



Objective

Understand the impact **Internet of Things**
has on **Business Models**

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Innovation is
Everywhere



Rolls Royce





John Deere





Philips





Husqvarna Viking Designer Epic





Nest





Husqvarna





The Weather Company

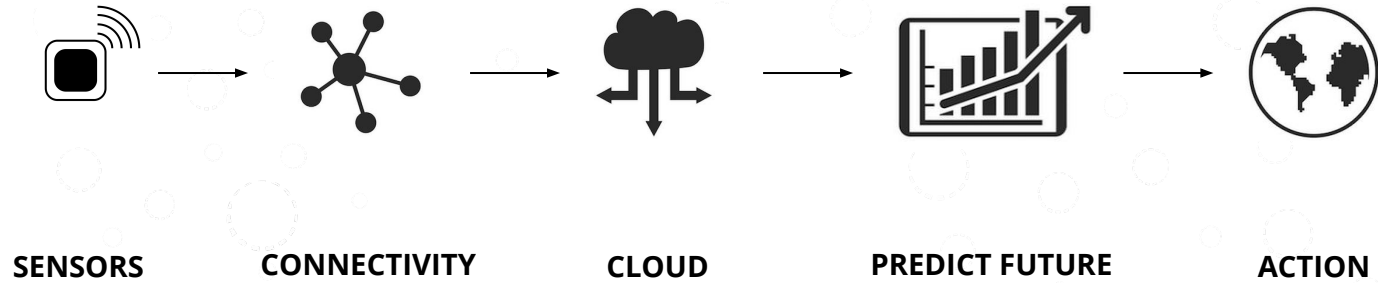




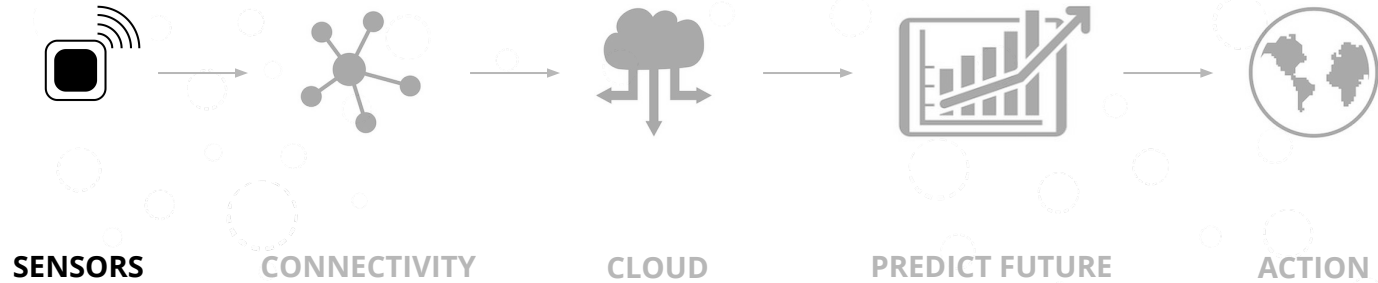
Streetline Parking Sensors



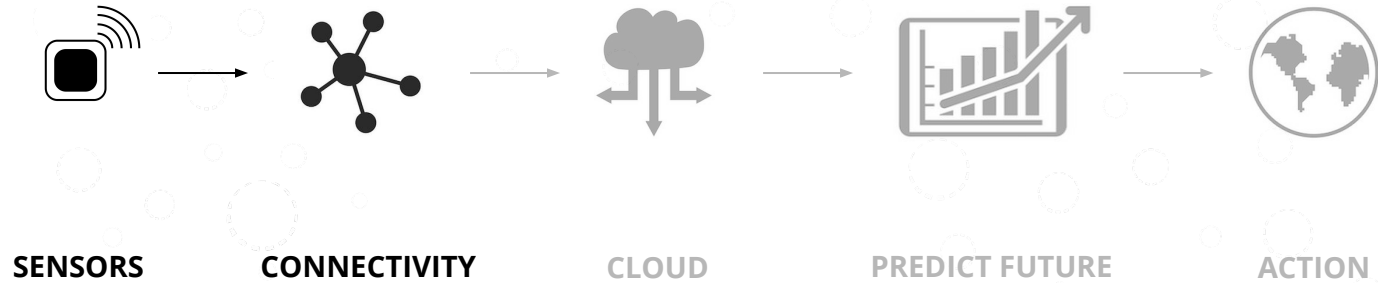
Generic Flow



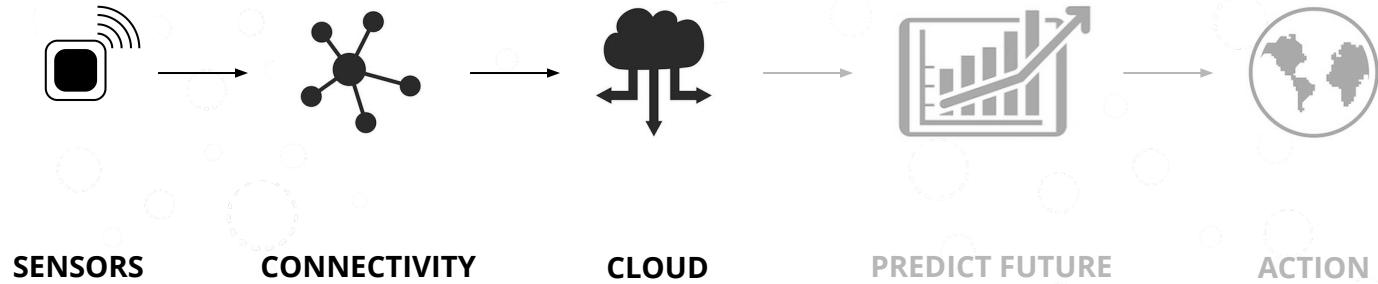
Sensors



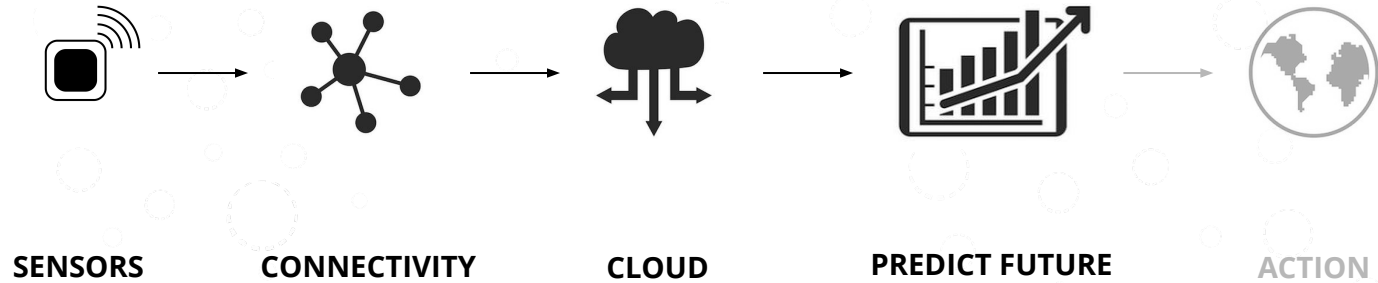
Connectivity



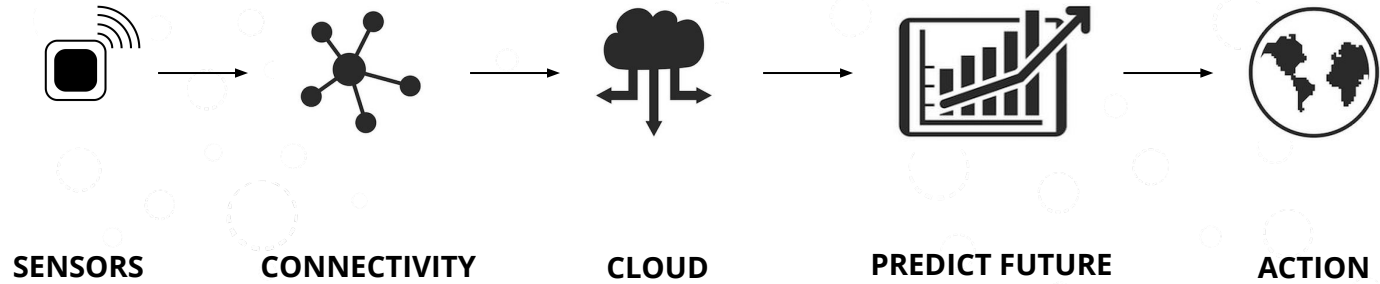
Cloud



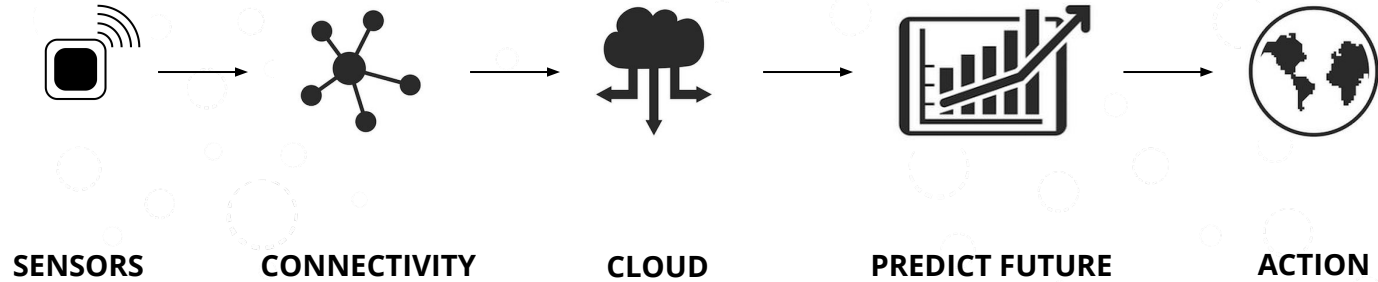
Predict Future



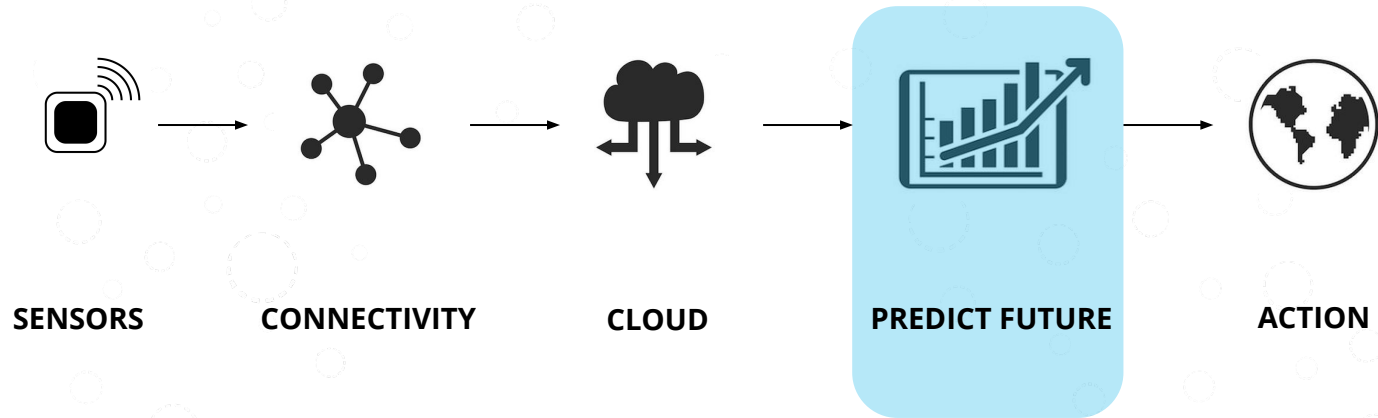
Actions



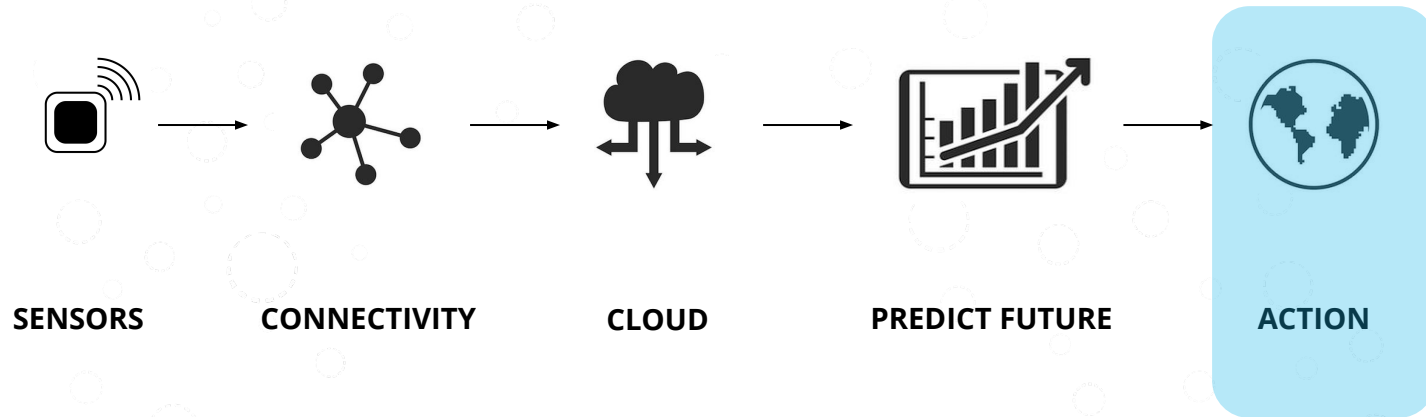
Where's the Gain?



Value Creation



Value Capture





Focus on **Value Creation**
and **Value Capture**

Business Model Patterns



Business Model Patterns

1. Digital Freemium
2. Hardware Analytics
3. Predictive Maintenance
4. Subscription model
5. Sell Data

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Business Model Comparison

Classic Business Model

Features	Price
<ul style="list-style-type: none">- Advanced- Count- IP- Customer Service- User Experience	<ul style="list-style-type: none">- Price vs price- Discounts- Competitions

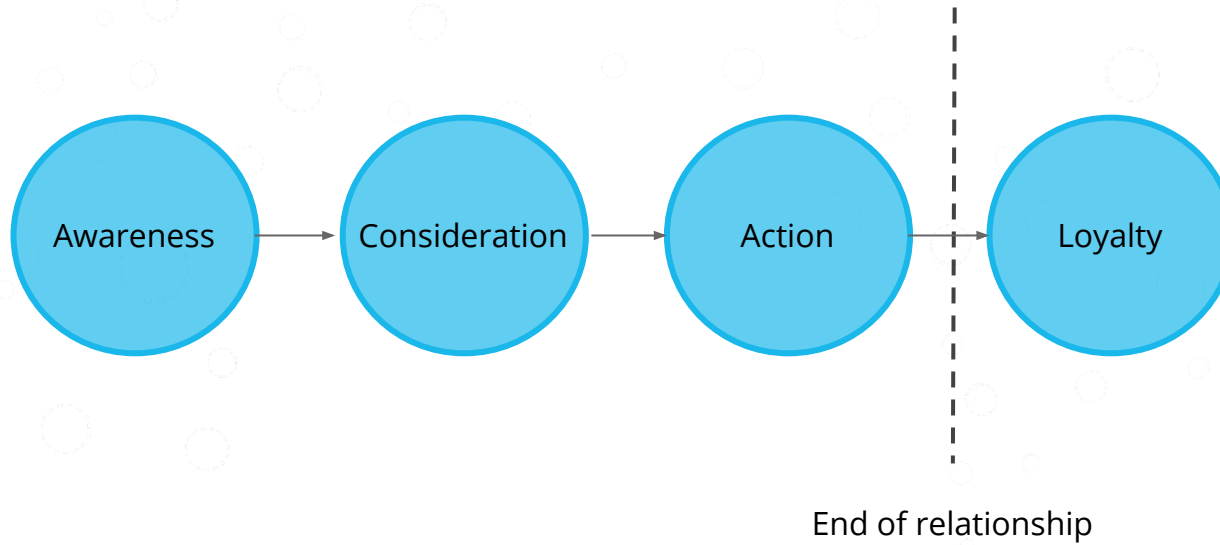
IoT Business Model

Features	Price	
<ul style="list-style-type: none">- Advanced- Count- IP- Customer Service- User Experience	<ul style="list-style-type: none">- Price vs price- Discounts- Competitions	

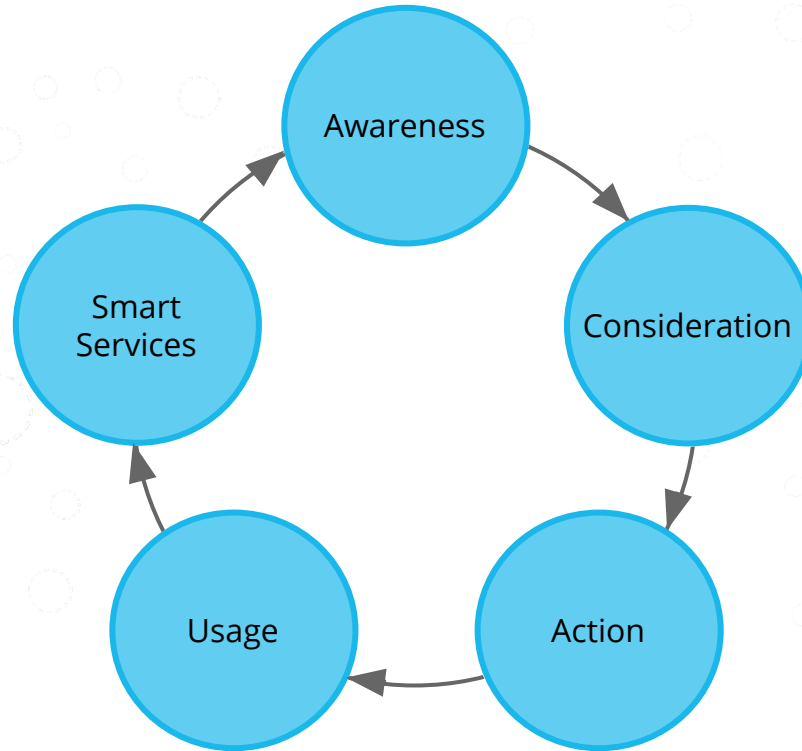
IoT Business Model

Features	Price	Smart Services
<ul style="list-style-type: none">- Advanced- Count- IP- Customer Service- User Experience	<ul style="list-style-type: none">- Price vs price- Discounts- Competitions	<ul style="list-style-type: none">- Upgrades- Predictive Maintenance- New features- Notifications- Optimizations- Live Feedback- Recommendations

Classic Business Model



IoT Business Model

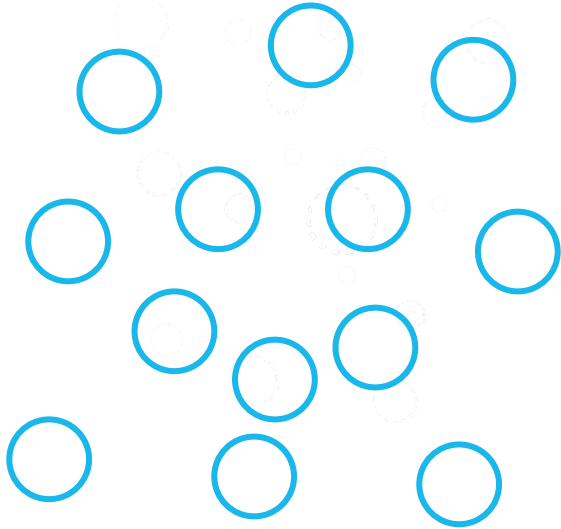


Ecosystem



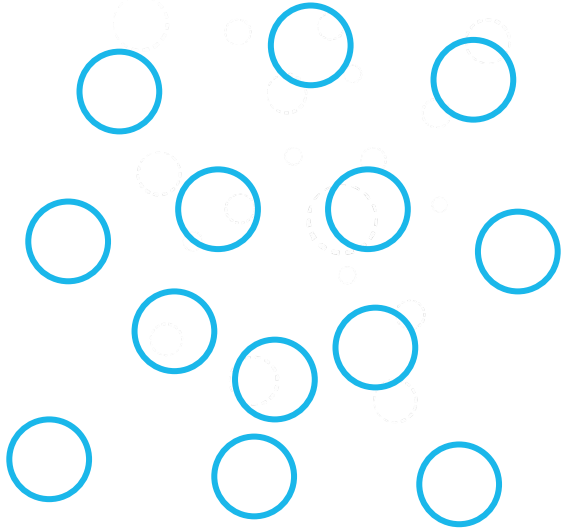
Ecosystem

Companies before IoT

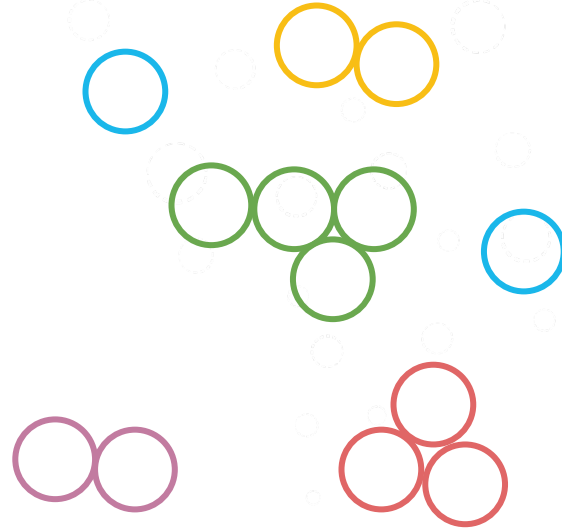


Ecosystem

Companies before IoT



IoT Companies



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IoT Maturity Model

IoT Maturity Model

Connected	Service	Analyze	Integrate	Innovate
<ul style="list-style-type: none">- Sends information	<ul style="list-style-type: none">- Remote access- Software updates- Proactive monitoring	<ul style="list-style-type: none">- Predictive maintenance- Identify process issues- Real-time reporting of status and usage	<ul style="list-style-type: none">- Product lifecycle management- Configuration and warranty management	<ul style="list-style-type: none">- Complimentary web and mobile apps- Pay per use- Track and locate/inventory management- New revenue generating capabilities

How do you start?

1. **Workshop** - to identify added value
2. **Proof of Concept** - validate your idea
3. **Minimum Viable Product** - to customers and internal stakeholders

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Questions

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What we can do for You?

1 Day Workshop

on Internet of Things /
Machine Learning
(IKEA, Sony)

Evaluation

1 - 3 weeks of
implementation

Trend-programme

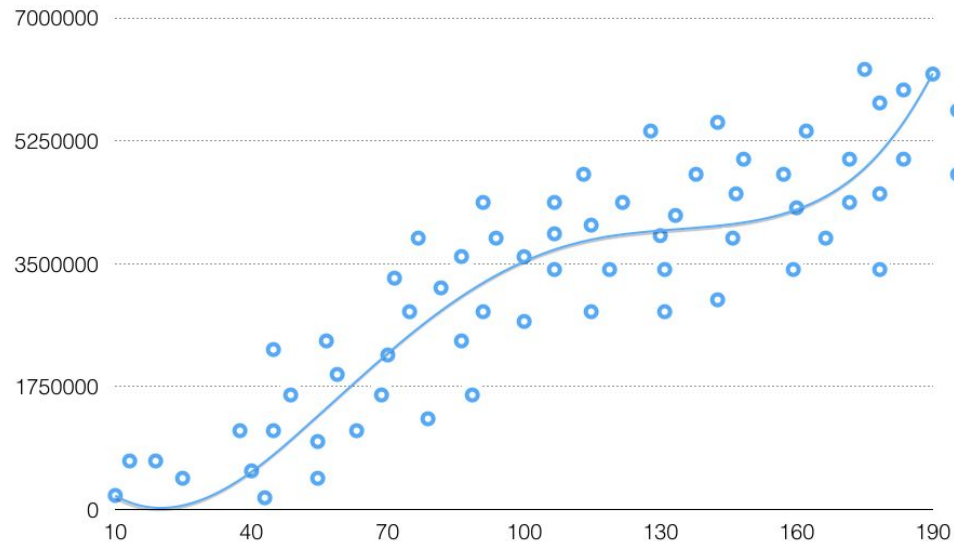
In case IoT is not for you
(Eon, Jabra, IKEA)

Machine Learning Problems

1. Predict prices
2. Classify into two groups
3. Find anomalies
4. Translate handwritten text
5. Image recognition

Machine Learning

Predict prices





Roadblocks

Roadblocks

1. Perceived high cost of IoT
2. Hard to identify value capture
3. Class between IoT and traditional company
4. Companies are required to undergo significant changes
5. Knowledge gap

1. Diversity of objects
2. Immaturity of innovation
3. Unstructured ecosystems

Technical Roadblocks

1. Existing machine parks needs to be updated
2. The assembly line needs to add sensors when building
3. Customers must agree on passing on data
4. Connectivity
- 5.



How to get started

How to get started

1. Appoint an IoT leader
2. Identify Value Gain
3. Create an adoption plan
4. Look for partnership



Conference Abstract

Title: Internet of Things and Business Models

Abstract: How can you use Internet of Things to reinvent your business model? To answer the question you need to know about and understand the active components of IoT. Consumer products, like wearables, is one part of the equation and perhaps one of the most discussed subjects of IoT but connectivity, cloud and machine learning is equally important.

In this session we will present a template for a complete IoT business model and show a couple of existing business models

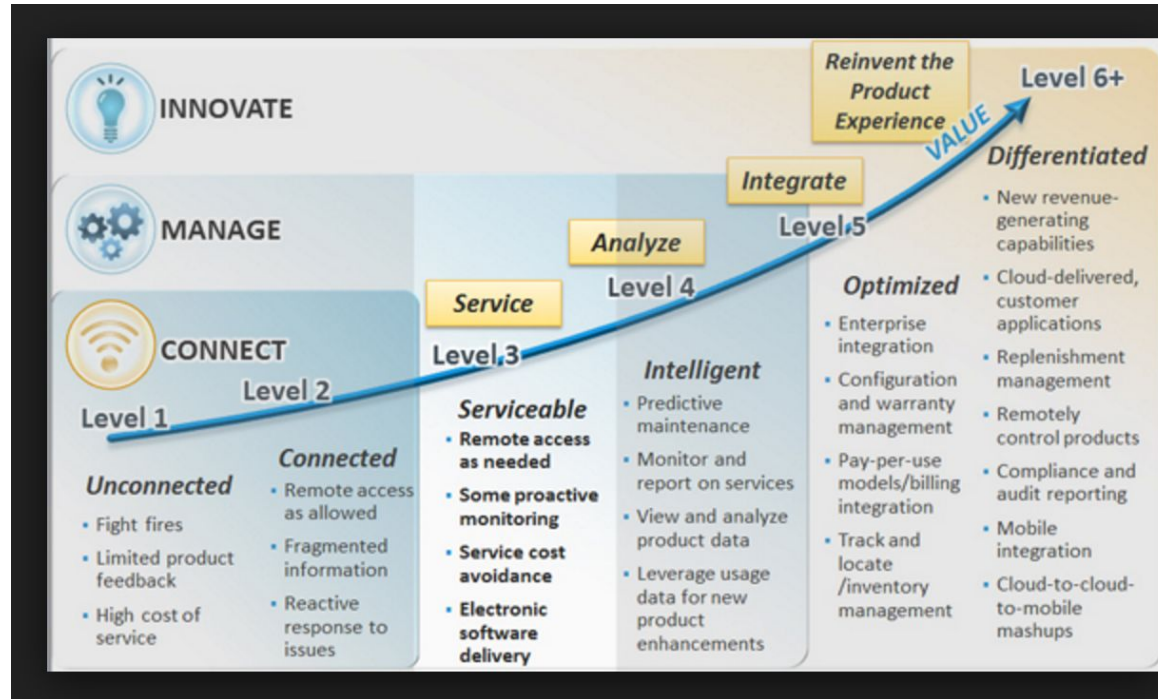
This session will:

- Set a baseline for IoT
- Go through the IoT work flow
- Look at each IoT component in depth
- Go through several successful IoT business models
- Map the aforementioned models to a maturity model
- Give some advice as to how to get started with a new IoT business model

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SPECIFIC PRODUCT/VENDOR/ALLIANCE

Maturity Model



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Security

The background of the slide is a light gray color with a pattern of various geometric shapes. These shapes include circles, triangles, squares, and hexagons, some of which are solid and others are dashed. The shapes are scattered across the entire background, creating a subtle, modern aesthetic.

Oral-B

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Your turn



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Quotes

“As the Internet of Things (IoT) spreads, the implications for business model innovation are huge. Filling out well-known frameworks and streamlining established business models won’t be enough. To take advantage of new, cloud-based opportunities, today’s companies will need to fundamentally rethink their orthodoxies about value creation and value capture.”

Lookup

Spark

Where is it?

Smart Cities

- Smart Parking
- Traffic Congestion
- Waste Management

Smart Environment

- Forest Fire Detection
- Air Pollution
- Earthquake Detection

Smart Metering

- Smart Grid
- Water Flow
- Tank Level

Retail

- Supply Chain Control
- Intelligent Shopping
- Smart Product Management

Where is it?

Logistics

- Item Location
- Fleet Tracking
- Quality of Shipment Control

Industrial Control

- Indoor Air Quality
- Temperature Monitoring
- Indoor Location

Smart Agriculture

- Meteorological Station
- Green Houses
- Farming

eHealth

- Fall Detection
- Patients Surveillance
- Medical Fridges