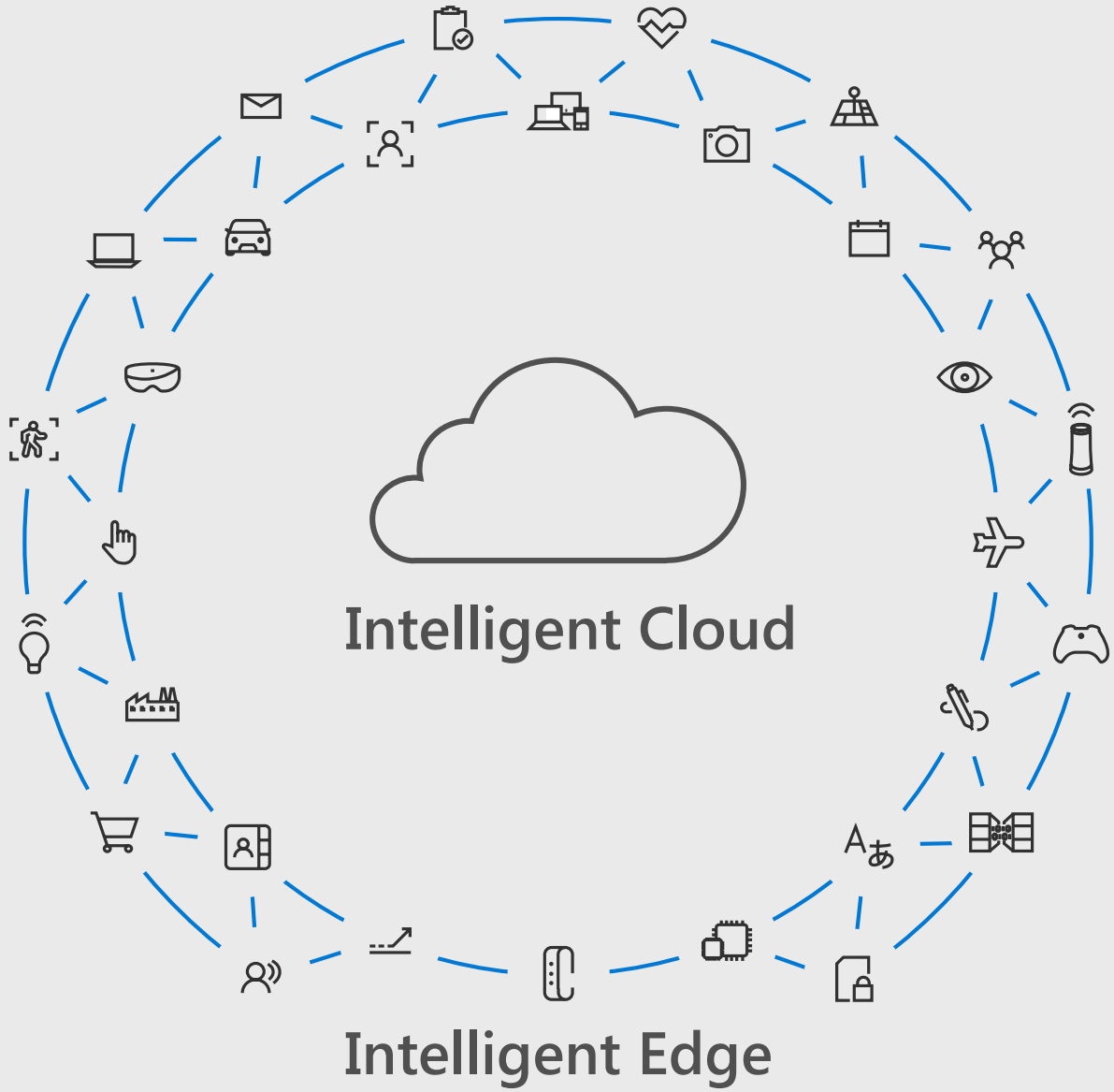
"**Business starts when customers buy the product**, versus business stops when customers buy the product."

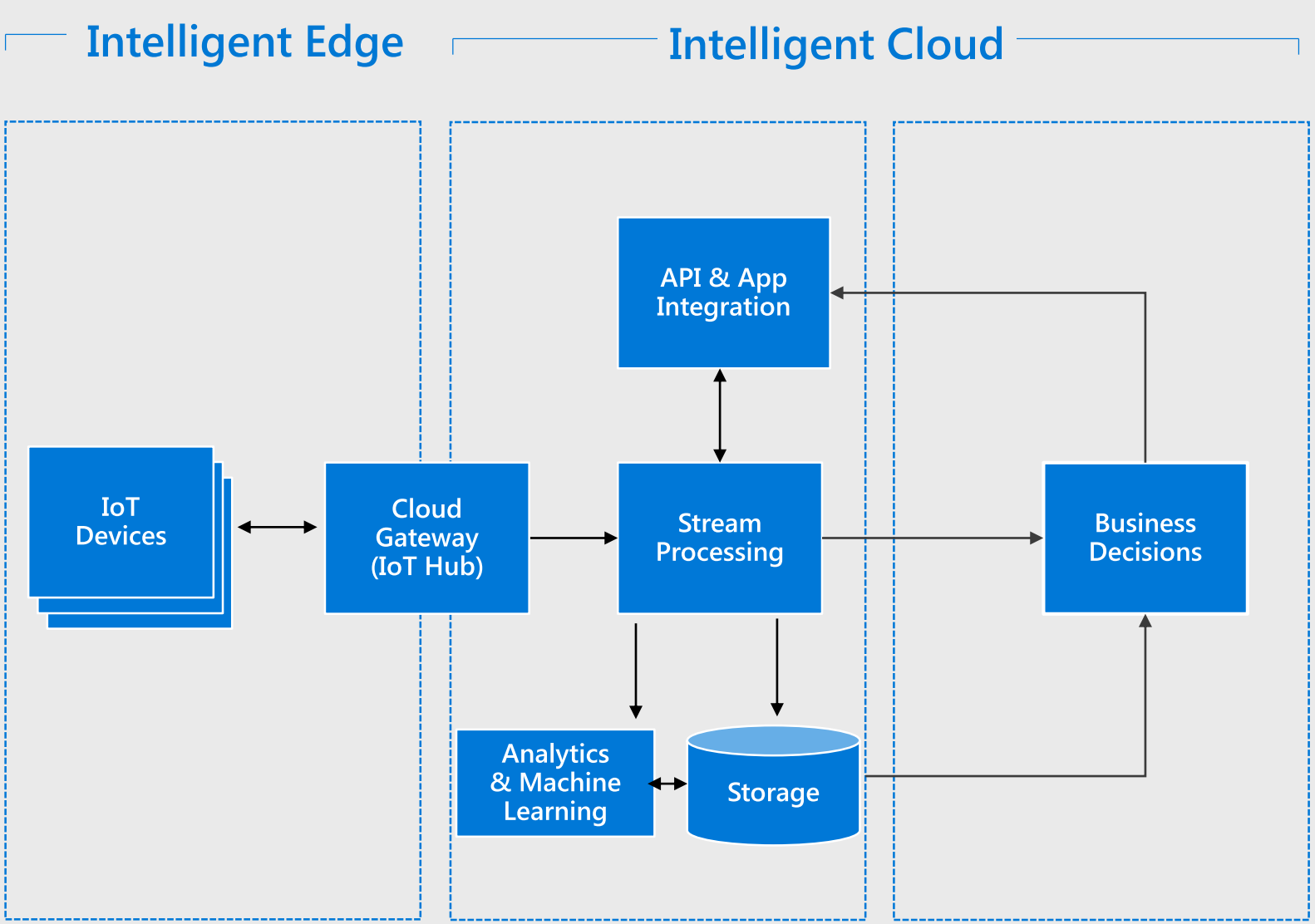
# Worldview

People-centered experiences

Artificial Intelligence

Ubiquitous computing




Intelligent Edge
Intelligent Cloud
API & App Integration
IoT Devices
Cloud Gateway (IoT Hub)
Stream Processing
Business Decisions
Analytics & Machine Learning
Storage

## Microsoft Azure

Azure IoT Hub | Cognitive Services | Advanced Analytics | IoT Central

## Intelligent Cloud

## Intelligent Edge

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

Sensors | PC-class | Server-class | Hybrid server

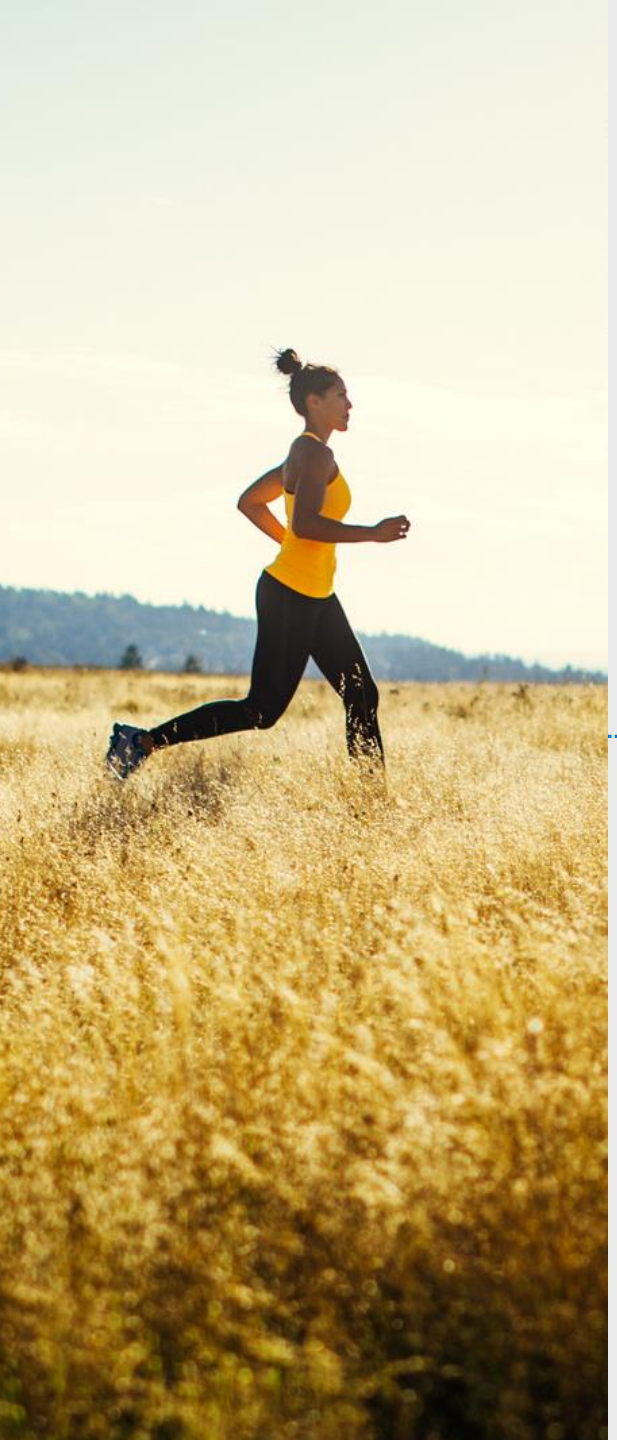
**Consistent**

- App platform
- Security
- Identity
- Management

**Comprehensive**

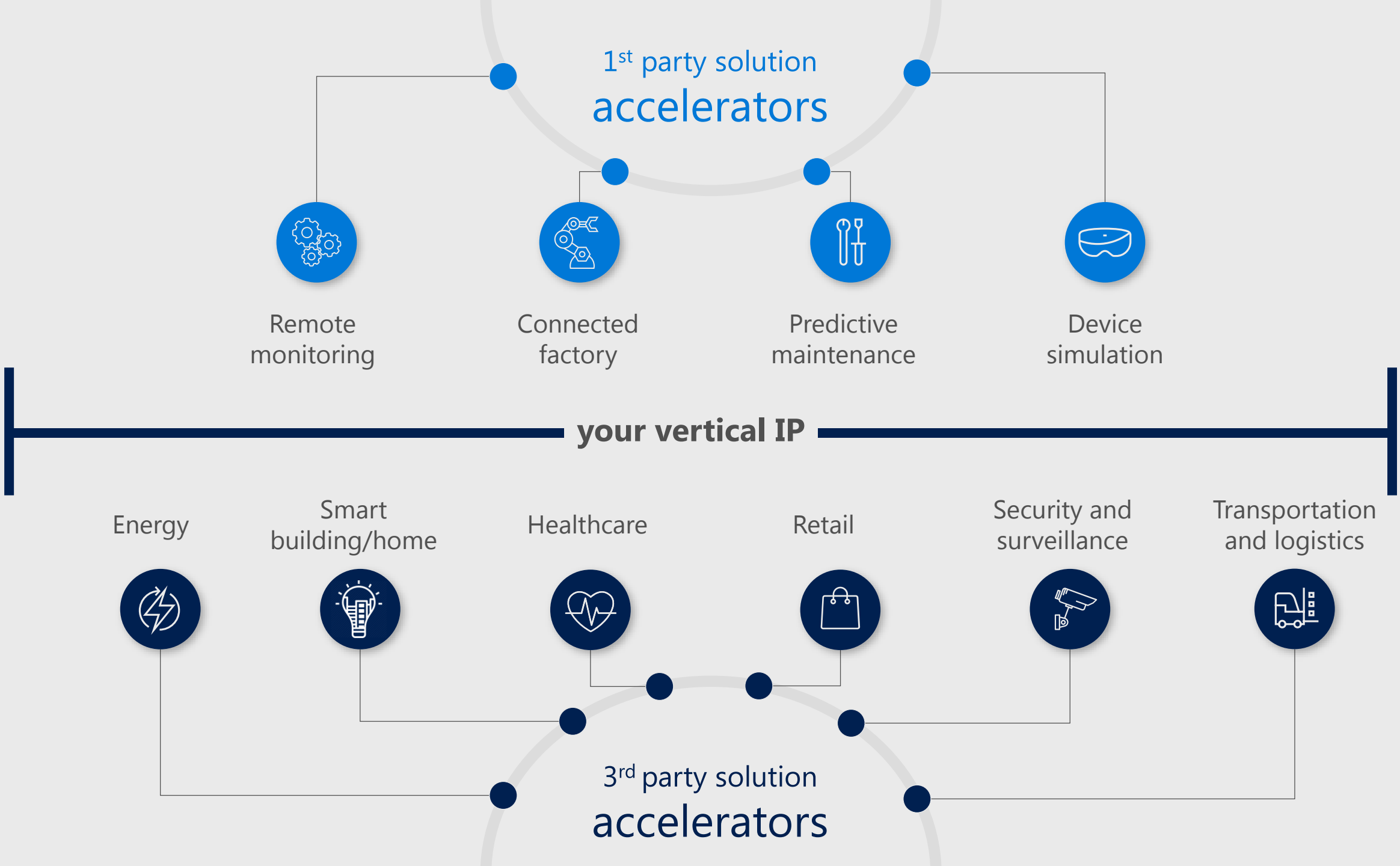
# Microsoft's investment in IoT – '$5B in 4 years'
## What does this mean in EMEA?

| | *EXAMPLES:* |
|---|---|
| R&D | • Azure Sphere product level development |
| Product | • Azure Sphere (public preview)<br>• Azure IoT Edge<br>• IoT Hub & IoT Central<br>• Modern Windows for the Intelligent Edge |
| Resources | • MS IoT dedicated resources tripled over the last 2 years<br>• Transformation to IoT Solution & Technical Specialists |
| Partner Ecosystem | • IoT Investment Programs<br>• IoT in Action Event Series<br>• Solution Builder Conferences<br>• Partner Marketing |



# IoT Value Chain

IHV — Device — Connectivity Provider — ISV — Service provider — SI — Professional services — Consulting — **Customer**

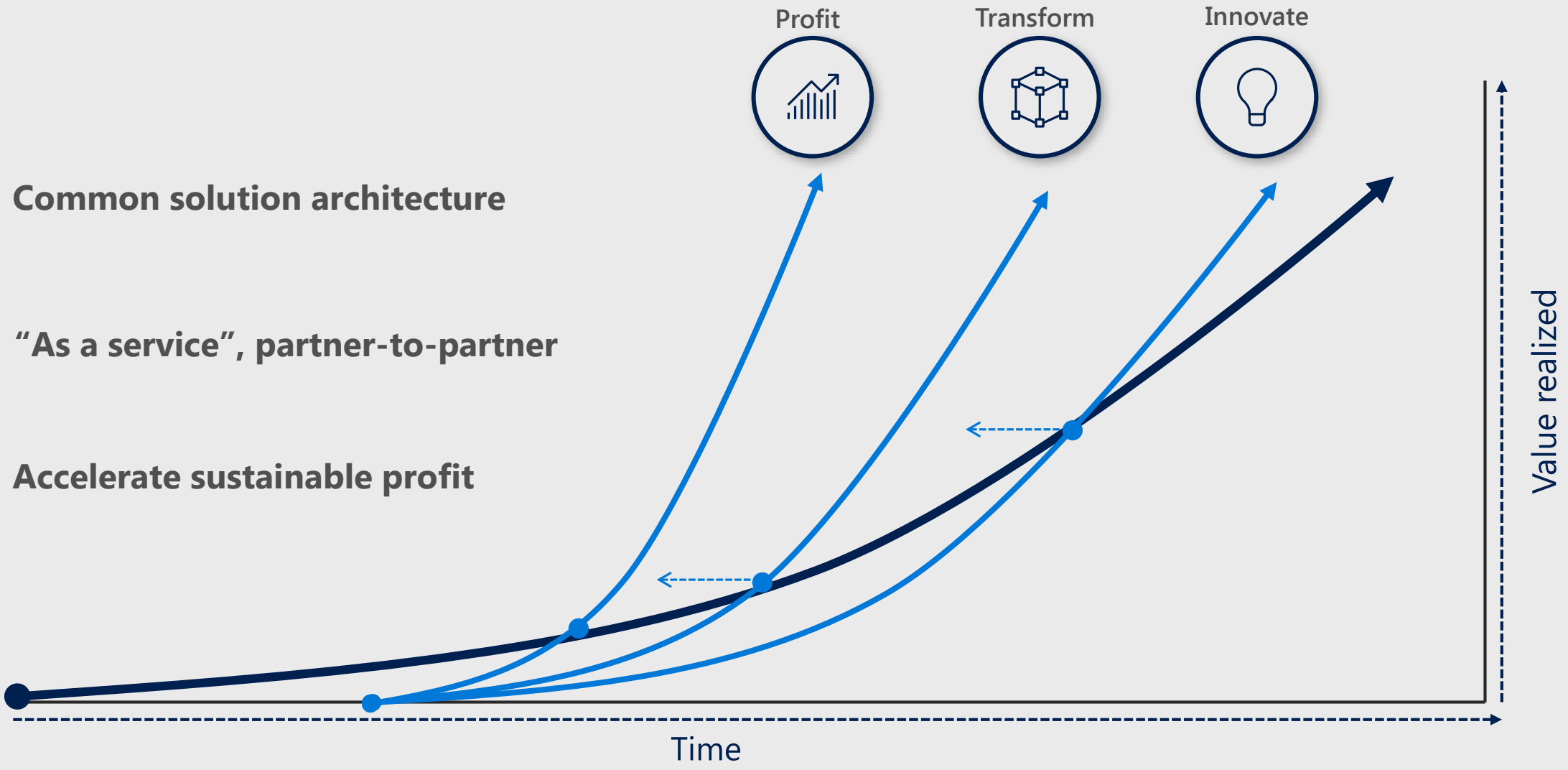

1st party solution
accelerators
Remote monitoring
Connected factory
Predictive maintenance
Device simulation
your vertical IP
Energy
Smart building/home
Healthcare
Retail
Security and surveillance
Transportation and logistics
3rd party solution
accelerators

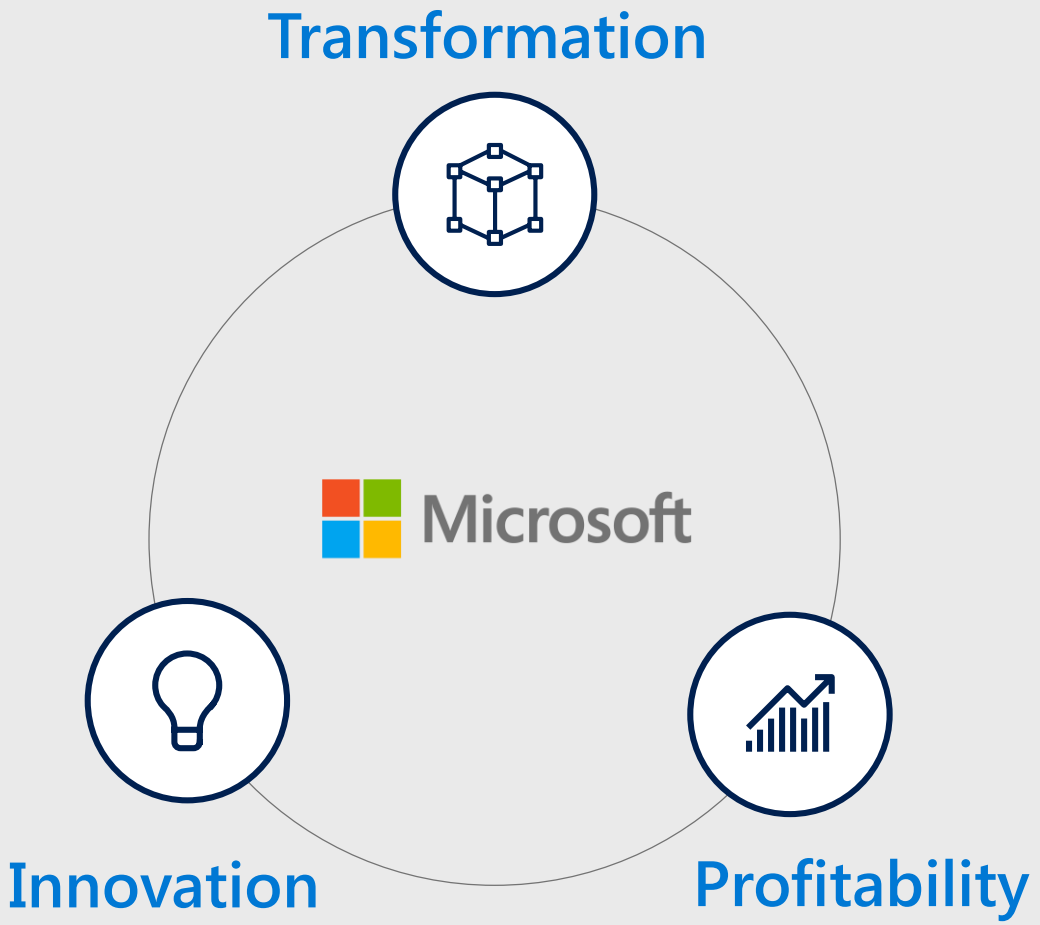
# Accelerate time-to-value

**Common solution architecture**

**“As a service”, partner-to-partner**

**Accelerate sustainable profit**




Transformation
Microsoft
Innovation
Profitability

Thank you!