

IoT – The internet of your things

Aufbau einer Ende-zu-Ende IoT Lösung – Key Learnings

21.03.2018

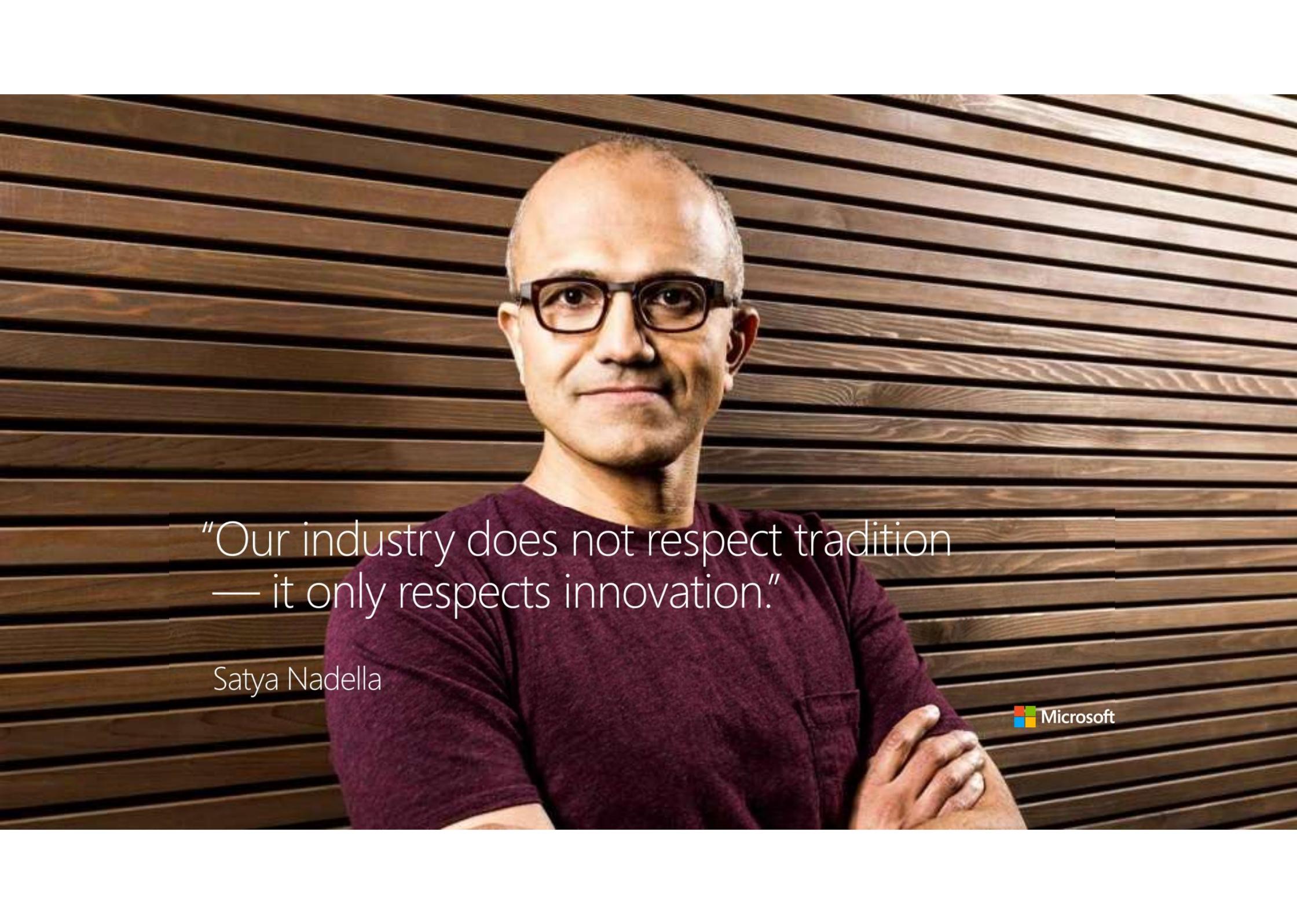
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Agenda

- Microsoft Vision
- Digital Business Transformation
- Microsoft IoT reference architecture
- Develop IoT projects
- Reference Demo
- Q&A



A portrait of Satya Nadella, CEO of Microsoft, wearing glasses and a maroon t-shirt, standing in front of a wall with horizontal wooden slats. His arms are crossed.

“Our industry does not respect tradition
— it only respects innovation.”

Satya Nadella



Digital Business Transformation with IoT

Customers transforming their business by building their Systems of Intelligence and leveraging Advanced Workloads



Connected Factory



- Key Stakeholder**
- Operations
 - R&D



Smart Products



- Key Stakeholder**
- R&D
 - Sales
 - Services



Intelligent buildings and city



- Key Stakeholder**
- Facility
 - R&D



Engage your customers

- Generate optimization across value chain

- Reduce churn rate
- F&E Insights

- Reduce churn rate



Empower your employees

- Improve employee safety
- Increase maintenance efficiency

- Faster problem identification & solving
- Increase maintenance efficiency

- Faster problem identification & solving
- Inspire employees for new technologies



Optimize Your operations

- R&D Insights
- Improve quality and SLAs
- Reduce Downtime
- Reduce rejection and optimize energy usage

- Use customer insights
- R&D Insights

- Reduce operation costs
- Improve building efficiency



Transform your products

- Use your own insights to improve products
- Customer Insights – Cross & Upsell
- Improve quality and SLAs

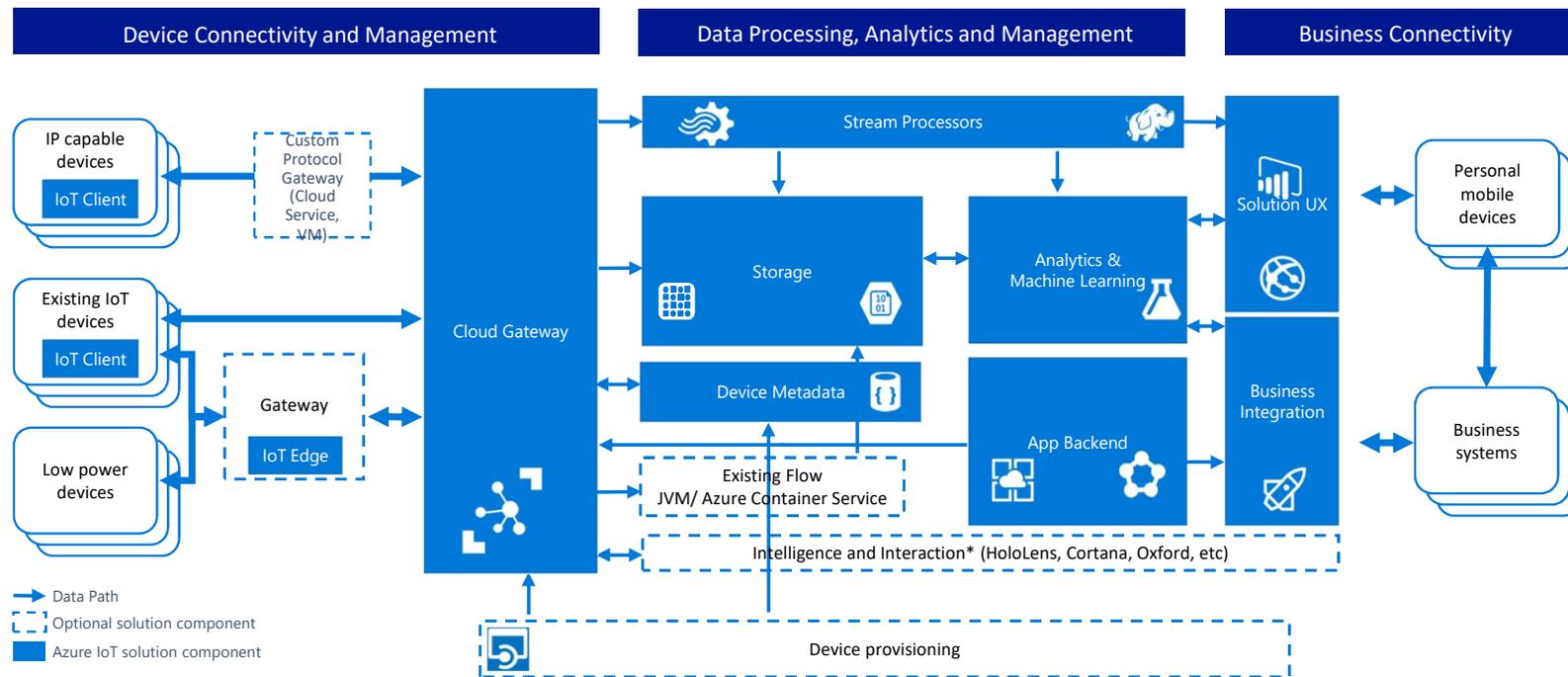
- Extend product range

Broad portfolio of cloud services

- Software as a Service (SaaS)
- Platform as a Service (PaaS)
- Infrastructure as a Service (IaaS)



Azure IoT Reference Architecture



Start small, be agile, go fast >>>



...and realize value while you move

Microsoft Trust Center

Security – we keep your customer data safe



Privacy: you own and control your data



Transparency: you know how your data is stored and accessed, and how we help secure it



Compliance: We conform to global standards



[Microsoft Trust Center](#)

What Microsoft brings to the table



Architecture design session



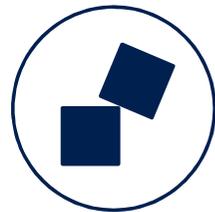
Azure Everywhere workshops delivered by Microsoft partners



Microsoft IoT Lab



Hands-on experience with Hackathon



Business Case development support



PR and Marketing cooperation

