Redefining all industries
How IoT will transform business models in every sector

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View the full webinar @ http://bit.ly/2sOAjKa
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- Comms designer (1990s…)
- Broadband and mobile cloud (2000s…)
- IoT systems propagation (2013+)
This is not your father’s IoT
Microcontroller technology is ready

Texas Instruments has announced the availability for mass production of the lowest-power dual-band wireless microcontroller (MCU) supporting Sub-1 GHz and Bluetooth low energy connectivity on a single chip. This Wireless MCU can be used for long range connectivity (up to 20 km) paired with ultra-low power consumption that offers a sleep current of 0.7 μA which allows for more than 10 years of battery life using a coin cell battery. It can be used for building and factory automation, alarm and security, smart grid, asset tracking and wireless sensor network applications.
Low power, wide area network radios are ready

http://www.sigfox.com/en/coverage
Software and cloud services are ready

- Device software
  - IoT device application
  - mbed clients – mbed OS, mbed Cloud Client
  - Microcontroller

- Device services
  - mbed Cloud
    - Update
    - Provision
    - Connect

- mbed Cloud
  - Connected to cloud services from:
    - Amazon Web Services
    - IBM Cloud
    - Oracle Cloud
    - Google Cloud Platform
    - Microsoft Azure
    - Salesforce
Now, it is a race to deploy
Two routes to higher profits

Increase efficiency
- Reduce waste
- Improve asset turn
- Eliminate accidents
- Inform investment decisions
- Reduce risk

Add value
- Enhance customer loyalty
- Monetize data and analytics
- Migrate business model from transactions to service

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The Information Profit Margin

ABB’s new condition monitoring solution for low voltage motors
A new era of remote condition monitoring for low voltage motors has arrived. ABB Ability™ Smart Sensor picks up data on vibration, temperature and other parameters and uses it to reduce motor downtime by up to 70 percent, extend lifetime by as much as 30 percent and lower energy use by up to 10 percent.
Adding value to manufactured goods

High value goods

Low value goods

www.rolls-royce.com

www.mobileeurope.co.uk

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Goods as a service

Introducing HP Instant Ink

Get ink delivered to your door for as low as £1.99 a month.

Never run out. Cancel anytime. Adjust as you go. ¹,²

www8.hp.com
Goods as a service
Aligning customer and supplier interests

Progress from this…

...to this

**Digital Farming:** Enabling Farmers to Protect Our Planet through Digital Solutions

Using Digital Farming technologies, farmers can optimize their business management – save time, lower costs, increase yields and use the planet’s resources more efficiently and sustainably.
Goods as a service

The sharing economy

GM Invests $500 Million in Lyft, Plans System for Self-Driving Cars

Auto maker will work to develop system that could have autonomous cars appear at customers’ doors

General Motors is the first major car maker to invest in a ride-sharing service such as Lyft. GM will work with Lyft to develop an on-demand, self-driving car system. Photo: GM
Goods as a service
Real-time yield management

- WASH improves asset utilization with live prices that shift demand to off-peak periods
Goods as a service

Predictive maintenance

https://www.ge.com/digital/predix
Adding value through personalisation

Adidas Futurecraft: The Ultimate Personalized Fit
The top line impact of successful IoT

- **Revenue visibility** from just-in-time orders
- **Repeat business** from loyal customers
- **Premium pricing** for personalised goods
- **Increased asset turn** with real-time pricing
- **Better products** based on live customer feedback
How IoT will redefine all industries

Diya Soubra
ARM

Francois Meunier
Morgan Stanley

ARM
How IoT will redefine all industries

Customer data enables companies to sell products that are tailored to individuals
How IoT will redefine all industries

One-touch FMCG orders

IoT can win customer loyalty
How IoT will redefine all industries

Companies who supply equipment which is costly to run can use IoT to save their customers’ money.
How IoT will redefine all industries

Consumers pay a premium for devices that offer a valued connected service
How IoT will redefine all industries

HP used data collected by its printers to create its ink subscription service.
How IoT will redefine all industries

Combining data from multiple sources can yield valuable results
How IoT will redefine all industries

The rapid pace of technological change has enabled fast-moving new entrants to disrupt established markets.
How IoT will redefine all industries

A few of the partners who are using ARM technology to enable IoT