Is your favourite stock IoT ready?

How companies should prepare for the next information revolution

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View the full webinar @ http://bit.ly/2uyDxi0
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- Started career in EDA and chip design
- Later VP Business Development for ARM Physical IP
- Now leading ARM’s entry into IoT cloud services
The Information Profit Margin

IoT gets deployed when:

Value of Data \( > \) Cost of Data
The Information Profit Margin

1997

Early machine-to-machine systems used proprietary technology

- Bespoke and application-specific
- Expensive to design and implement
- Suitable only for high value assets. Does not scale to high volume markets
Modern IoT systems are based on open standards and interfaces

- Competition encourages products that are innovative and affordable
- Components from different vendors are simple to integrate into complex systems
- Can scale to millions of low-cost devices
Preparing for an IoT project
Two routes to higher profits

Boost revenues
- Transform business model
- Enhance customer loyalty
- Extend order book
- Personalize products
- Monetize data and analytics

Increase efficiency
- Reduce waste
- Improve asset turn
- Eliminate accidents
- Inform investment decisions
- Reduce risk
Identify the business objective

- Create a new product or service
- Optimize a process
- Analyze customer behaviour
Identify the data you need to achieve your goal
Avoid the pitfalls that will hinder scalability

Software:
OEM_OS

Version:
1.0

Release Date:
13 Jan 2013

Unconfigurable devices

Proprietary protocols

Data silos
Select your technology partners

Device software

- IoT device application
- Device OS
- Device silicon and hardware

Cloud services

- Update
- Analytics and rules
- App management
- Provision
- Web servers
- Scale-out
- Connect
- Load balancing
- Data storage

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Select your technology partners

Device software
- IoT device application
- mbed client
- Device OS
- Device silicon and hardware

Device services
- mbed Cloud
  - Update
  - Provision
  - Connect

Data and analytics services
- Analytics and rules
- App management
- Web servers
- Scale-out
- Load balancing
- Data storage
How to identify an ‘IoT-ready’ company
Questions for the CEO

1. Is IoT as an opportunity or a threat?
2. What new information could increase your profit?
3. What is your company doing to implement IoT?
4. How far is your company prepared to scale IoT?
Is your favourite stock IoT ready?

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IoT devices can be in the field for up to ten years. Designers should use future-proof software that can evolve over time.
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IoT designers can use standard hardware and software components to build unique systems.

Goods as a service
Real-time yield management

- WASH improves asset utilization with live prices that shift demand to off-peak periods
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Every IoT system involves data collection by ‘things’, data transport via networks and data processing in servers.
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IoT systems integrate multiple software components from multiple vendors
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IoT enables the transformation of business models. This brings opportunities for revenue growth, and the threat of disruption.

Two routes to higher profits

- Transform business model
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- Reduce waste
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Identify the data you need to achieve your goal

Modern executives should understand the value of information
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A trillion devices, a trillion dollars per annum by 2035

- Deployment of IoT systems adds 3% to global output by 2035 equivalent to $5 trillion pa
- Spending on IoT system technology to reach $1tn pa by 2035
- Cumulative spending on IoT modules between 2017 and 2035 surpasses $750bn

The information revolution will redefine all industries

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An operating system to enable the Internet of Light

The **OpenAIS project** will create an open ecosystem to enable a wider community to deliver the smartness of light.

Standardizing on **mbed OS** for device architecture

ARM mbed OS helps OEMs design IoT products with low-cost, power-efficient compute and connectivity
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ARM mbed Cloud services helps companies scale out secure and cost-effective IoT systems

Connected asset intelligence solutions

“Our patient flow solution, leverages ARM mbed Cloud to improve patient safety, care compliance, workflow and efficiency - critical performance indicators for hospitals.”

Tom Bianculli, CTO, Zebra Technologies.
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