



Internet of Things (IoT):

Is it a New Business Opportunity or a hype?

*Presented by
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CEO, MarkiTech*

Imagine

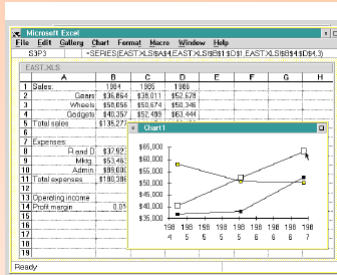
*If these technologies were not **commercialized***



Technology continues to evolve every day

Almost everything is going mobile and being connected to internet....

THEN
Microsoft Excel



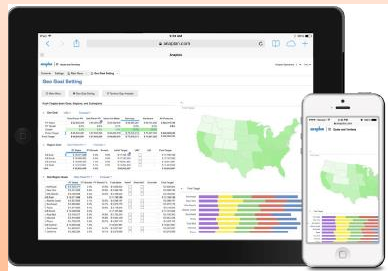
THEN
Paper-Based Signatures



THEN
Static Hardcopy Manuals



THEN
In-House Support center



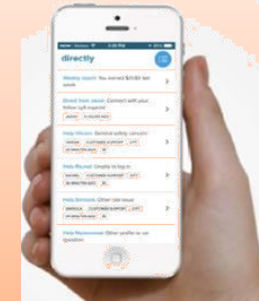
NOW
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Your guide from innovation to commercialization

We are technology and marketing **consultants, trainers and implementers** with focus on helping **commercialize** technology products in the **mobility, IoT and digital marketing** space for business clients

We augment in-house, traditional consultants, consulting giants and marketing agencies by offering **outsource model**, focusing on significantly **faster turnaround**, **years of development experience** and laser focus on technologies like **mobility, IoT, digital marketing** trends to improve revenue and reduce costs for our clients

What do these things have in common??



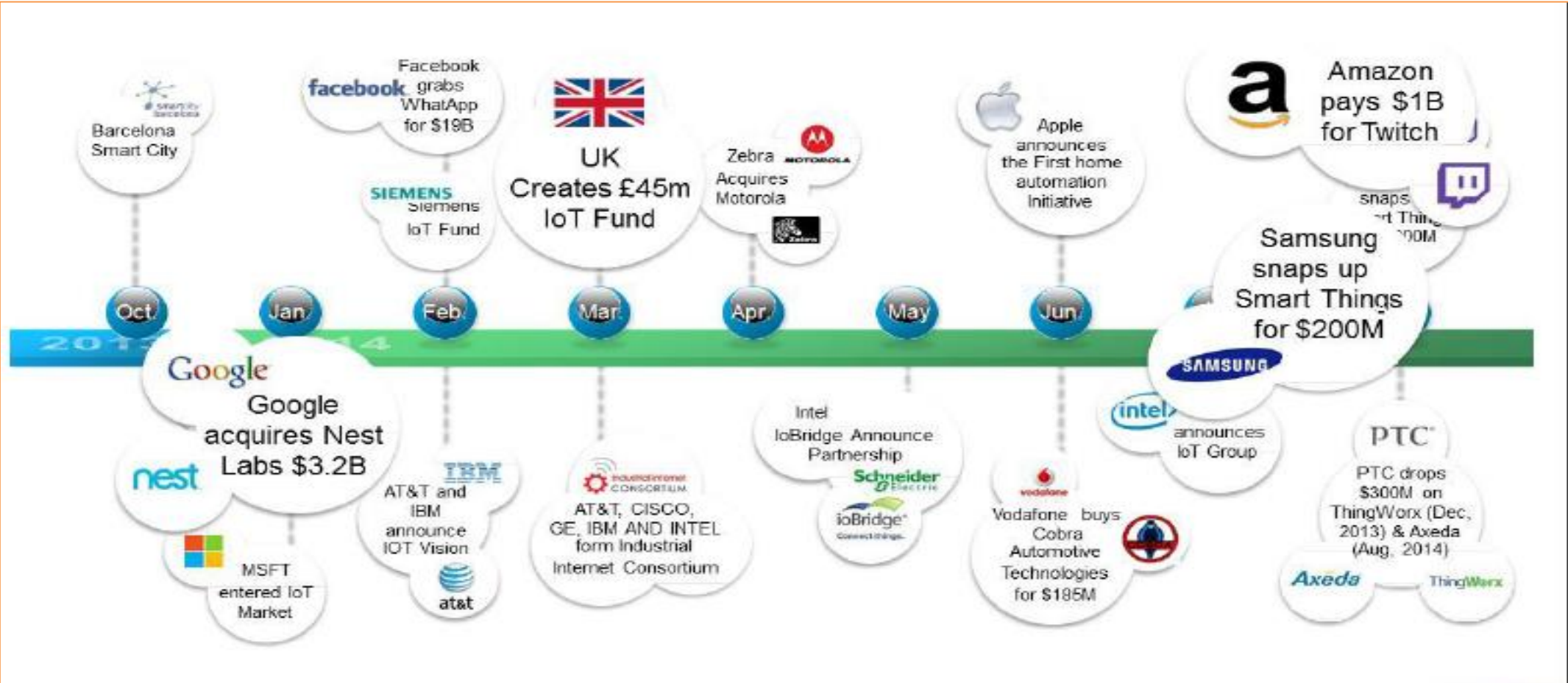
Tesla Billion \$\$ Recall Saved



- Hitting road debris is inevitable, NHTSA documents say
- By raising the car's ride height through a software upgrade last fall, Tesla reduced the likelihood and danger of such a strike, the agency concluded
- **NHTSA closes Tesla fire inquiry March 2014**

Is “Internet of things” a reality or a hype?

- From 33Mill search results to 733Mill results in just 2 years...



Agenda for today



- Defining IoT
- Current Deployments & Opportunities
- Key Challenges for Adoption
- Case Study - Canadian Market
- Closing Thoughts

Questions

Survey - When you think of IoT?

"...households connecting to the internet..."

"...a large collection bulk of info..."

"...digital information..."

"...security..."

"...collections of things..."

"...RFID..."

"...everything to do with the internet..."

"...all communications"

"PROBLEMS"

"...connect to the cloud..."



Common Theme.....

“...the first thing that comes to mind is that all **objects/things** will be **connected** at some point to the **Internet...**”

Industry defines the Internet of Things as...vs. M2M

“...A network of networks of uniquely identifiable end points (or things) that communicate **without human** interaction - be it “locally” or globally to provide, analyze and act on information



...while M2M is narrower, more local and has more industrial context”

Things connected ...



Transportation: Engines, Roads, Drones

Manufacturing: Controllers, Assemblers, Actuators

Building / Homes: Thermostats, Appliances, Lights, Controls,

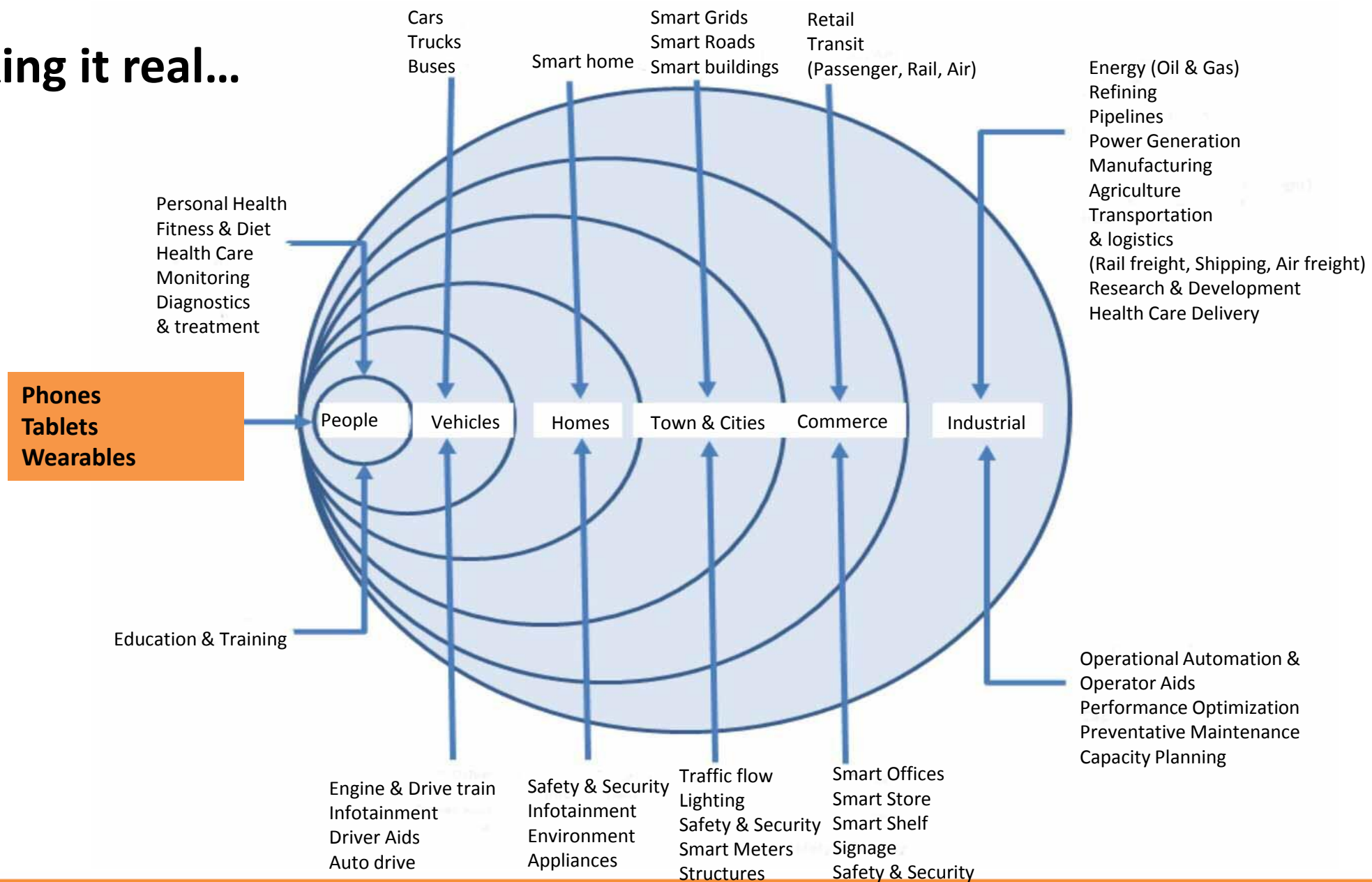
Healthcare: Monitors, MRIs, Medicine

Energy & Utilities: Drills, Pipelines, Smart Meters

Distribution: Inventory, Containers, Pallets

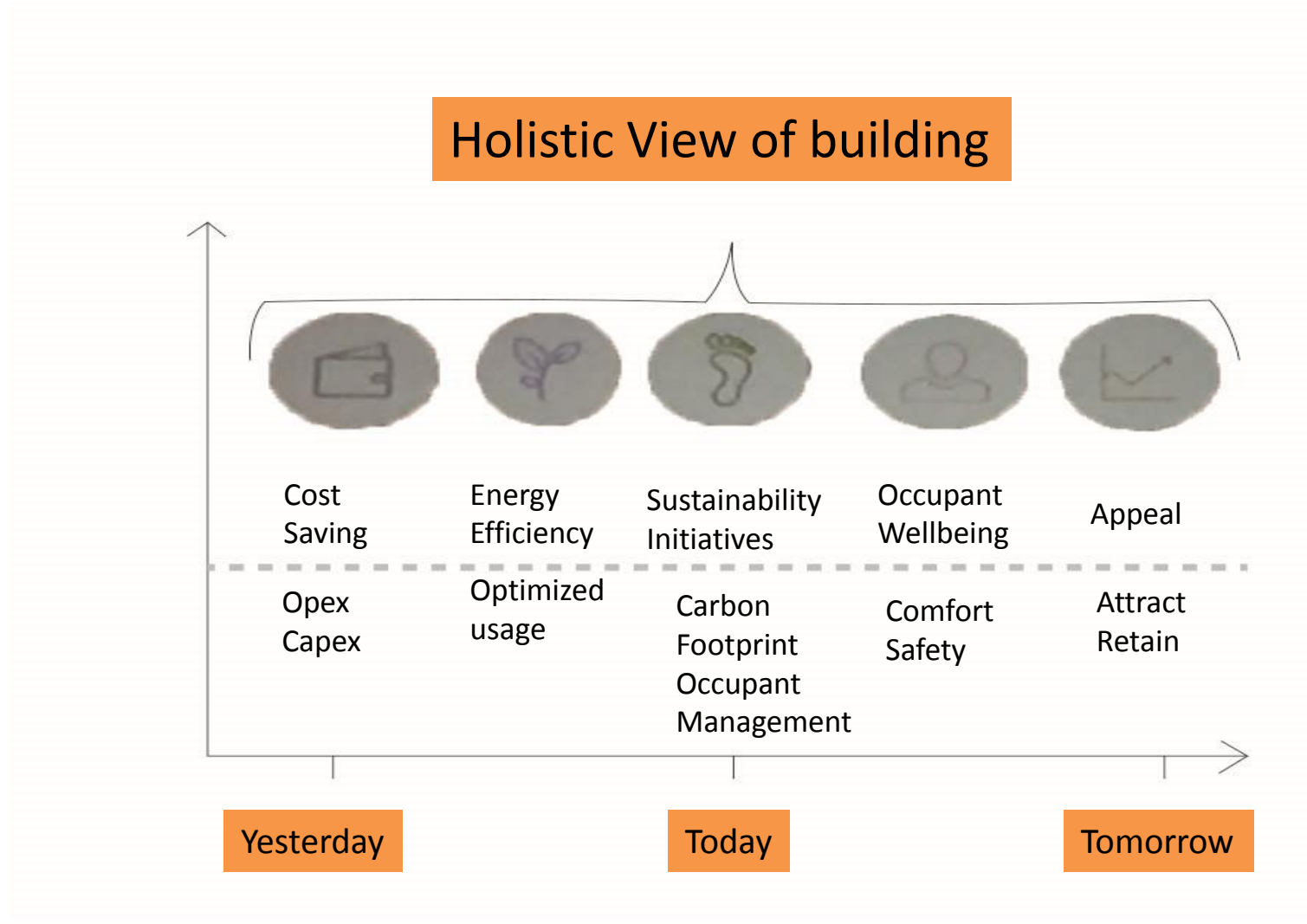
Retail: Vending Machines, Kiosks, Digital Signs

Making it real...



IoT use – changes with time

Modern Building System Scope



Why should Business Decision Makers Care about IoT?

New Revenues

- Enhance Existing Product or offer
- New services to Your clients



Cost Savings

- More data and business Intelligence
- Enhanced Customer support
- And site visits



Greater Productivity

- Optimized equipment
- Uptime, energy saving risk reduction



Real Time Monitoring

- Remote Control
- And continuous Real-time Monitoring for Quick response



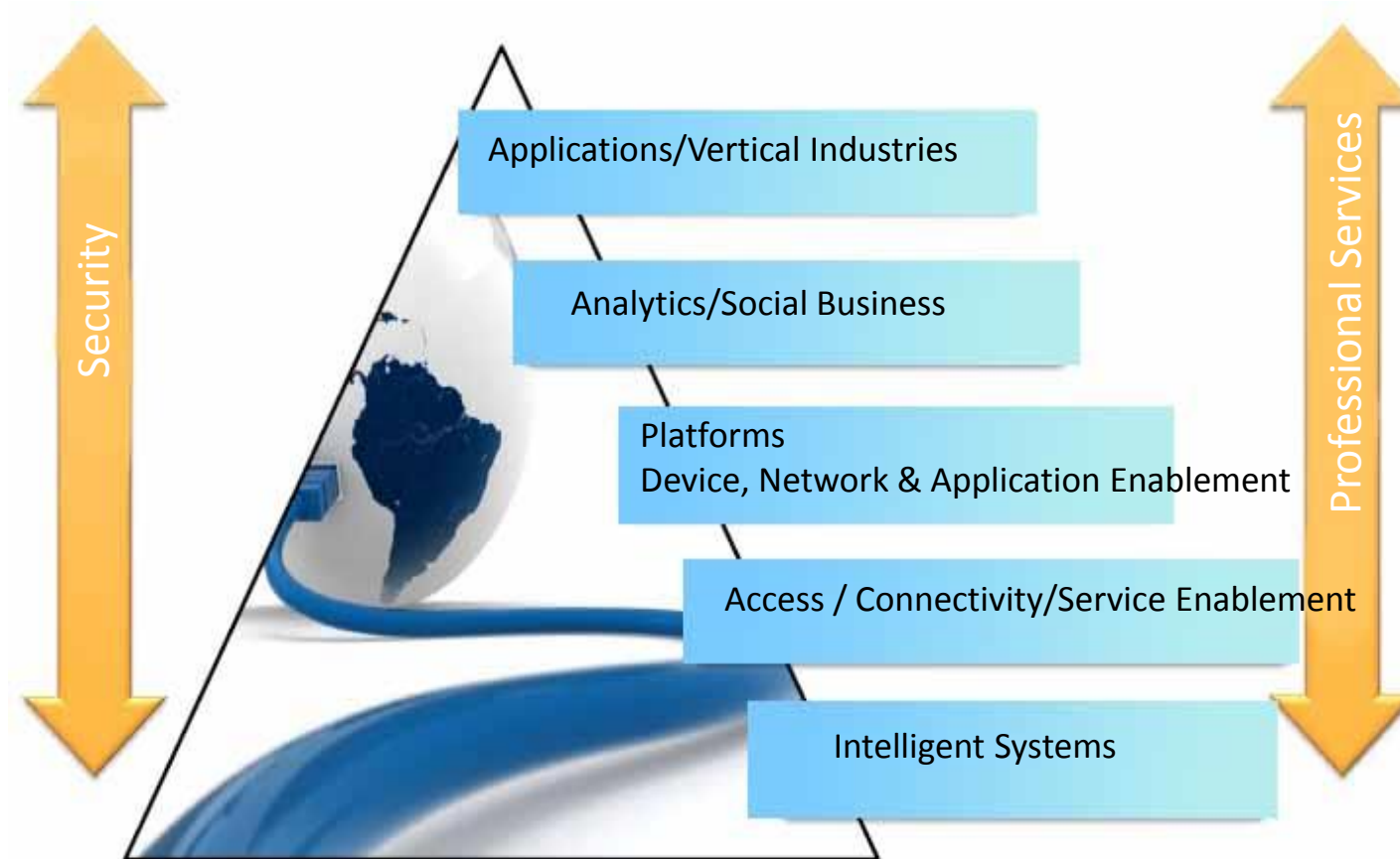
Summary - Key Benefits of IoT for a decision maker

- Increase productivity
- Improve customer service/data due to tracking of behaviors
- Improve customer product or time-to-market
- Faster decision making
- Generate new revenue streams
- Cost savings
- “Be a leader in your industry”

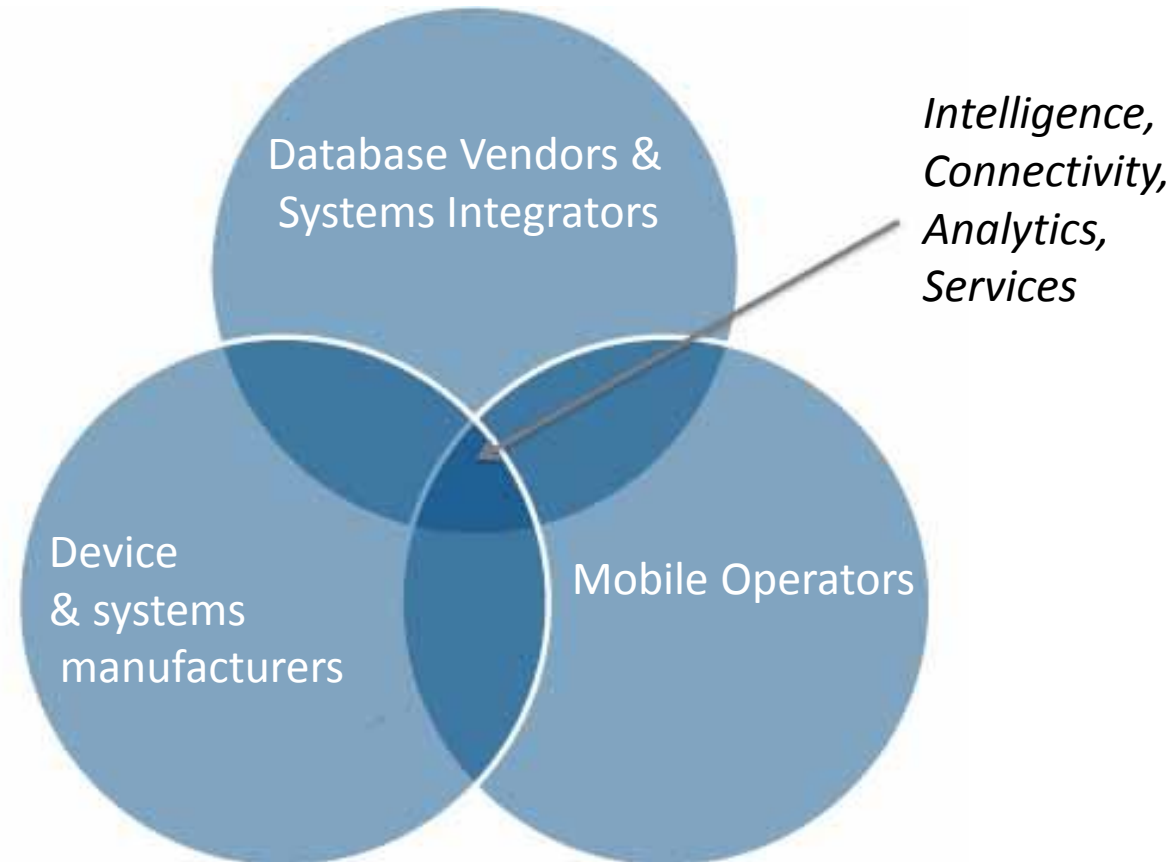
Key Implementation Challenges to IoT Adoption



Many players....IoT Ecosystem Open for All Vendors



Frenemies & Coopetition Characterize the IoT Market



Hitachi + Axeda, PTC + ThingWorx, SAP + Ericsson, GE + Cisco, Intel & AT&T, Axeda + Jasper, Operators ++

Case Study: Canadian Market Perspective

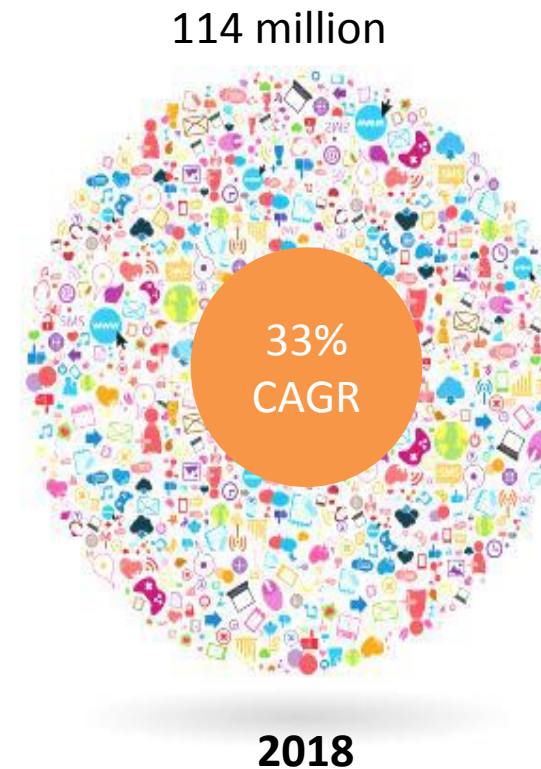


Backdrop for IoT: Business and IT Priorities in Canada



Canadian IoT Forecast: Installed Base

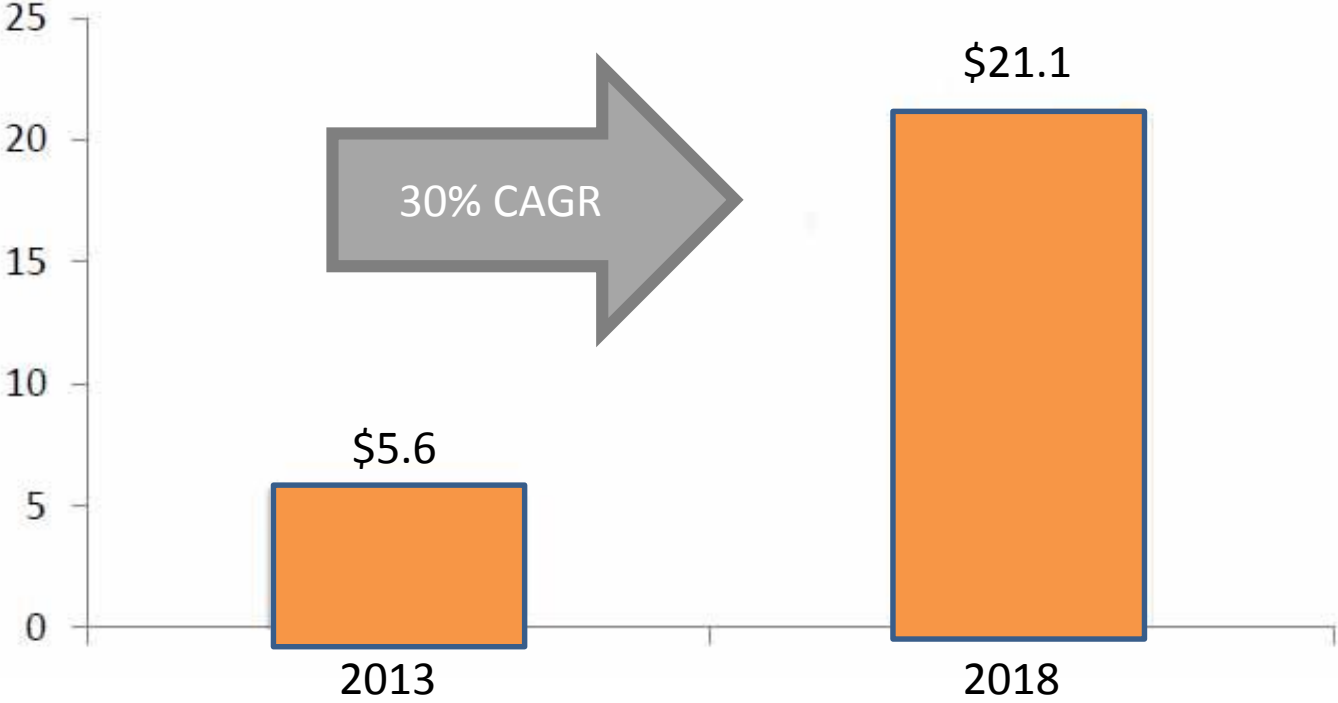
Autonomous intelligent & embedded systems (units)



Source - IDC

Canadian IoT Forecast: Revenue

Cdn \$ Billions



Source - IDC



10 Conditions for IoT Growth



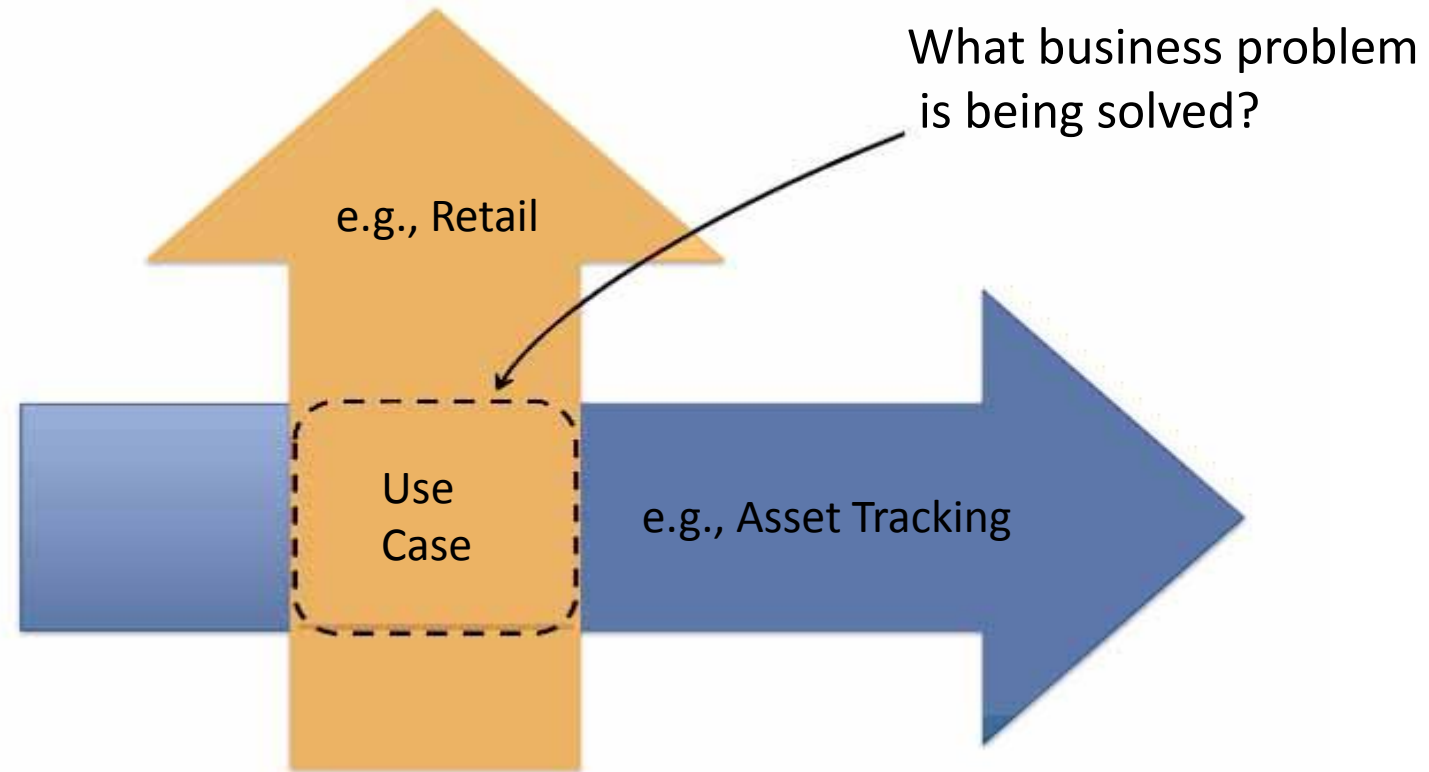
1. **Business case** for IoT is crystal clear
2. Need to show existing **process improvement** before tackling the new (hard) stuff
3. High **growth** in new smart and connectable assets
4. **Implementation** needs to be dead simple
5. **Learn** from the past – e.g., what worked to get smart meters deployed

10 Conditions for IoT Growth



6. Joint responsibility between **IT and Business**
7. New **partnerships** form between IT, operational technology (OT) vendors
8. **Public** sector buys into IoT for enhanced service
9. **Complexity** is minimized (“templated” solutions, ability to sell to SMBs)
10. **Security** is prioritized

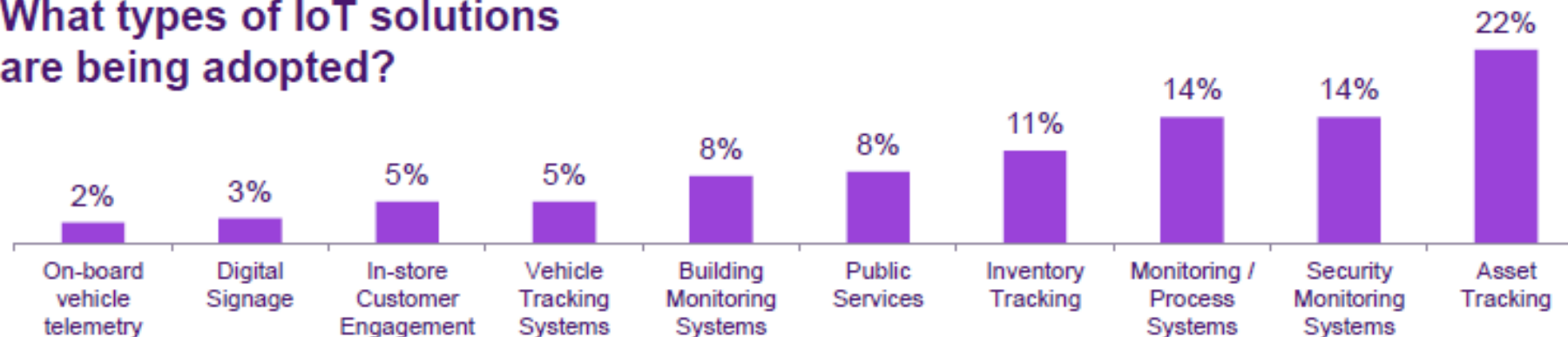
IoT: A Cross Between Vertical and Horizontal Markets



High Potential IoT Markets in Canada



What types of IoT solutions are being adopted?



Source - TELUS

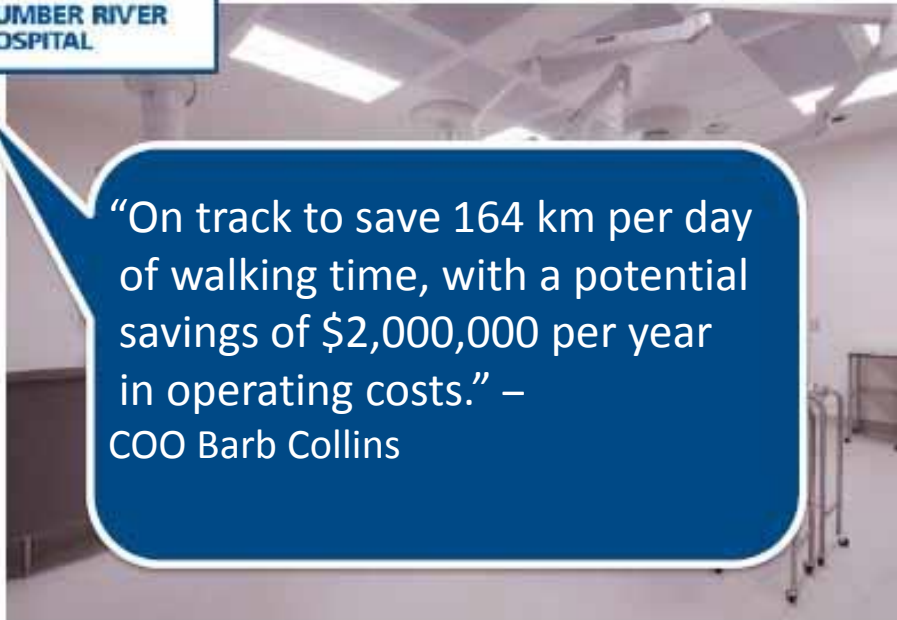


IoT Under Construction

1.8 million sq ft acute care facility
“New Model of Care”
Design: lean, green, digital



- Robots for automated transport
- Pneumatic tube delivery
- Scanned results sent to physician’s smartphone
- Bar coded drug delivery
- Auto BP readings into digital charts



“On track to save 164 km per day of walking time, with a potential savings of \$2,000,000 per year in operating costs.” –
COO Barb Collins

Bringing it all together

Ecosystem - IoT and the 3rd Platform

Cloud

Scalability & flexibility
Variable workloads

Big Data / Analytics

Growth in new data sources
Real time decisions



Mobility

Variety of (and remote)
locations
Enhancing field processes

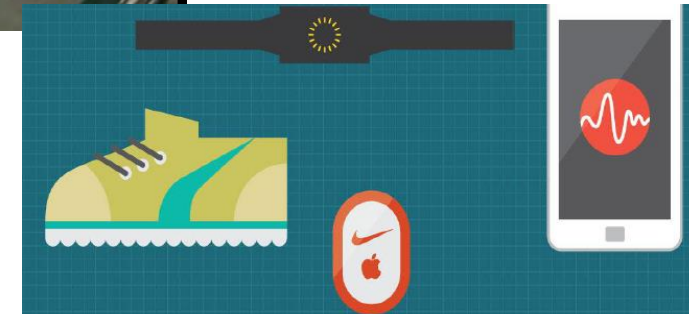
Social Business

Machines that tweet
Automated response

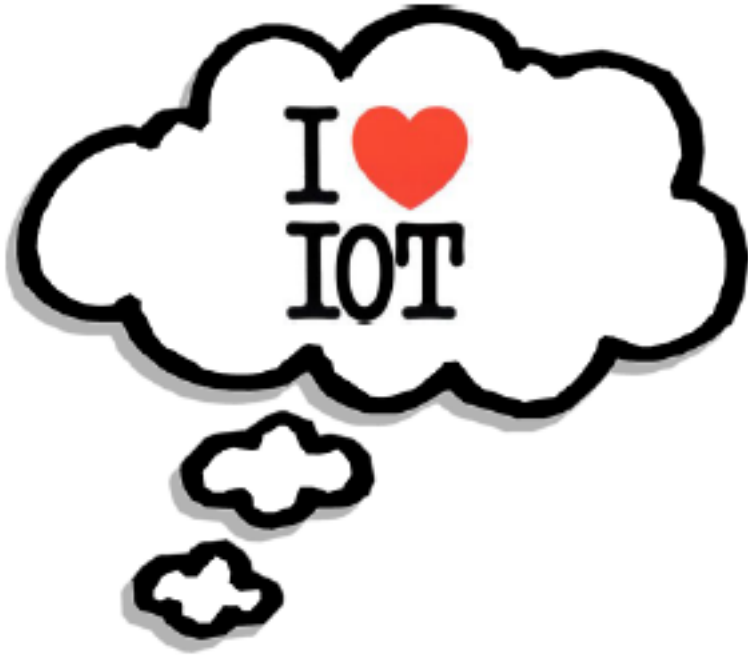
Closing Thoughts – IoT is every where

- Ferries
- Transport
- Wearables
- Health....

- Still 99% of the world is unconnected



Closing Thoughts



Opportunity is ripe for many vendors to play and win share

Look to partner outside your current comfort zone

We at **MarkiTech**, are here to help you with this transition

Please visit our website, www.markitech.ca and review our blogs, infographics and presentations....we are here to help you be more awesome.....

Thank You