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Fast Startup Roadshow

Industrial Internet of Things (IIOT)

KEYNOTE SPEECH

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AREA CENTRO
Le imprese di Bologna,
Ferrara e Modena

1. Why you should consider an IIoT Solution to boost your industrial operations and extract more value

2. Getting a guidance in defining your approach to IIoT Solutions based on the drivers and challenges

3. Planning your first steps towards an IIoT Solutions

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Building the information superhighway

1985 - 1999

Building the digital mobile economy

2000 - 2015

Building the Internet of Everything World

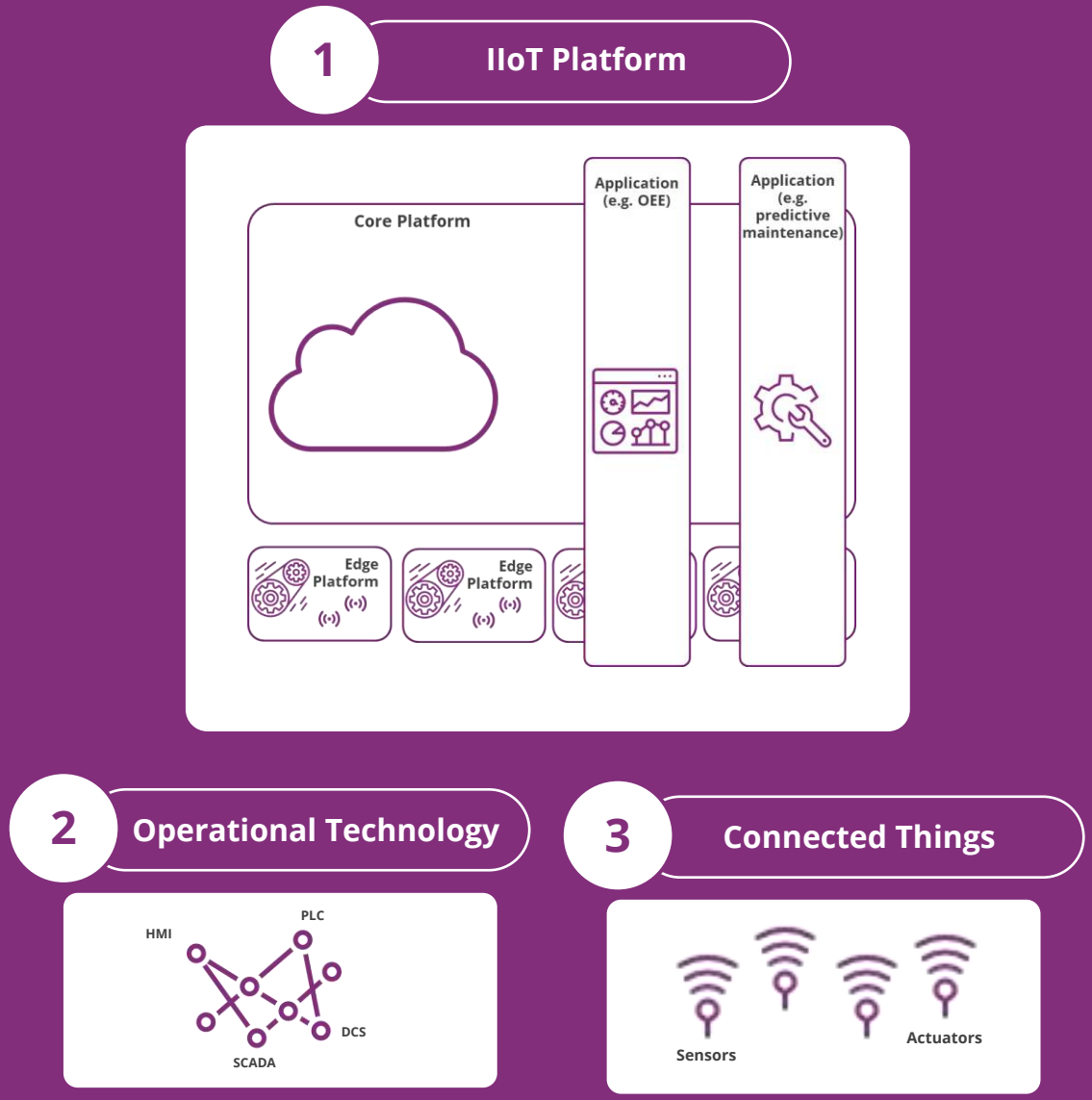
Today

MICROSOFT IBM AMERICA Online Sun microsystems CISCO SYSTEMS Sprint hp

amazon Google facebook ebay

?

WHO'S NEXT



Overview of an Industrial IoT system: the basic components

Industrial IoT

Technology overview

IIoT is a **network of intelligent devices connected to form systems that monitor, collect, exchange and analyze data** as well as to **abilitate value added activities**

HOW?

Combining a set of technologies according to strategic and business needs

1. ***IIoT Platforms*** are a set of integrated software capabilities to improve asset management decision making and operational visibility and control
2. ***Operational technology (OT)*** refers to systems used to control and operate the physical, non-IT assets of enterprises. These assets are involved in the event detection related to, and/or the control of, physical processes
3. ***Connected Things***: smart devices (e.g. sensors, actuators, etc.) that can be connected to IoT platforms.

Industrial Iot

How can IIoT create value for your company?

Efficiency

- Cost reduction
- Business process optimization
- Uptime increase

Revenue generation

- Development and creation of new business models
- Implementation of new go-to-market strategies

Customer centricity

- Introduction of efficient ways to offer customer support
- New indications on product use and information on customers

Service level

- Increased speed of assistance and delivery
- Development of new modalities to deliver products and service
- Creation of recurrent revenues

The value creators of IIoT

Source: Maciej Kranz, «Building the Internet of Things»

DRIVERS
& CHALLENGES

RATE OF CHANGE

The evolution drivers

- New techs have a **high rate of change**
- Companies have started to **understand** the **mechanisms** and techs have already evolved
- Consequently companies have to **question** periodically their **strategies** and they have difficulties in taking **decisions** about direction of technology roadmap and business models

The evolution drivers

- New **techs** leverage competences that are **not core** for most companies
- Corporates may miss the required knowledge and experience to **understand application potential**
- There may be issues in creating a **dialogue with new players**

MULTISCIPLINARITY

- New techs leverage **multidisciplinary competences**

  Mechanics and information techs

  Marketing and statistics

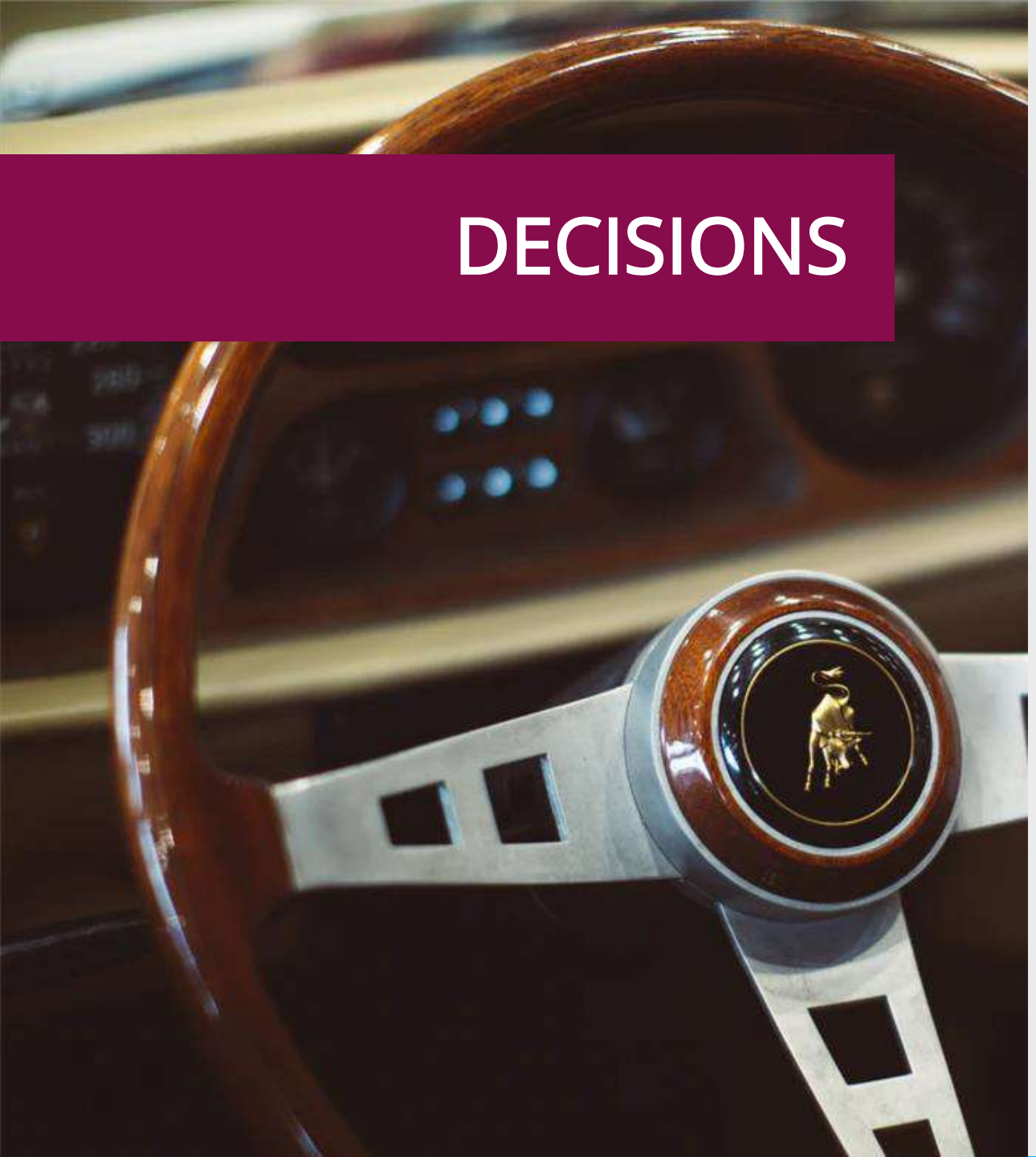
  Engineering and phylosophy

- Companies don’t know where to find these competences and academic institutions are still working to finalize the proper **educational paths** to answer this need

The evolution drivers

- New techs are often **totally digital**
- They are **not tangible** and consequently we can’t touch them
- Some companies have difficulties in **understanding** their **potential**

How do you drive actions?

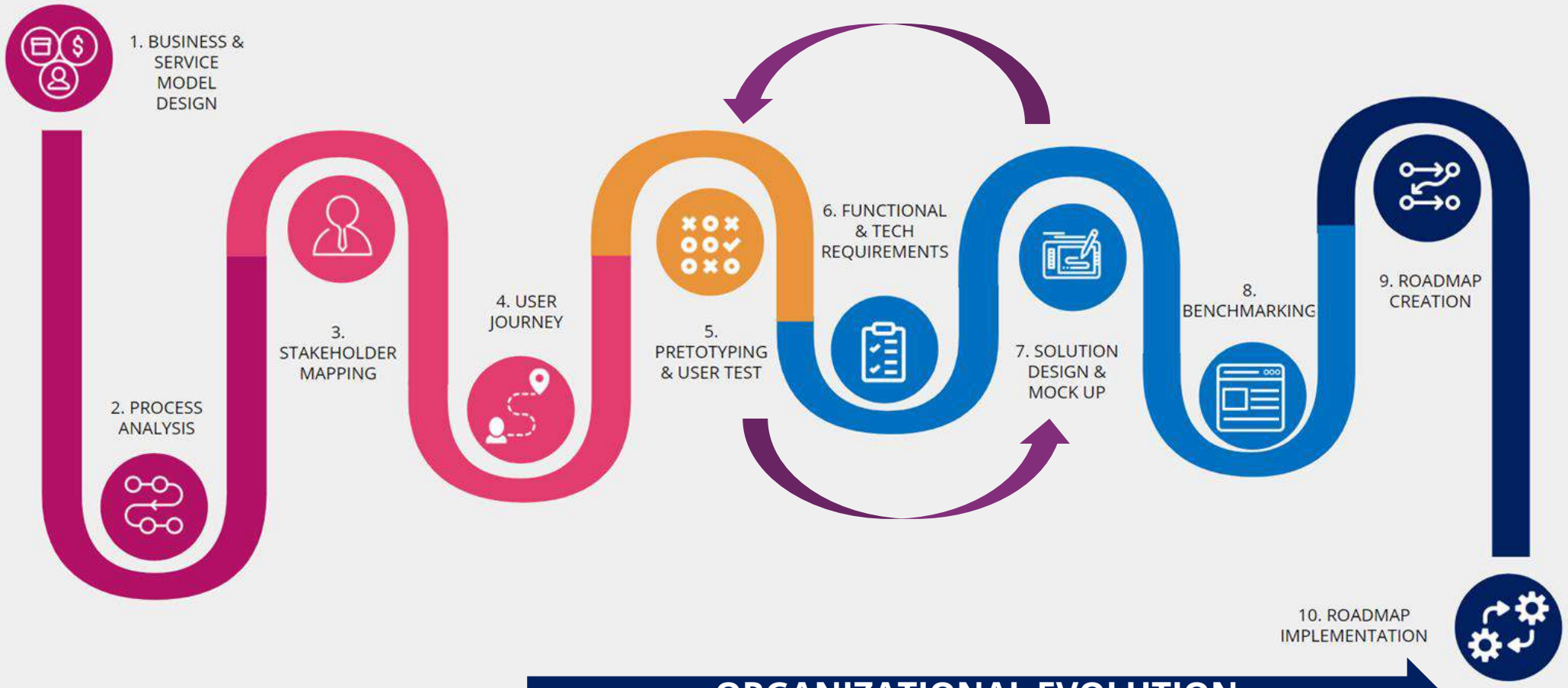


DECISIONS

A new framework is required to

- **Understand the business case** to guarantee **payback** and finalize the proper actions plan
- **Partner with non-conventional players** from different innovative ecosystems
- **Build by doing** to deploy advanced solutions starting from selected pilots
- **Rethink organization and decision processes** to manage innovation **uncertainty** driven by new techs and use cases

The IIoT Solution Development Journey



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