Microsoft

Create the Internet of Your Things

The Internet of Things provides vast opportunities— and challenges—for enterprises

30B
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 #252330, November 2014.

75%
Three-quarters of companies are either actively exploring the Internet of Things or already using it.

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

$3T
The potential market size of the Internet of Things in 2020.

IDC, "Worldwide Internet of Things Spending by Vertical Markets 2014-2017 Forecast," Doc # 252330, November 2014.

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

Need to drive down costs: at every level, increasing bottom-line operational costs are eating into top-line profits. Still, while enterprises want to take advantage of the latest technologies to reduce costs, they can't afford to rip and replace existing systems and reinvent business processes. Many are cautious without clear information on how IoT can help.

Need to generate revenue: there is more pressure than ever for companies to maximize earnings year after year, yet investing in IoT solutions to drive revenue can disrupt existing workflow and companies want to be sure the time is right for adoption. They don't want to bet their future—and their revenue—on an unproven technology partner.

Need to create new business models: all companies are looking for ways to find new revenue streams in their existing day-to-day business models. Having the right insights through data collection and analysis can provide intelligence on diversifying the business, but most companies are reluctant to invest current resources, or simply don't have the time.

Partner with Microsoft to create the Internet of Your Things

The Internet of Things is here today, and it starts with your things—your line-of-business assets and the data they produce, along with cloud services and business intelligence tools. That's the Internet of Your Things. By implementing a strategy to capitalize on the Internet of Things trend with Microsoft Azure Internet of Things services, you can stop just running your business and start making it thrive.

Transform your business with the Internet of Your Things

With Azure IoT services, your business can realize the following benefits:

Start with your things

The Internet of Things doesn't have to be overwhelming. Microsoft's point of view is that instead of being bewildered by the huge universe of things made up of billions of assets, think about it as the Internet of Your Things. Focus on the right areas of your business that provide quick return.

Get more out of your existing assets

Start with your existing IT assets and build upon them with new devices, sensors, and new ways to view data. Connect existing line-of-business assets to Azure IoT services and enable them to talk to each other, to your employees, and to your customers.

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.

Improve efficiency

Use Azure IoT services to easily connect and monitor the health of your assets to track condition and performance of these assets over time.

Enable innovation

Monitor and analyze data from multiple sources in near real time to enable your business to innovate and make the most out of the situation.

Build the ability to scale

New data insights enable you to move from reactive repairs to performance fine-tuning over the long term. Comparing results from different store locations lets you identify the most successful services and roll them out nationwide.

Transform your business

Leverage the data from your asset monitoring and use advanced data analytics to create new business models and revenue streams.

Choose an enterprise-proven partner

Microsoft is a trusted technology company you already work with for your own company's infrastructure. Azure IoT services empower you to transform the raw data from your things into actionable insights and business results.

Our customers benefit from the Internet of Things

"We wanted to go beyond the industry standard of preventative maintenance, to offer predictive and even preemptive maintenance, so we can guarantee a higher uptime percentage on our elevators."

ThyssenKrupp
ANDREAS SCHIERENBECK
CEO

"Meaningful data from sensors and intelligent edge devices – on everything from temperature, vibration and humidity, to fault warnings and system alerts – are available securely in the cloud. Many manual monitoring processes can now be streamlined. Disconnected systems can be securely integrated and automated [and] equipment degradation can be spotted in real-time based on live data."

Telent
STEVE PEARS
MANAGING DIRECTOR FOR RAIL

"In the past, I could only dream of doing what we're able to do with machines today. With the manufacturing solution from Breton and Microsoft we can create new roadways and be creative and different. It empowers us to celebrate new visions in stone—there's nothing we can't do."

Lido Stone Works
ELIOT MAZZOCCA
PRESIDENT