

The IoT Impact

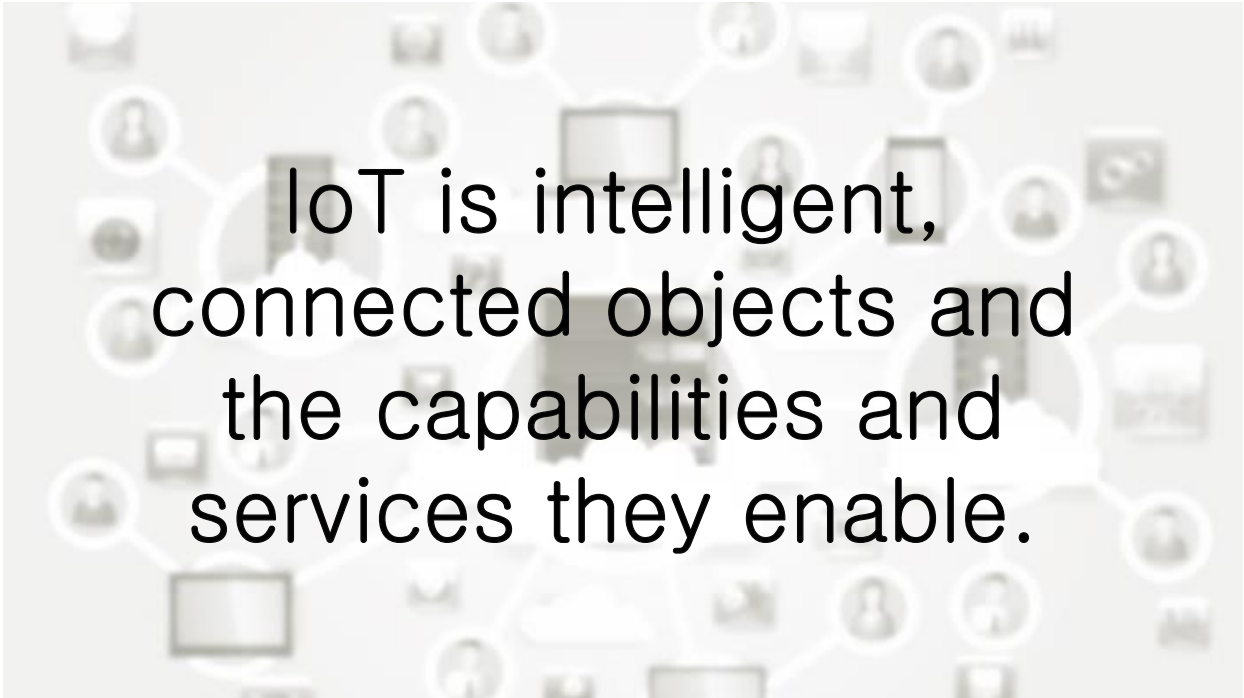
Finding Your Company's Role



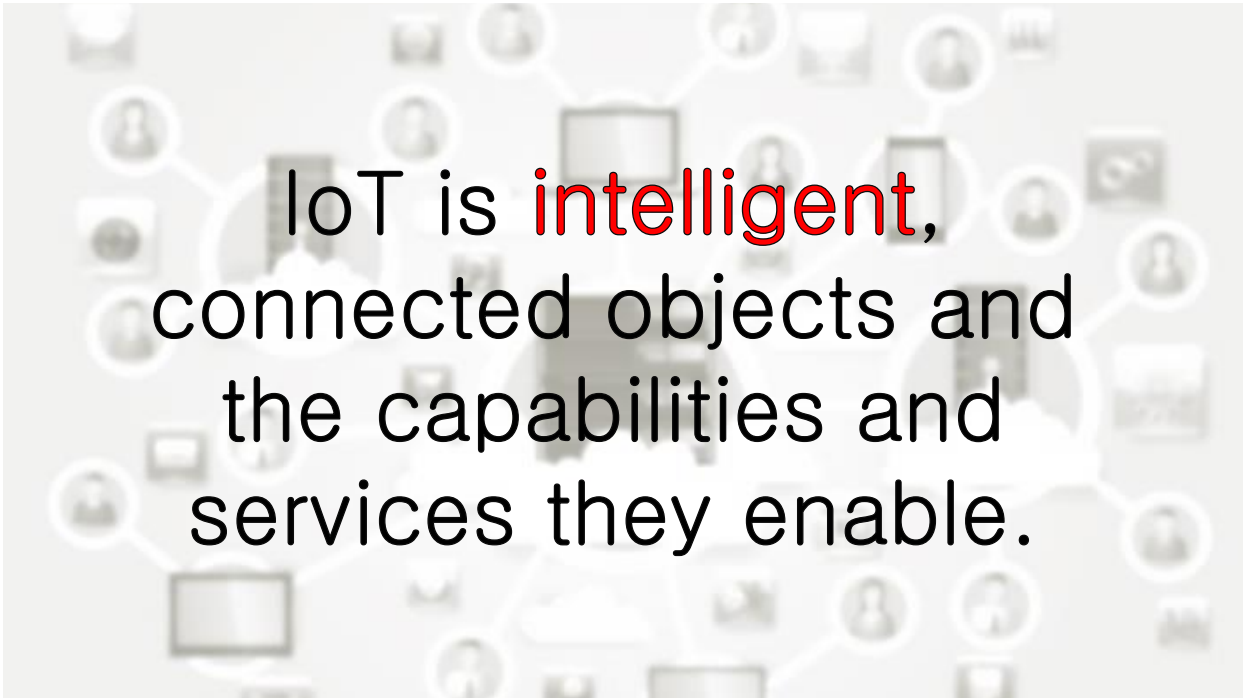
Bill McBeath
Chief Research Officer, ChainLink Research

Agenda

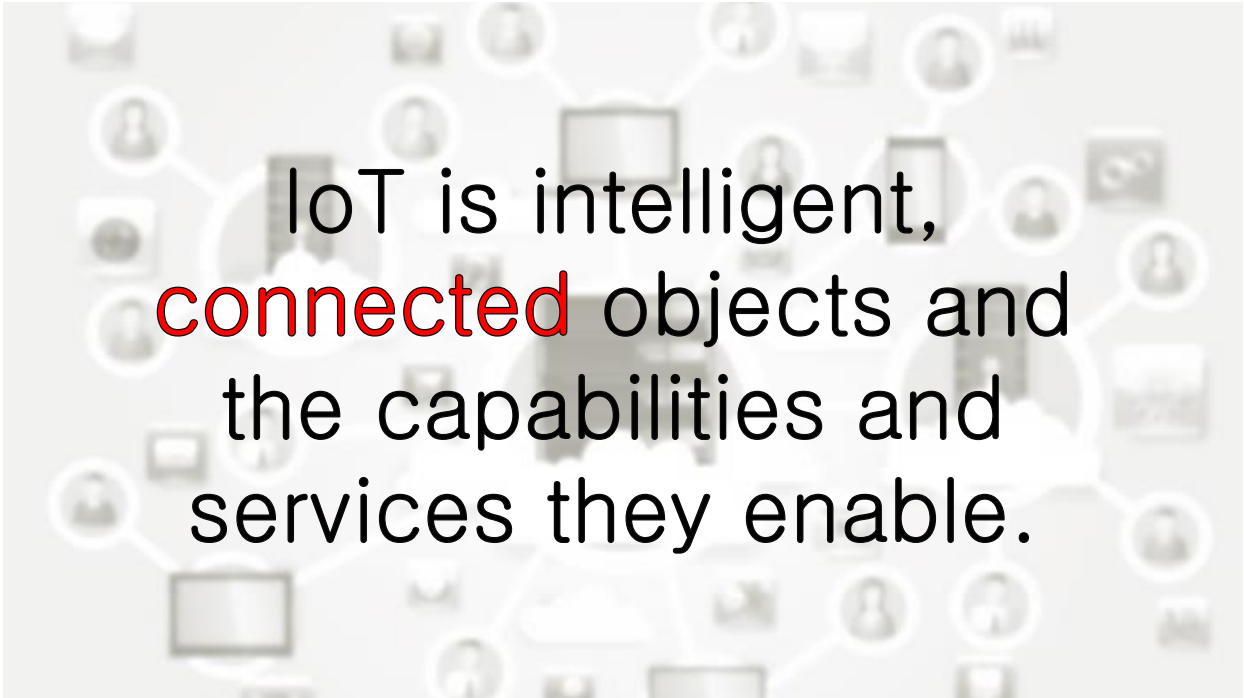
- What is the IoT Phenomena
- Key IoT Questions to Ask About Your:
 - Products
 - Data
 - Business Model
 - Partnerships
- Guiding Principles



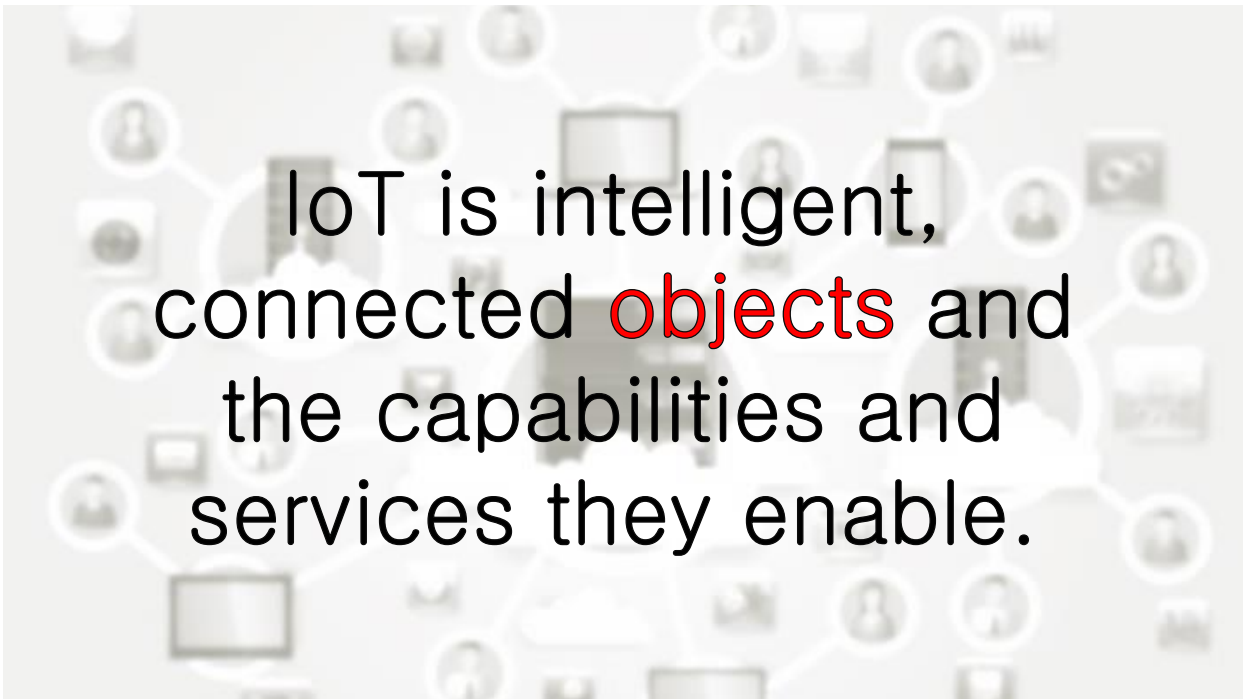
IoT is intelligent,
connected objects and
the capabilities and
services they enable.



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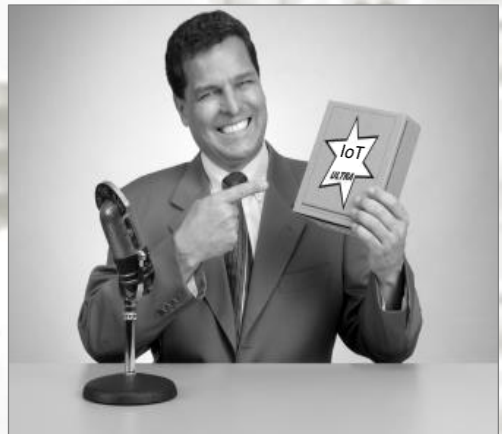
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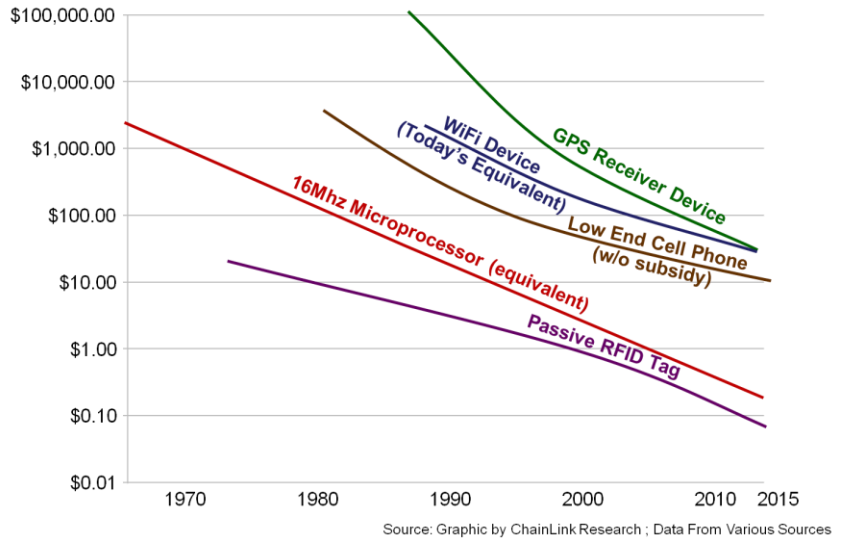
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IoT Misconceptions...





Technology Phenomenon



Technology Phenomenon



Application Phenomenon

- 1926 – First Oil Well Telemetry
- 1920s – Tachograph
- WWII – RFID
- 1975 – X10 / Smart Home
- 1970s – Remote x-ray & electrocardiograph
- 1990s – GPS / telematics



Technology
Phenomenon

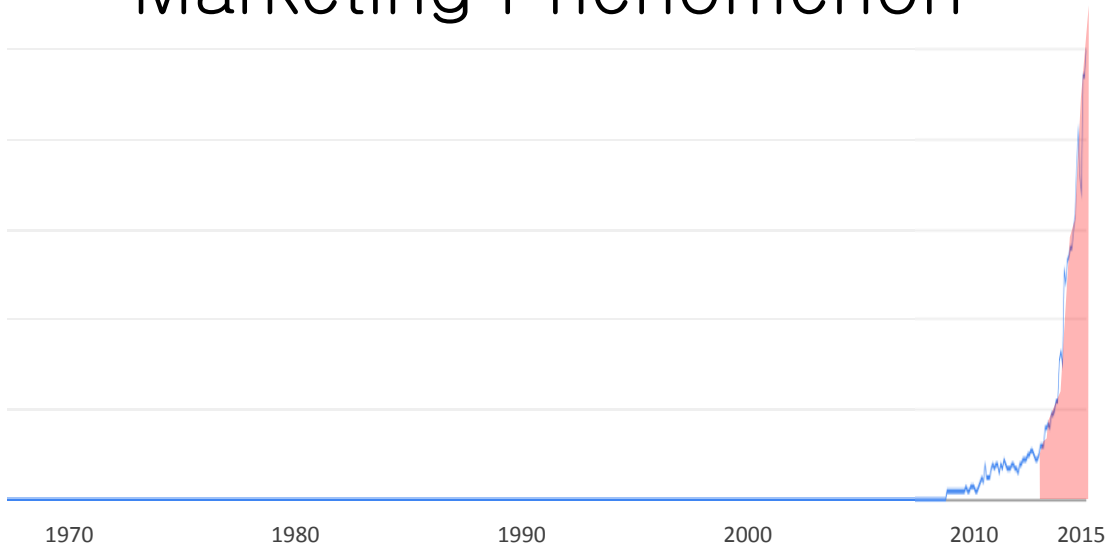


Application
Phenomenon



Marketing
Phenomenon

Marketing Phenomenon



Source: Google Trends Chart for "Internet-of-Things" as of 3/8/15



The Pace of Change



1. Product
2. Data
3. Business Model
4. Partnerships



1

Product Questions

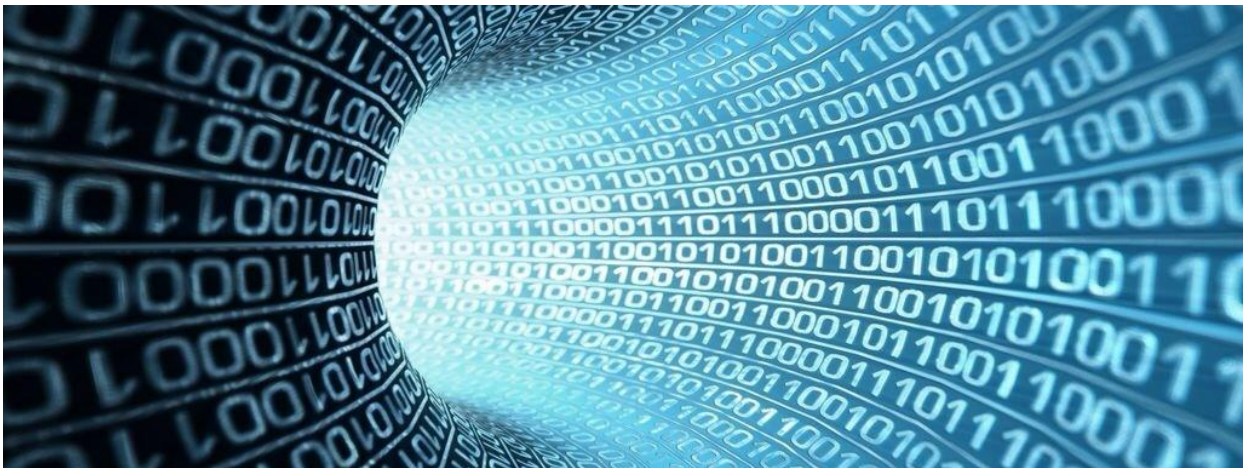
- Solving our customers' problems
 - Adding more value
-

What Functionality?

Where?



Who Needs
a Smart
Connected
Trash Can?

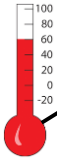


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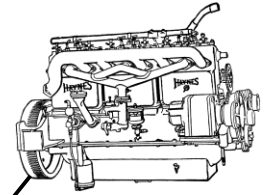
Data Questions



- Geofence
- ETA Alerts
- Routing
- Assignment



- Malfunction Alerts
- Shelf-life Estimation

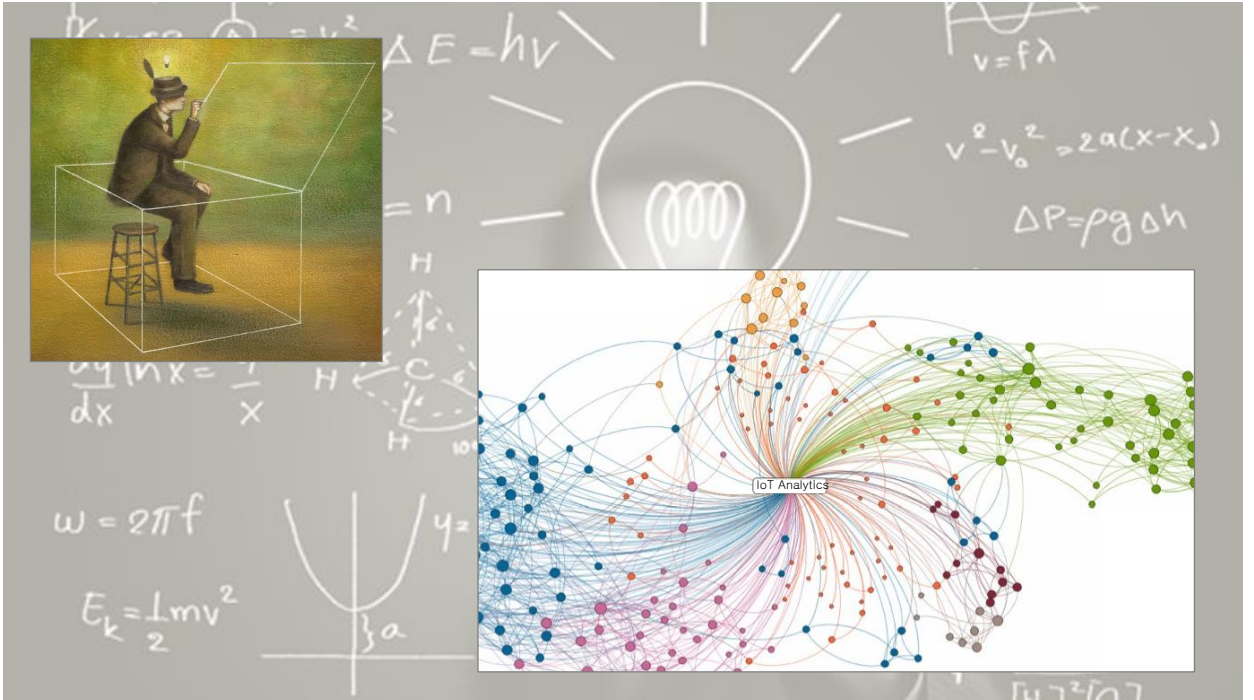


- Driving Habits
- Preventative Maintenance

SHIPMENT STATUS		CUSTOMS		SECURITY	
ITEM NO.	QUANTITY	STATUS	DESCRIPTION	DATE	LOCATION
001	100	OK
002	50	OK
003	25	OK

- Shipment Status
- Customs
- Security





3 Business Model & Scope Questions

Evolution of Manufacturing

Things

Service

Outcomes



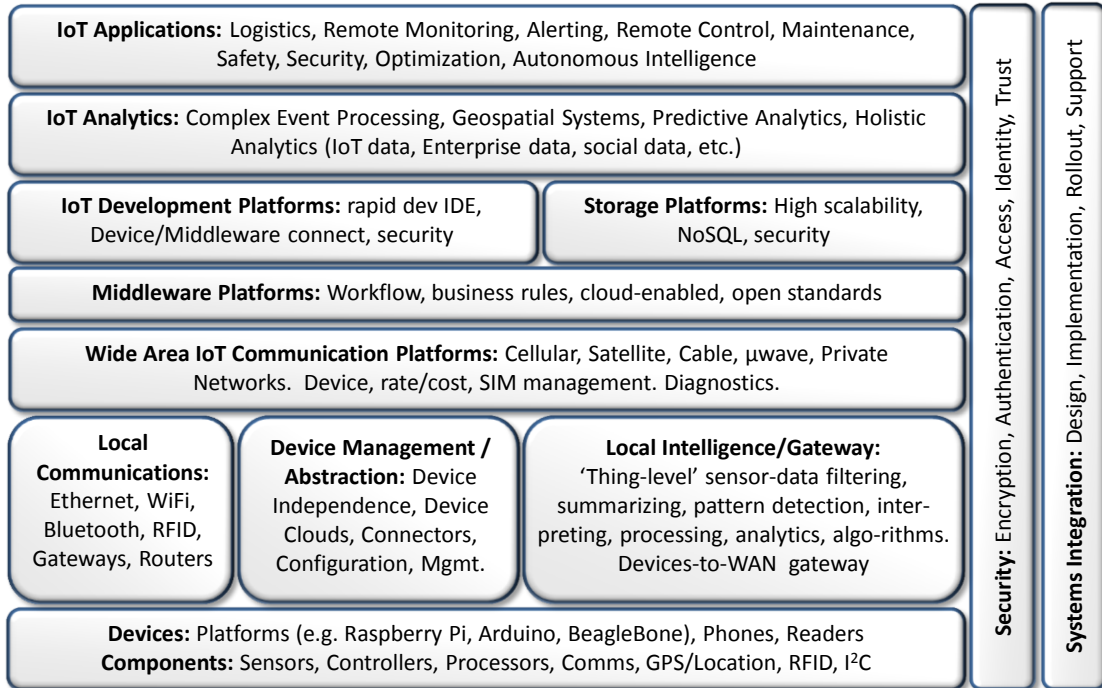
- Ownership / Cash Flow
- Alignment of Interests
- Obsolescence Protection
- New Pricing Models
- Solution Provider Deeply Embedded
- Optimized Outcomes
- Higher Margins

What
Business
Are You
In?



4 Ecosystems & Partner Questions





Source: ChainLink Research



Building a
*“Digital
Building
Operating
System”*



Guiding Principles

- 1) Innovate in all dimensions
- 2) Charrette approach
- 3) Consider becoming a platform
- 4) Extract value from data
- 5) Master of simplicity



The IoT Impact

Finding Your Company's Role
in the New Smart Connected World



By Bill McBeath

May 2015

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[ptc.com/internet-of-things/
the-iot-impact-research-paper](http://ptc.com/internet-of-things/the-iot-impact-research-paper)

IoT Will Impact You... How Will You Impact IoT?

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Resources:

ChainLinkResearch.com/IoT

ptc.com/internet-of-things/the-iot-impact-research-paper

