



# Create the Internet of Your Things

## The Microsoft Cloud OS Vision



The Internet of Things is driving opportunities and challenges to enterprises

30  
billion

The number of connected (autonomous) things predicted to be part of the Internet of Things by 2020.

IDC, Worldwide Internet of Things (IoT) 2013-2020 Forecast: Billions of Things, Trillions of Dollars, Doc # 243661, October 2013.

75%

Three-quarters of companies (75 percent) are either actively exploring the IoT or already using it.

© Reproduced by permission of the The Economist Intelligence Unit, The Internet of Things Business Index, October 2013.

\$7.3  
trillion

The potential market size of the Internet of Things in 2017.

IDC, Worldwide Internet of Things Spending by Vertical Markets 2014-2017 Forecast, Doc # 246384, February 2014.

**Concern over complexity:** The Internet of Things can seem overly futuristic, complicated and technological. Enterprises are uncertain whether the Internet of Things can benefit their business and, if so, exactly where and how to start.

**Need to control costs:** Enterprises want to take advantage of the latest technologies — but can't afford to rip and replace existing technologies or reinvent business processes. Many are leery of making major changes to technology and systems without clear and defined returns on investment.

**Need to manage risk:** Making changes in technology can disrupt existing workflow. Companies want to gain a competitive edge from new technologies but want to be sure the time is right for adoption. They don't want to bet the future on an unproven technology partner.

**Concerns about device, data or network security:** Security was simpler when systems or devices were isolated. Now, business value is found in connected systems and is increased when more data is available to be analyzed — making security more difficult and costly.

Respond with the Microsoft solution: create the Internet of Your Things

The Internet of Things doesn't have to be overwhelming. Rather than think about the Internet of Things as billions of devices and sensors connecting to systems and the cloud, think about what matters to your business the most. Your devices. Your services. Your data. That's the Internet of Your Things. As a trusted technology leader, Microsoft can help you drive additional business value while building on your existing technology assets, devices, services and data and creating a truly intelligent system.

# Transform your business with the Internet of Your Things

With Microsoft technologies, including devices and services, along with our partner ecosystem, you can improve your business in the following areas:

## Get a jump-start on your competition

Create new efficiencies, drive greater profits and get ahead of the competition with the insights you gain from data.

## Get more out of your existing assets

Start with your existing technology assets, and build upon them. Add a few new devices, connect them to the cloud, and use existing data in powerful new ways.

## Make small changes, see a big impact

Identify the one process, product line or location that matters most to your business, then make a few key improvements.

## Open up new business opportunities

Securely connect your devices and data with the power of the cloud — and your people — to get fresh insights and spot trends that can lead to new business opportunities.

## Become more efficient

Spend less time pulling reports, more time creating new products and services.

## Discover new ways to delight your customers

Visualize emerging patterns, and anticipate trends to give your customers what they want before they even know they want it.

## Build the ability to scale

Shift your focus from overseeing day-to-day activities to planning for the long term.

## Get your devices to start talking

The devices in your business can create efficiency and insight, if you enable them to securely talk to each other, your employees and customers.

## Our customers benefit from the Internet of Things



"The Windows-powered technology on board ships just seems to complement the whole experience. When you provide information in one place, the data is shared throughout the system. From the photo gallery to the digital signage to the point-of-sale solutions, everything works together seamlessly."

**Royal Caribbean Cruises Ltd.**

Bill Martin  
Vice President and Chief Information Officer



"The solution from Microsoft and Omnicell automatically ... reduces the incidence of overstocks, outages and waste from outdated drugs."

**Great River Medical Center**

Darwin Cooley  
Pharmacy Director



"We manufacture a complete car body every 77 seconds. We don't have time to adjust source code, and we can't introduce something that isn't trusted and proven. Our system, built with Microsoft technology, enables us to react very quickly."

**KUKA Robotics**

Jake Ladouceur  
Managing Director