



# IoT in Action

#IoTinActionMS



# Business Transformation in Action

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WW IoT Sales Strategy Lead, CDS  
Microsoft





# Digital Disruption and the 4th Industrial Revolution

Mechanized production

Mass production

Automated production

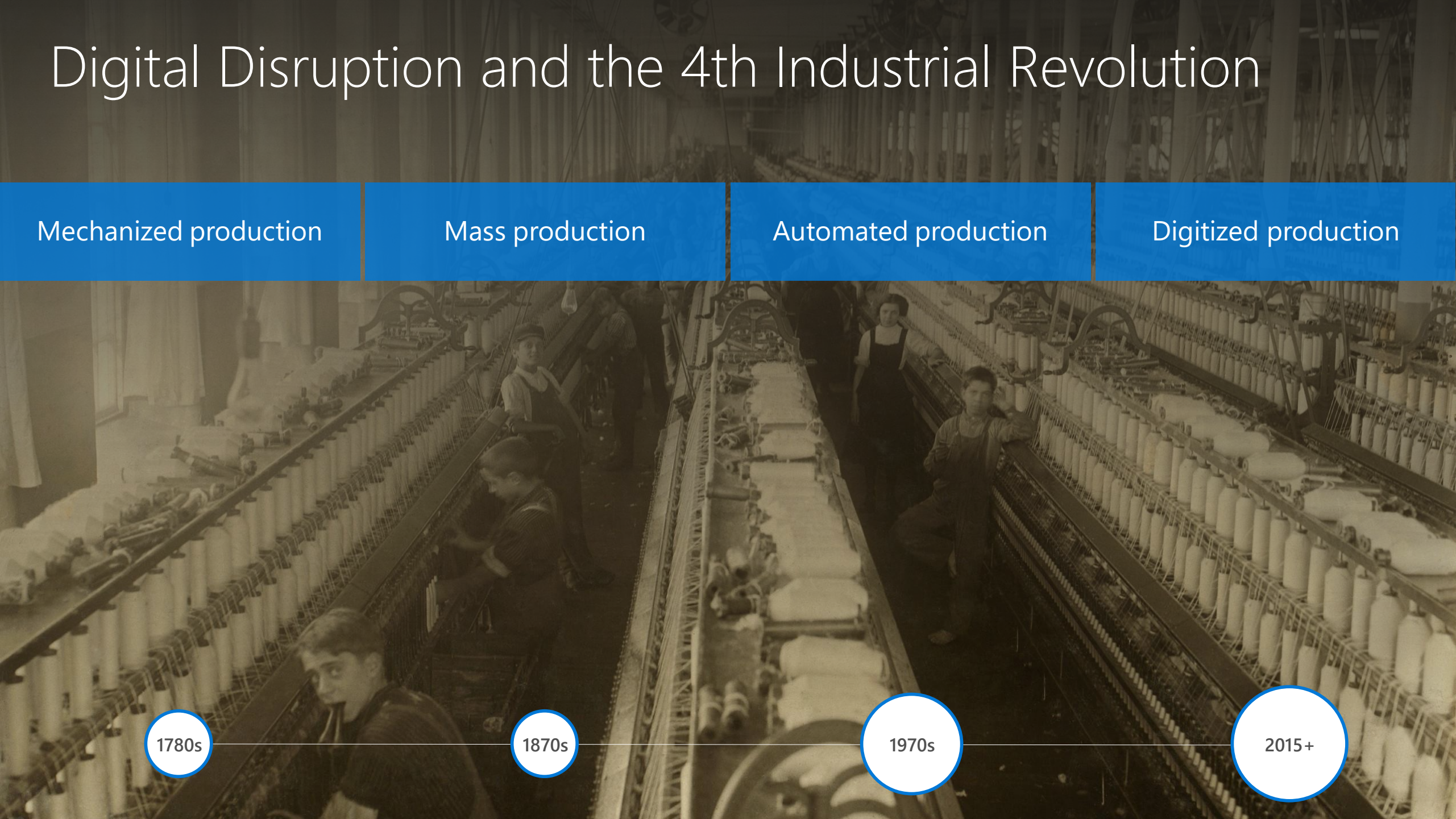
Digitized production

1780s

1870s

1970s

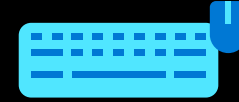
2015+



In the last 20 years, major forces and innovations in our industry required Microsoft to **transform**



Free, Ad-Supported Services



Open Source & OS diversity



Cloud Computing



Mobile



The Internet



# Transforming products

Static

Scalable

Client-server •————• Azure

Gaming consoles •————• Microsoft Gaming

Shrink-wrapped Office •————• Microsoft Office 365

On-premises Dynamics •————• Dynamics 365 + Power Platform

# Evolving business models

Transaction-led

Engagement-driven

Perpetual licenses



Subscription & consumption-based

Windows-first



Cross-platform

Partner-supported



Partner-led

Customer relationships



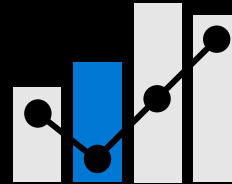
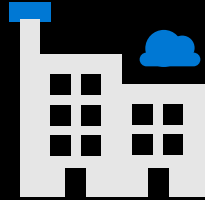
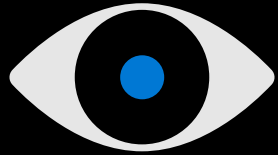
Partnerships

These disruptions  
are occurring across  
**all industries**





# 4 steps of Digital Transformation



## 1. Business insights

Sensor proliferation

Data collection, transfer, storage and processing

New insights—  
understanding product  
and service more deeply



## 2. Operational efficiencies

Performance & quality  
improvements

Predict the future based on past  
data patterns

Cost reduction

Predictive maintenance



## 3. New business models

Provision of services  
alongside devices  
and hardware

Devices/hardware/machines  
delivered "as a service"



## 4. Features and rev streams

Enablement of ancillary  
businesses, new businesses and  
transformed businesses







**Vision &  
strategy**



**Culture &  
capabilities**

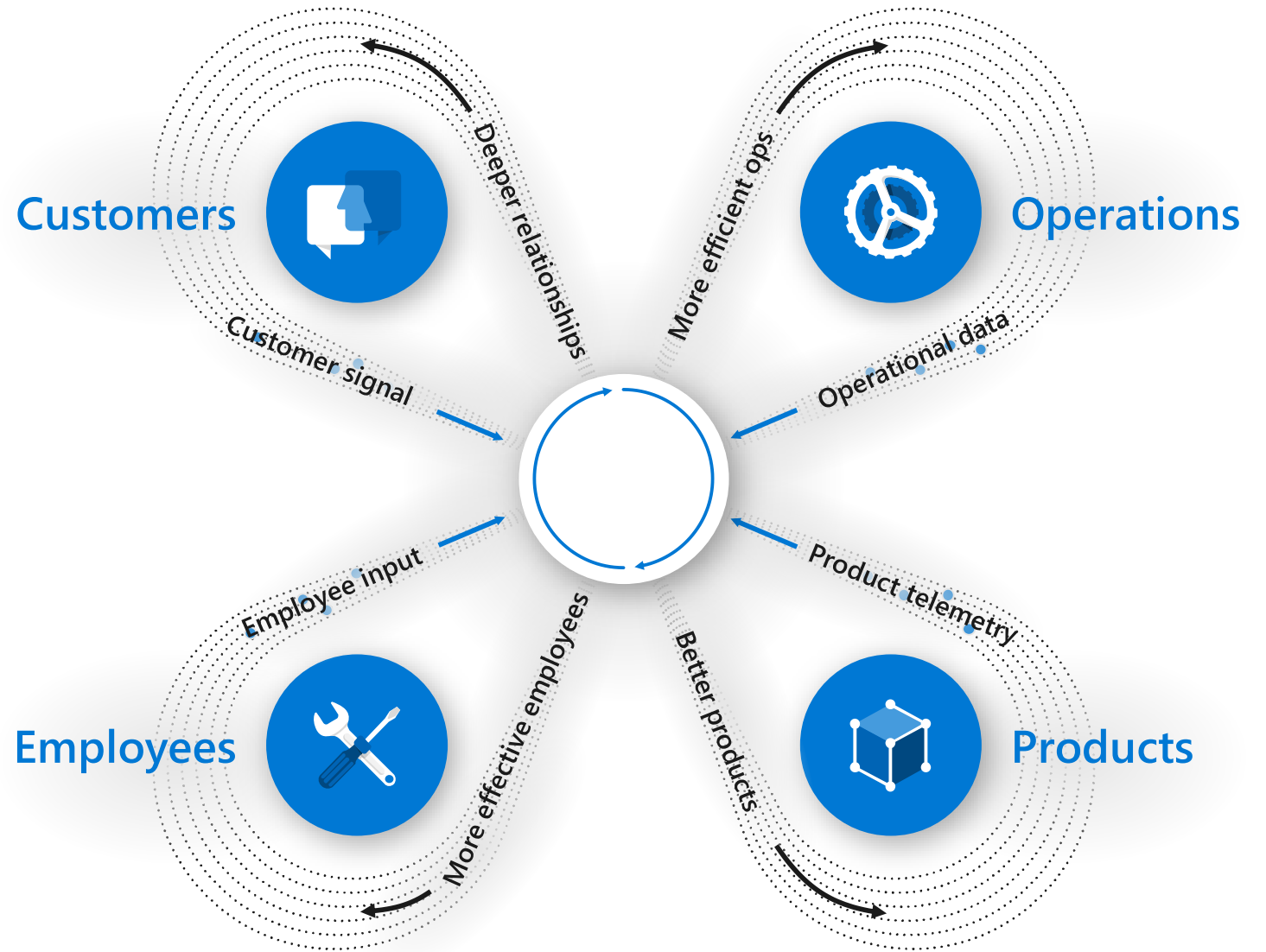


**Business model  
& GTM**



**Technology**

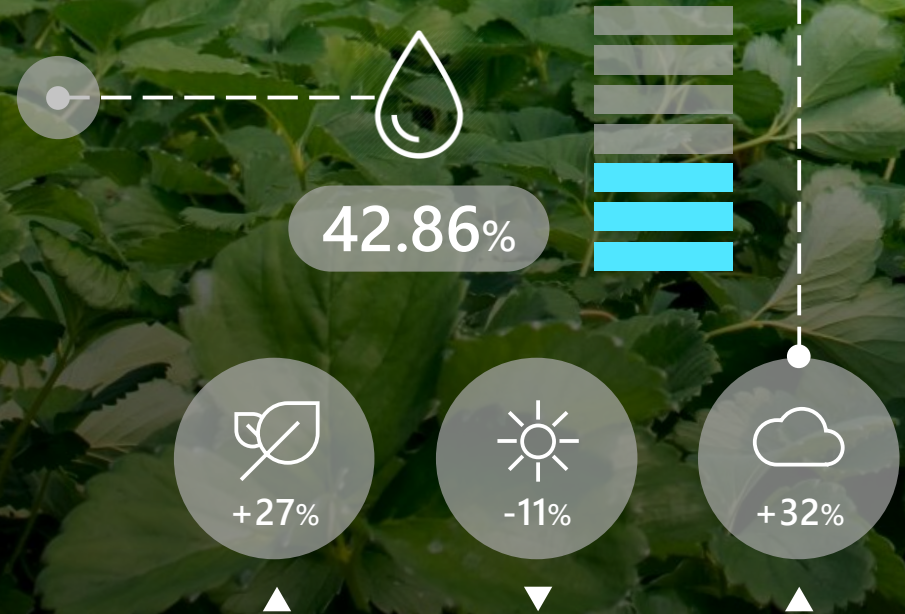
# Digital Feedback Loop





# Value generation

The purpose of every digital transformation







# How is IoT and Cloud Technology revolutionising the way we work?

René Arnost, Ph.D.  
Manager Middle East & India  
ICONICS

**IoT** in Action



# About iCONICS



Headquartered in Foxboro, MA  
Since 1986



100+ Countries  
400+ Partners



350,000+  
Installations Worldwide

Gold  
Microsoft Partner



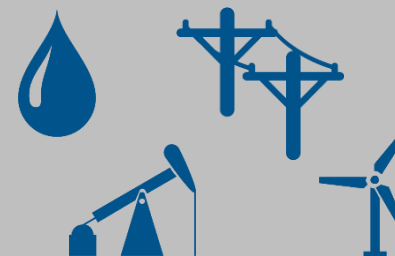
Six-time Microsoft  
Partner of the Year Winner



Smart Buildings & Cities



Manufacturing Intelligence  
and Industrial Automation



Power & Water Utilities  
Oil & Gas



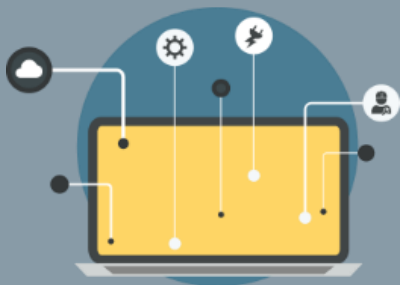
Public Infrastructure



# What we do

## Capture

Harness any data from any system using open, industry standard formats



## Transform

Provide tools for data manipulation/integration



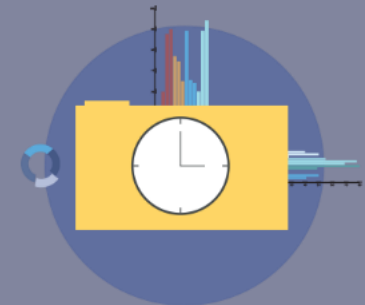
## Analyse

Analyse data to provide insights



## Visualise

Provide industry leading user experience interface tools for visualisation on any device



*Make the Invisible Visible*



# Buildings use about

- 40% of global energy  
(60% of the world's electricity)
- 25% of global water
- 40% of global resources

The United Nations Environment Programme

# Global energy efficiency improvements are slowing

International Energy Agency



# Microsoft's Energy Smart Buildings

<https://www.microsoft.com/en-us/stories/88acres/>



145 structures



60,000 employees



2M connection points



500M transactions per day

Lower energy consumption

Preventive maintenance

Energy savings of  
**15-25%**  
annually

Reduced cost

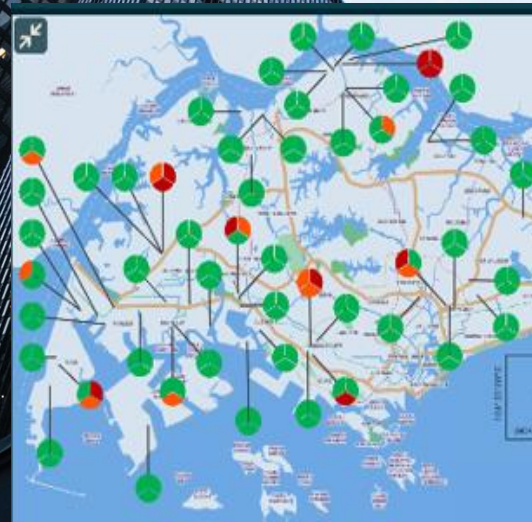




# Scaling from buildings to cities & nations

Via Azure Digital Twin & IcoTwins

JTC and Country of Singapore



## ICONICS makes even smarter buildings with Azure Digital Twins



• Smart Spaces • Azure Digital Twins • Azure Machine Learning





Thank you

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**IoT** in Action



Q&A





# Thank you !