

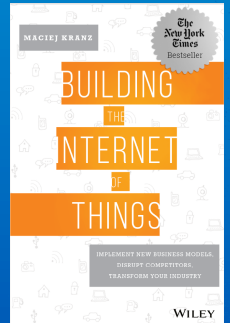
# “The Sole of IoT” Reality Check

**Maciej Kranz**

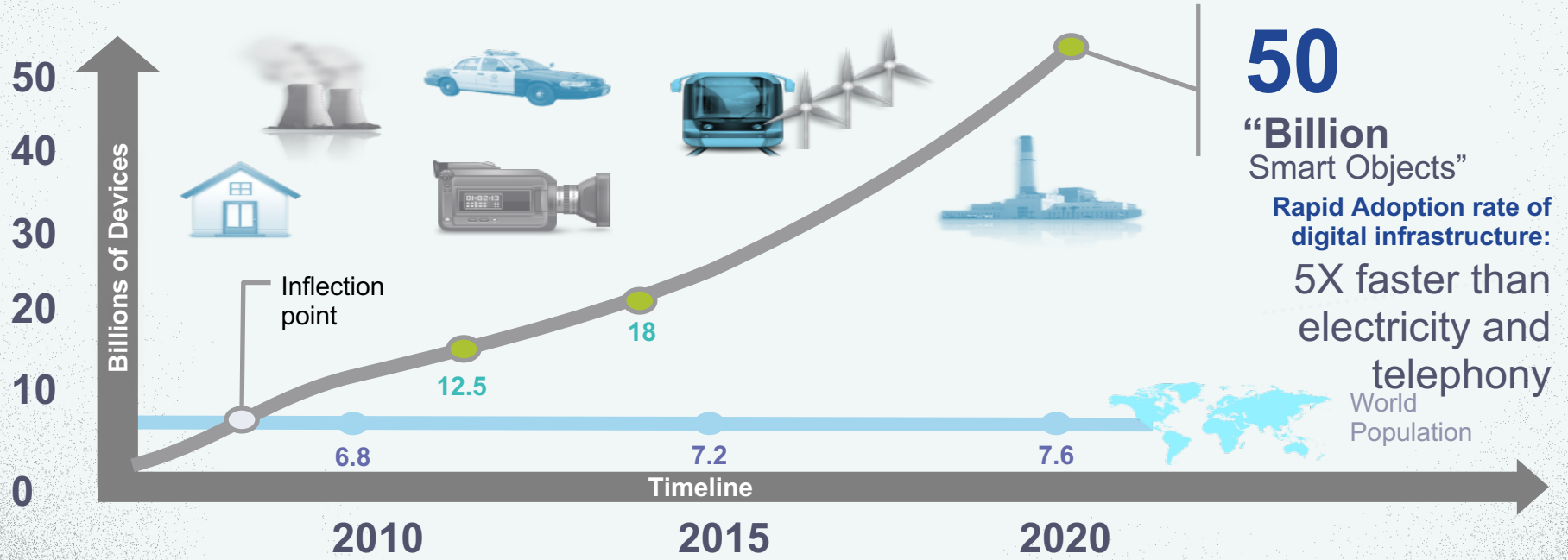
**VP, Strategic Innovations, Cisco**

@maciejkranz

#TDIF17



# Everything is Connecting with Everything



Internet of Things  
Growing Faster  
than Smartphones!



2020  
**50B**

CONNECTED  
DEVICES



Wagering Billions on  
the Internet of Things!



2016  
**6.4B**  
CONNECTED  
DEVICES



THE INTERNET OF  
**THINGS**

2019  
**\$53B**  
WEARABLE  
MARKET



IoT is  
Driving the Next  
Economic Revolution!



2020

**\$60B**

SMART HOME  
MARKET

The Internet of Things  
Will Make  
Us Super Human





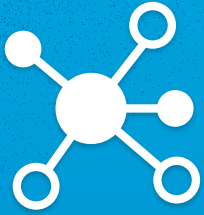
# Generation IoT





*What's in a Journey?*





Connected  
Operations



Remote  
Operations



Predictive  
Analytics



Preventive  
Maintenance





Connected  
Operations



Remote  
Operations



Predictive  
Analytics



Preventive  
Maintenance

*From 18 months to*  
**2 Weeks**



CASE STUDY



---

**HARLEY-DAVIDSON**



Connected  
Operations



Remote  
Operations



Predictive  
Analytics



Preventive  
Maintenance

**5x ROI**  
*in One Year*

CASE STUDY



**NIMBLE**

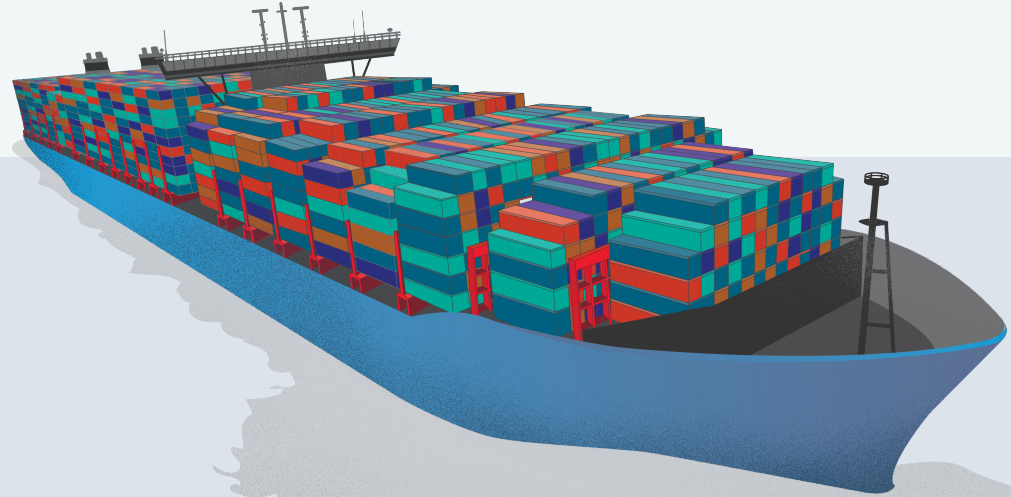




CASE STUDY

MAERSK/TERADATA

**\$1B**  
*empty containers*



**\$100M**



Connected  
Operations



Remote  
Operations



Predictive  
Analytics



Preventive  
Maintenance

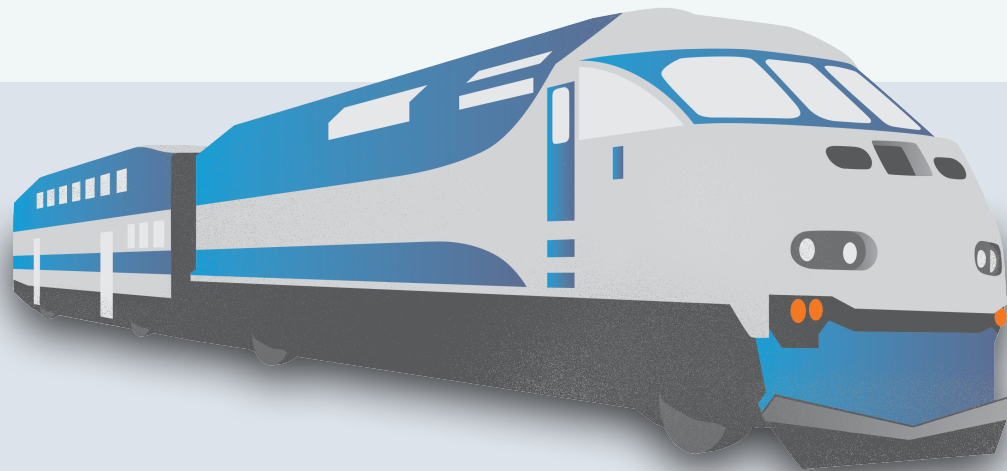
*On time  
guarantee*

*\$100M*

CASE STUDY



**SIEMENS / TERADATA**





Connected  
Operations



Remote  
Operations



Predictive  
Analytics



Preventive  
Maintenance

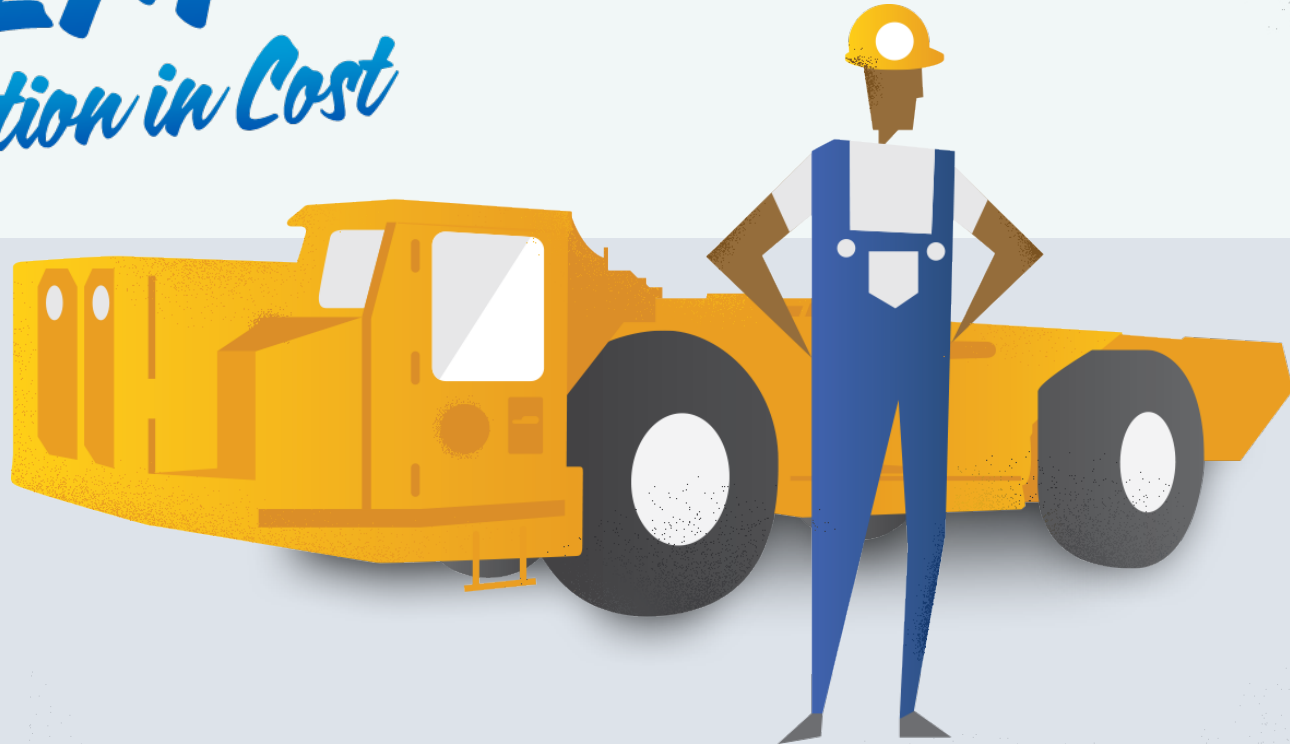


**\$2M**  
*Reduction in Cost*

CASE STUDY



**GOLDCORP**





Create big vision

Identify small project

Gather stats and benchmarks

Build business case

Get C-suite sponsor

Build virtual team

Establish partner ecosystem

# Failures Will Happen

IoT Solutions in Isolation  
Devices Not Data  
Immature Technology  
Solving for Today  
Science vs Production  
Doing it Alone



Proprietary systems

Vendor centric

Stand-alone player



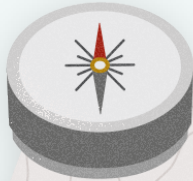
End-to-end  
open systems

Industry  
open standards

Collaborative  
partner ecosystem



# *Finding Skilled Workers*



**Cultivate  
your  
people**

Train, increase morale,  
create great culture

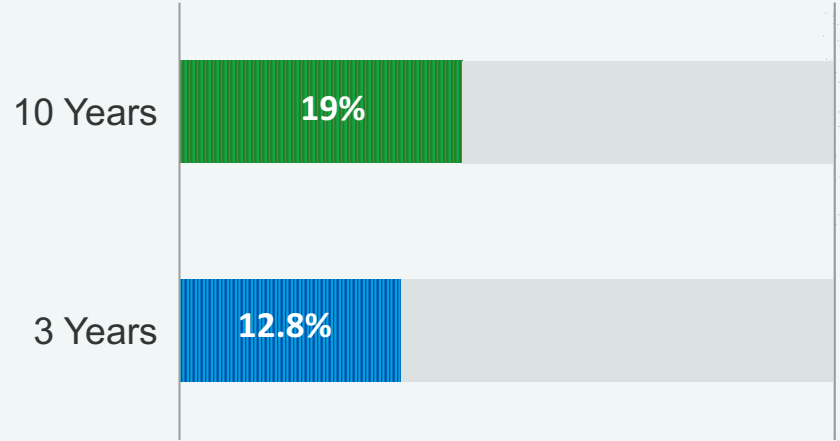
**Expand  
your  
search**

Recruit in different  
geographies,  
seek diversity

**Build  
relation-  
ships**

Work with institutions  
to sponsor, co-innovate,  
co-educate

# Transition to Service-Oriented Revenue Models



Profits for a **\$20 billion** manufacturing company that digitizes its environment typically shows a rise in profits.

# Challenges

- Active adversary
- Security by obscurity
- Shadow IT
- New use-cases
- Insufficient vendor investment

# Approaches

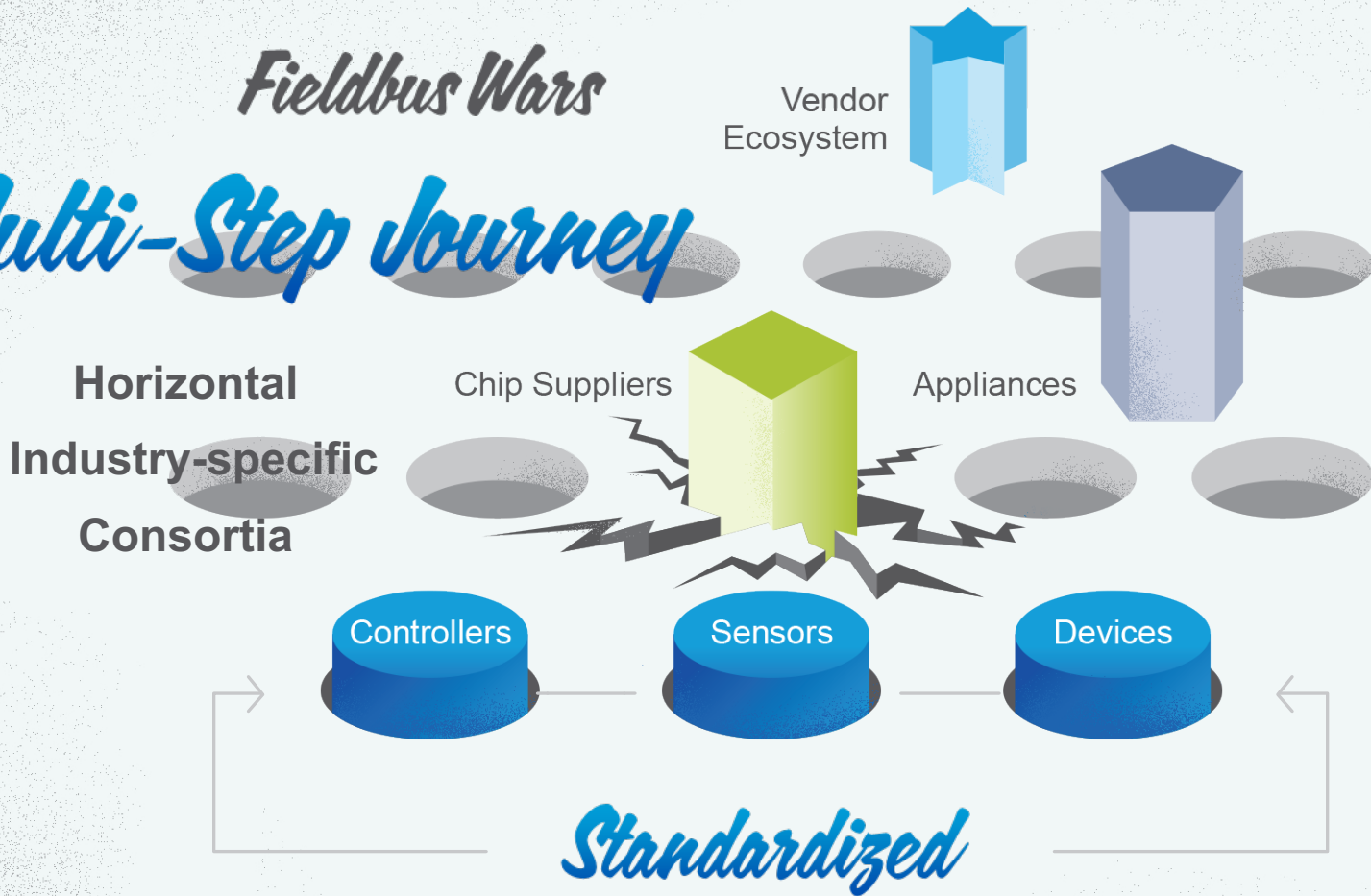
- Continuous Risk Management
- Single architecture
- Before-During-After
- Best-in-Class + Suites

*Everybody's Responsibility*

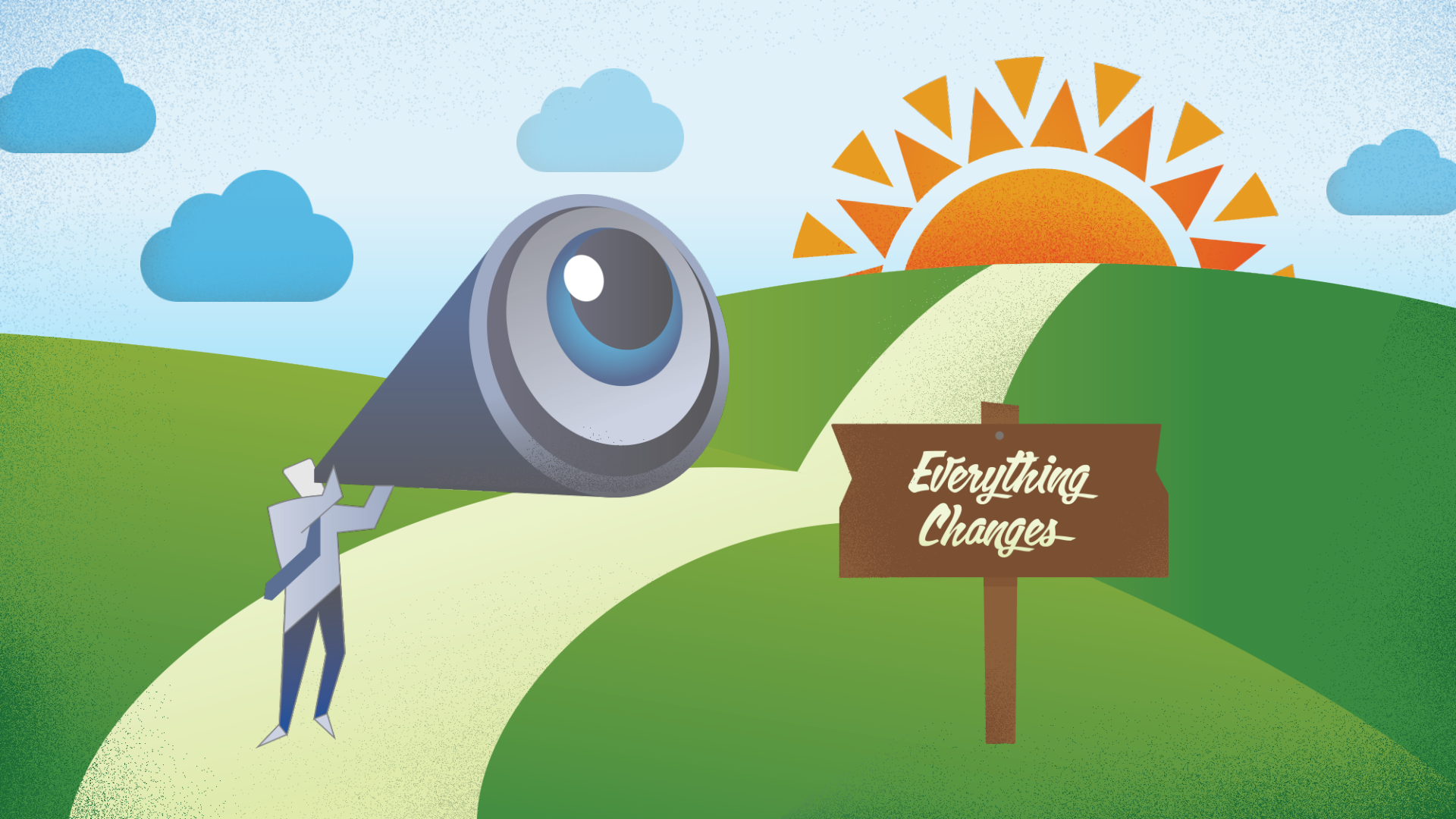


# Fieldbus Wars

## Multi-Step Journey







*Everything  
Changes*



START

# Recipe for IoT Success



Build a partner ecosystem;  
learn to co-develop with them

Attract and train new and  
existing talent

Focus on solving real problems

Prepare for a journey, not a one-time event

Integrate technology solutions with  
business processes

Start with low hanging fruit

Make security everybody's top priority

Transform culture along with technology

# Generation IoT



*Thank  
You*

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