

# Digital Transformation@work

Empowering Together



# Digital Transformation work

Empowering Together

## Harnessing Cloud to Monetize the IoT Explosion

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Director of Product Marketing

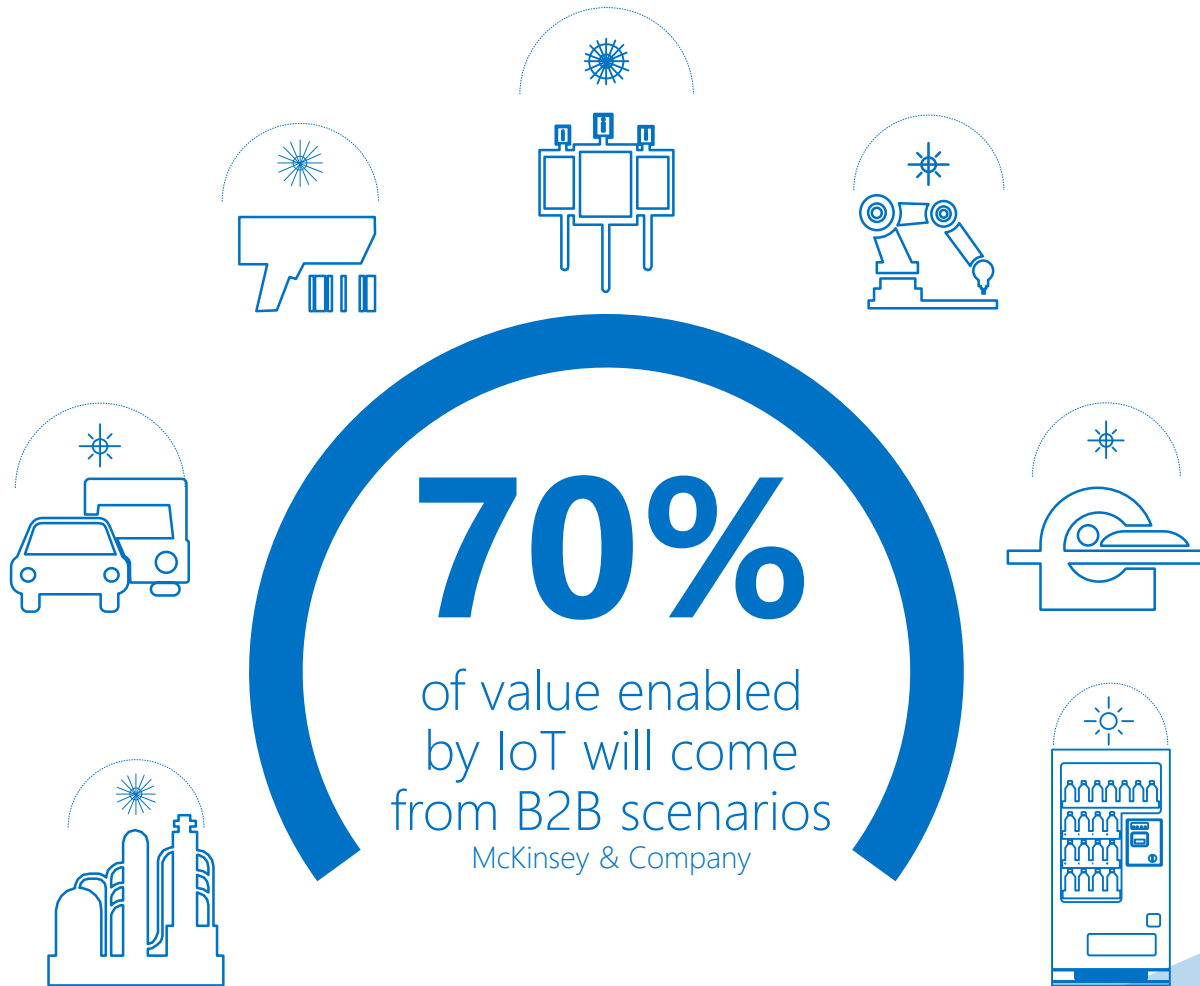
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# Internet of Things opportunity



21 billion

Connected “things” by 2020

—Gartner

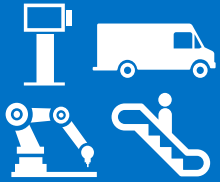
\$1.3 trillion

Market for IoT by 2020

—IDC

# Defining Internet of Things

Things



Connectivity



Data

10101  
01010  
00100

Analytics

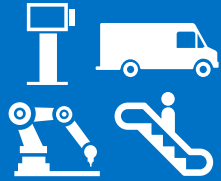


Action



# IoT Trends

Things



Connectivity



Data

10101  
01010  
00100

Analytics



Action



30%

decline in costs

10-1000x

cheaper with LoRa,  
Sigfox, LTE-M

4 ZB

IoT data

1.5M

staffs with analytics  
skills needed

\$10B for

business process  
automation tools

# Business Impact of IoT and Advance Analytics

**+8%**

operating margin (10% vs. 18%)

**+0.3%**

technology spend of revenue

# The Internet of Things (IoT) is key to achieving digital transformation

According to a recent IoT survey...

**73%**

Of the companies surveyed are currently active in IoT

**60%**

Of those working on IoT are aiming to grow revenue and profits

**50%**


Reduction in downtime with predictive maintenance




# IoT is already delivering tangible results across industries



**Johnson Controls**  
Connected chillers come back online **9x faster** than unconnected equipment, avoiding more than **\$300,000** in hourly downtime costs



**thyssenkrupp**  
Gathers data from sensors and systems to create valuable business intelligence and **reduce downtime by 50%**



**Rolls-Royce**  
Cutting fuel usage by 1 percent could save **\$250,000 per plane per year**

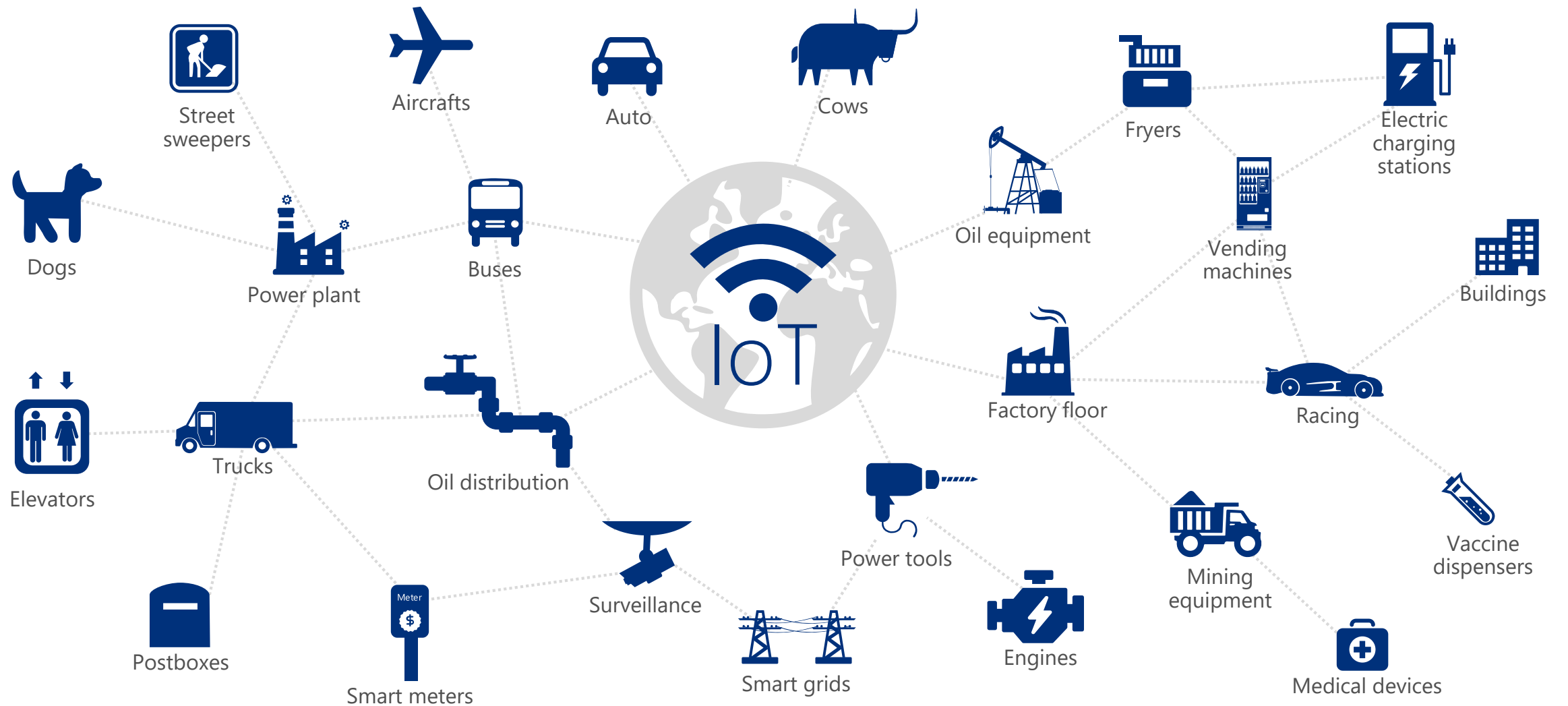


**Rockwell Automation**  
Improves **access** to production and supply chain **data** worldwide, reducing downtime costs by as much as **\$300,000 per day**





# Innovation at work – real IoT use cases



# IoT Customer Journey

Connect  
your things



Turn data  
into insights



# Capitalizing on IoT

Transform your  
business



# Connect your things



## Objective

Increase efficiency by reducing costs and eliminating bottlenecks

## Organizational readiness

This is a great place to start if you have:

- An identified business process you want to gain visibility into
- An understanding of the kind of data you need in order to support your business objective
- Devices capable of providing the type of data required

Turn data into insights



## Objective

Drive innovation and increase revenue using your existing assets

## Organizational readiness

This is a great place to start if you have :

- The ability to interpret incoming data from devices
- An understanding of the impacted business groups and processes
- A plan for using data to drive business process improvements

# Transform your business



## Objective

Create new lines of business and new business models

## Organizational readiness

This is a great place to start if you have :

- A strong baseline of historical device data (e.g. usage trends, repair records)
- Visibility into real-time operational status
- Predictive capability from advanced analytics
- Stakeholder commitment to support change efforts

IoT in your industry

# Manufacturing

**Rockwell  
Automation**



## Moving from action to insights

Reduced development time and cost by 80% by gathering and analyzing data more efficiently and increasing automation across the company.

**WEHR**



## Improving equipment to weather the storm

Gained visibility into equipment usage and a path to predictive maintenance using machine learning.



**Rolls-Royce®**



## Filtering the signal from the noise

Used analytics to discover actionable insights around fuel usage, predictive maintenance and stop unscheduled delays.



# Smart Building



## Transforming the urban landscape

Gathered data from sensors and systems to create valuable business intelligence and shift from reactive to proactive maintenance.



## Empowering global operations

Collected data from 40,000 sensors around the world to create a best-in-class forecast that helps customers make critical operational decisions.



## Building efficiency with IoT

"Smart Connected Chillers" initiative collected approximately 14 million records each day to inform more efficient building equipment.

# Government



## How Glasgow is reinventing itself

Developed apps to help citizens use services and business find growth opportunities using data from IoT sensors across the city.



## The Internet of (Farm) Things

Deployed IoT sensors in different farms to learn how to optimize use of Maryland's 93,000 acres of the farmland and maximize production.

demo

How to get started?

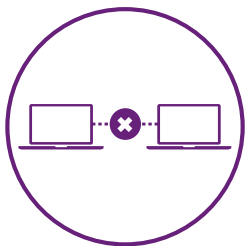
# IoT projects can be complex



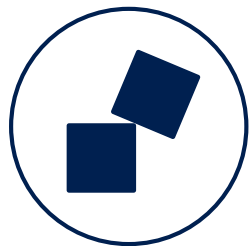
Difficult to maintain cohesive security



Time-consuming to get started



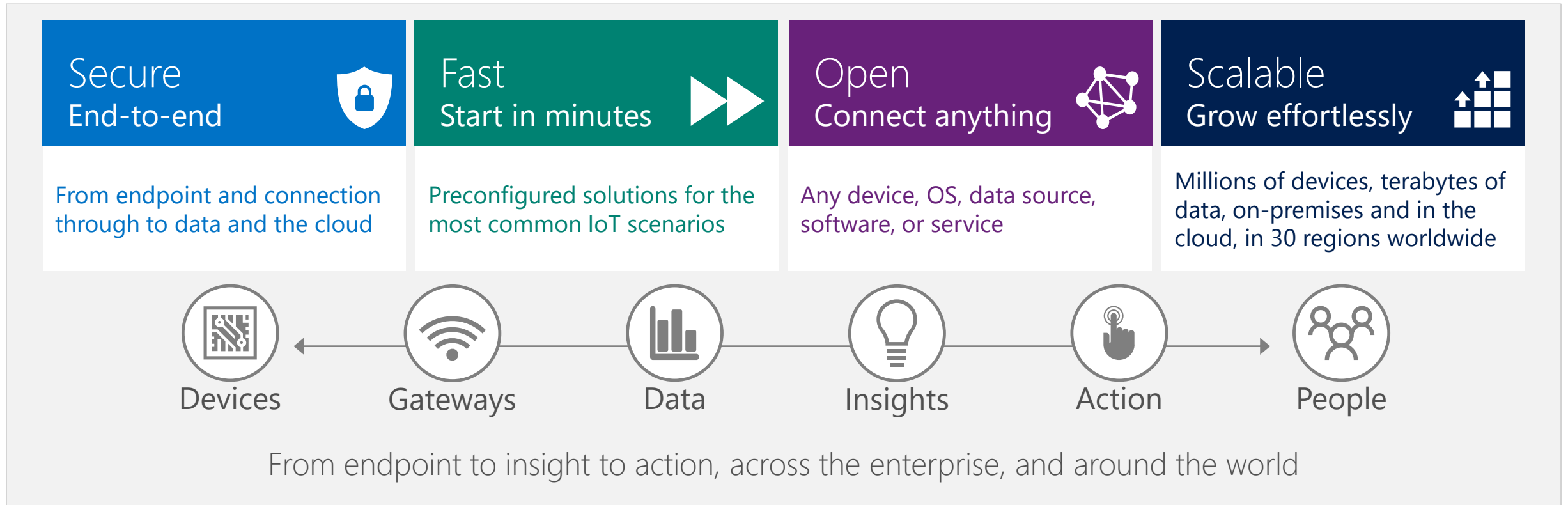
Incompatible with existing infrastructure



Hard to scale



# Advice: choose an enterprise ready platform



Magic Quadrant Leader, Business Intelligence and Analytics Platforms\*



## Built on the industry's leading cloud



\*February 2015. The Gartner Magic Quadrant for Business Intelligence and Analytics Platforms is the property of Gartner, Inc. and available upon request from Microsoft. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. The above graphics were published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document.

# An ecosystem ready to support your IoT needs

## Dev, IT & Productivity



## System Integrators



## Solution Providers (ISVs)

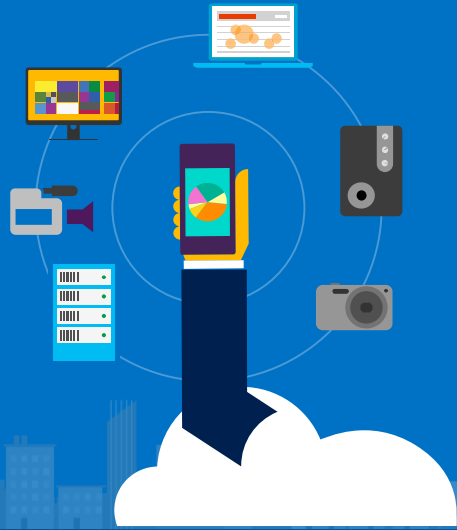


## Azure Certified



# IoT can help transform your business

## Build Things



Windows 10 IoT  
Azure IoT Device SDK

## Control Anything



Azure IoT

## Gain Insights



Cortana Intelligence

## Take Action



Dynamics 365  
HoloLens





Thank you

