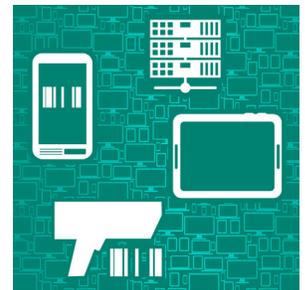


10 reasons your business needs a strategy to capitalize on the Internet of Things today

The Internet of Things is not a futuristic technology trend: It's here today, and it starts with your things — your devices and sensors, the data they produce, your cloud services and business intelligence tools. That's the Internet of Your Things. By implementing a strategy to capitalize on the Internet of Things, you can stop just running your business and start making it thrive.

1. Get a jump-start on your competition.

Cut a food-service inspection process in half. Give doctors and nurses access to patient records in a fraction of the time. Enable online grocery shopping with one-hour delivery. Microsoft customers are already taking advantage of the Internet of Things by connecting their devices to create new insights from data that help them transform their business. It's time to create an Internet of Things strategy so your business can lead, instead of fighting to catch up.



2. Get more out of your existing IT assets.

Start with your existing IT assets and build upon them. Add a few new devices, connect them to the cloud, and enable them to talk to each other, to your employees and to customers. Transform your business by utilizing the data those devices generate with business intelligence tools to have deeper insight into what your customers and employees want and need.

3. Enable small changes to make a big impact.

The Internet of Your Things starts with identifying the one process, product line or location that matters most to you, then making small changes for big impact. Connect robots on the factory floor with back-end systems and create a production line with more continuous uptime. Add expiration dates to the data set for pharmacy inventory and save thousands of dollars in wasted medications. Connect one handheld device to your inventory system; suddenly, you've got real-time customer service on the sales floor. The Internet of Things doesn't have to be overwhelming — a few key improvements can make a big difference.

4. Become more efficient.

Connecting devices and systems can help you shave minutes from a user's login process, hours from restocking inventory, or days from routine system upgrades and enhancements. When data flows seamlessly between devices and through the cloud, you can access and use it more efficiently than ever before. That means spending less time pulling reports, and more time creating new services and products based on your new insights.



5. Discover new ways to delight your customers.

From the least-used fitting room in the store to the keywords that drive the strongest coupon sales, every piece of data is a clue to the products and experiences your customers are seeking. Visualize emerging patterns and predict behavior to anticipate trends and give your customers what they want, before they even know they want it.

6. Open up new business opportunities.

Connecting devices, data and people gives you faster processes and fresh insight, resulting in new business opportunities. Combining GPS with automated kiosks and RFID-enabled check-in lets motorists join a car-sharing service and drive away in minutes. Automating the stonecutting process frees up craftsmen to meet increased demand without sacrificing quality. The insights you get from your data help you see new possibilities.



7. Increase agility.

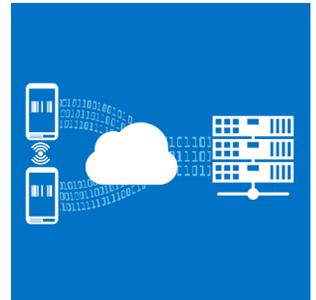
Data insights can help you respond more quickly to competition, supply chain changes, customer demand and changing market conditions. Collecting and analyzing data gives you quick insight into trends, so you can change your production activity, fine-tune your maintenance schedule or find less expensive materials. With the Internet of Things, you can spend less time wondering and more time taking action.

8. Build the ability to scale.

New ideas are born when you work with new partners, new technologies, new devices and new data streams. You suddenly put your employees and technology to work together in ways never before imagined. New data opportunities let you shift your focus from repairing machines to fine-tuning their performance over the long term. Comparing results from different store locations lets you identify the most successful services and roll them out nationwide. The Internet of Things lets you scale from the smallest data point to global deployments.

9. Get your devices to start talking.

Devices have the potential to say a lot, but only if there's someone, or something, on the other end to engage, react and listen. Sensors can tell your distribution center systems which merchandise routes are plagued with delays. Machine-generated data can tell your operations teams which remote service kiosks will need repairs the soonest. From sensors to handheld scanners to surgical instruments, the devices in your business can create efficiency and insight, if you enable them to talk to each other, your employees and customers.



10. Transform your business.

When you have a strategy in place to take advantage of the Internet of Things — and you team up with the one company that can provide the right platforms, services, tools and partner ecosystem — you can transform your business in real time. Microsoft and its partners have the technology and the experience to help you put the Internet of Your Things to work in your business today, so you can stop just running your business, and start making it thrive.

Put Microsoft and its partners to work creating the Internet of Your Things today.

Visit InternetofYourThings.com to learn more, and to sign up for our newsletter.