

# O in Action

#IoTinActionMS

For closed captioning of the keynotes and the technical track on your own device, scan the following **QR code:** 



## IoT in Action, London, October 15 – Event Agenda

Executive Keynote – Rina Ladva	9:30–10:00am
IoT Strategy / Unlocking IoT's Potential – James Lockyer	10:00–10:30am
Microsoft Strategy on Smart Infrastructure – Adam Steele, Luca Cassani	10:30–11:30am
Morning Networking Break	11:30am–12:00pm
Partner + Customer Session: Mott McDonald – Mott McDonald, Jack Lomas	12:00-12:30pm
Partner + Customer Session: ICONICS – Andrew Dyke, Milesh Patel, Stefan Schmidt	12:30-1.00pm
Lunch Networking Break	1:00-2:00pm
Partner + Customer Session: Elastacloud – Andy Cross	2:00–2:30pm
Mixed reality for Smart Cities – Leila Martine, Greg Demchak	2:30-3.00pm
Drone Strategy – Dinesh Narayanan	3:00–3:45pm
Afternoon Networking Break	3:45-4:14pm
Partner + Customer Session: Kainos / Telensa – Bill Wilson, Keith Day	4:15–4:45pm
Close of Day	4:45–5:00pm
Sponsored Partner Solution Showcase	All day

### **Solution Showcase**





















**EZ-IoT Drones** 

**EZ-IoT HoloLens** 

## IoT in Action Events Mobile App

We have officially launched the new IoT in Action Events mobile app! Download the app to stay connected to IoT in Action, learn about other upcoming events, and get the most out of your IoT in Action experience.

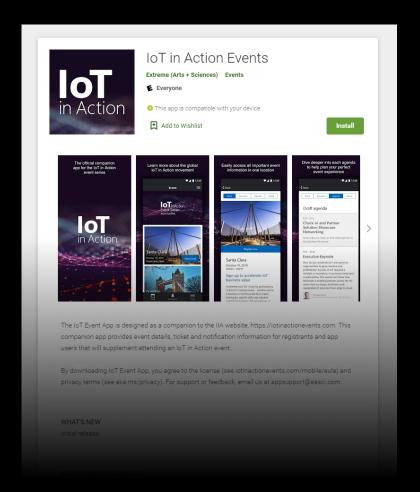
Don't forget to log in with your IoT in Action credentials so you have access to your event ticket.

Available on iOS and Android, the IoT in Action Events mobile app will ensure you don't miss any key announcements for your event(s) and make your check-in process simple with the built-in ticket feature. Quick scan entry tickets, view agenda schedules and sponsors, and stay informed with real-time mobile notifications.

#### **Download Here:**







Please complete our event survey and give to the registration desk



#### IoT in Action – London

October 15, 2019 - Feedback Form

Thank you for your participation in IoT in Action, London. We are continuously looking for ways to develop and improve this event, and your feedback is important to us. Please take a few minutes to fill out this survey (two sides) and return it to the registration table for an exclusive gift.

Overall this event delivered insights and business value I can use.

(4 is best, 1 is worst)

1	2	3	4

am now more informed about creating IoT solutions on the Intelligent Edge with Microsoft.
(4 is very informed, 1 is no)

1	2	3	4

am now more informed about leveraging the capabilities of the Intelligent Cloud and Intelligent Edge to transform business models.

(4 is very informed, 1 is no)

1	2	3	4

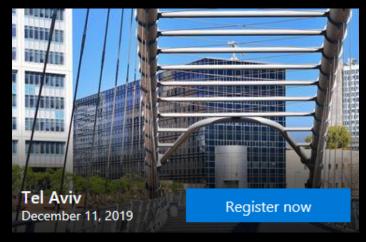
Please rate the following (4 is best, 1 is worst)

Keynote Presentations	Rate Criteria	1	2	3	4
	Content Relevance				
Executive Keynote: Rina Ladva	Speaker Effectiveness				
	Content Belovence				

# Register Now at <a href="https://www.iotinactionevents.com/">https://www.iotinactionevents.com/</a>















And NEW: Jan 27, 2020: IoT in Action Smart Cities in Amsterdam

## IoT in Action Webinars <a href="https://www.iotinactionwebinars.com">www.iotinactionwebinars.com</a>



**IoT** is Smart for Your Buildings



Retail IoT - New Experiences from New Connections



Safer, Happier, Healthier: Your Life Sciences Digital Transformation with IoT



Go from Reaction to Prediction—IoT in Manufacturing



IoT and the New Safety Net



**Transform Cities with Microsoft IoT Solutions** 

Join the IoT
Conversation on our
Digital & Social
Channels



Microsoft IoT Community <a href="http://aka.ms/iotinactiongroup">http://aka.ms/iotinactiongroup</a>



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# O in Action

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# Keynote session

Rina Ladva – Sector Director





## The new era of digitization across industries



#### Manufacturing

Realize efficiency, automation, customer centricity and tap into new revenue sources



#### Energy

More efficient, cleaner power, and using less of it across industries



#### Retail

Better customer experiences, new market opportunity



#### **Smart Cities**

More sustainable, prosperous, and economically competitive cities



#### **Transportation**

People and goods moving reliably, more safely, and using less energy



#### Healthcare

Improved quality and better outcomes for patients, anywhere



#### Agriculture

Better yields and higher quality
with fewer resources
and less waste

# Opportunities...

30% Projects require rework

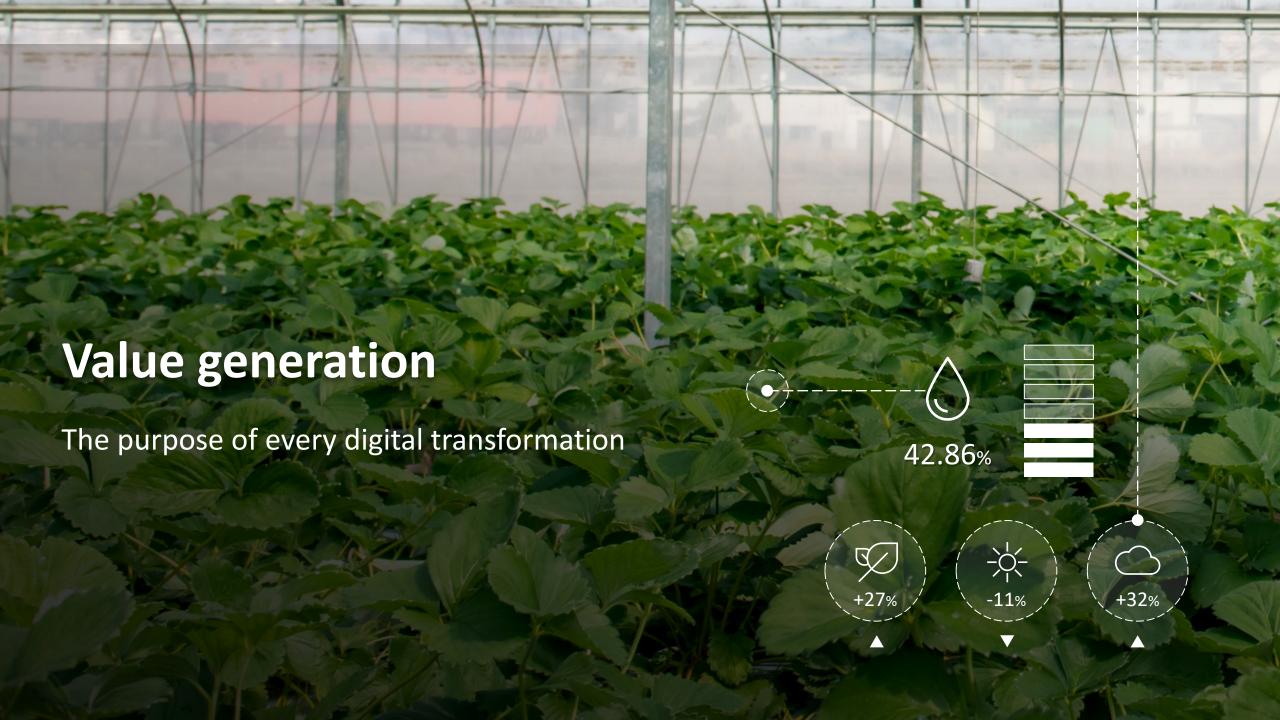
1% UK productivity over the last 20 years

3.3<sub>bn</sub> Litres of water leaked a day

**80**% Projects are still over budget







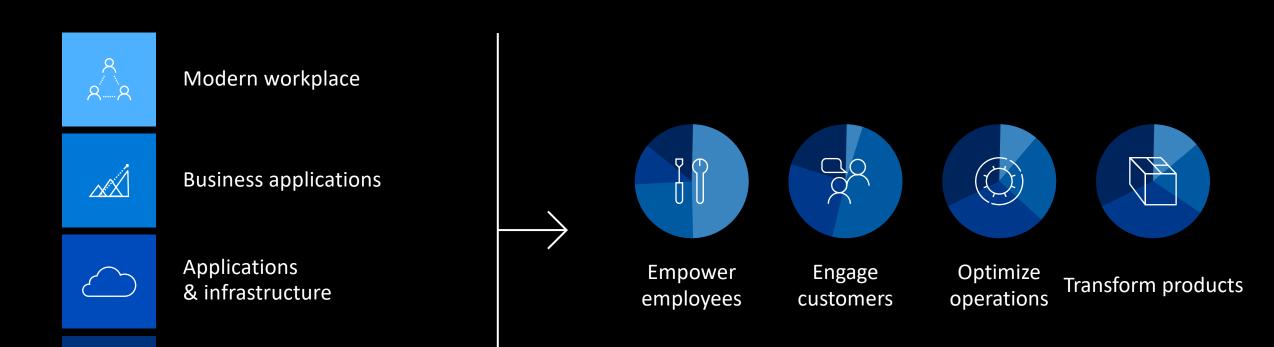


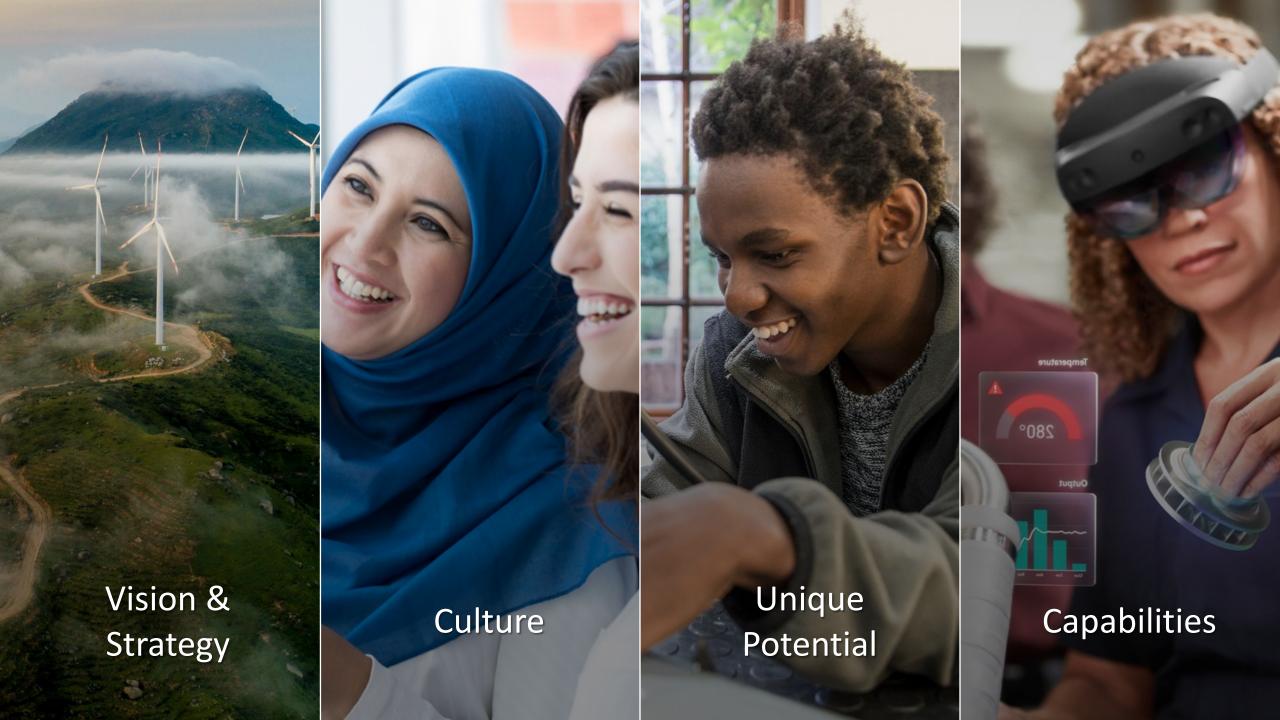
## Our Mission



## The Machine that builds the Machine...

Data & Al





## A new emerging paradigm



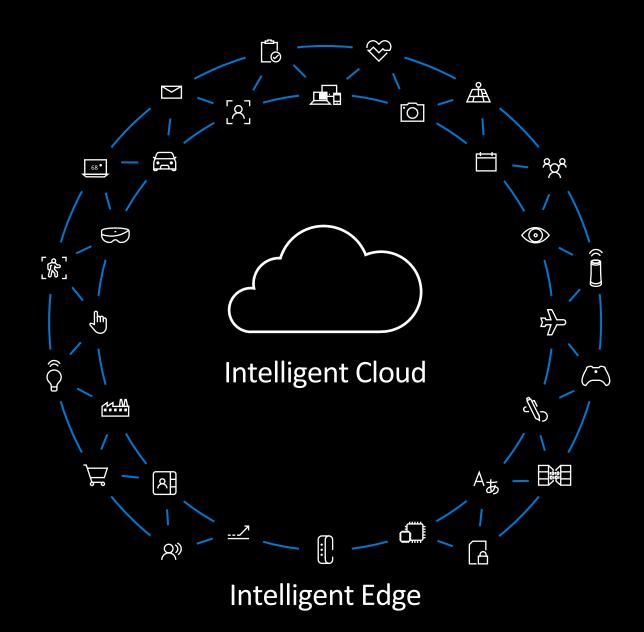
Ubiquitous computing

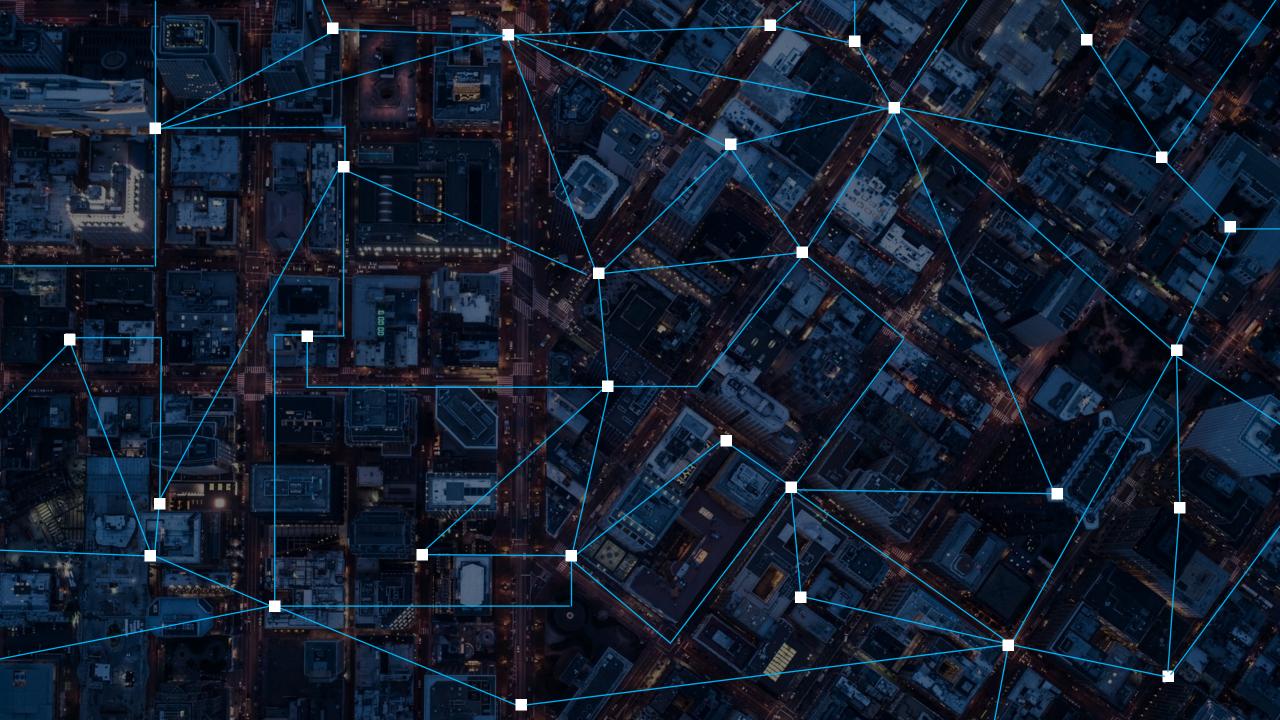


Artificial Intelligence

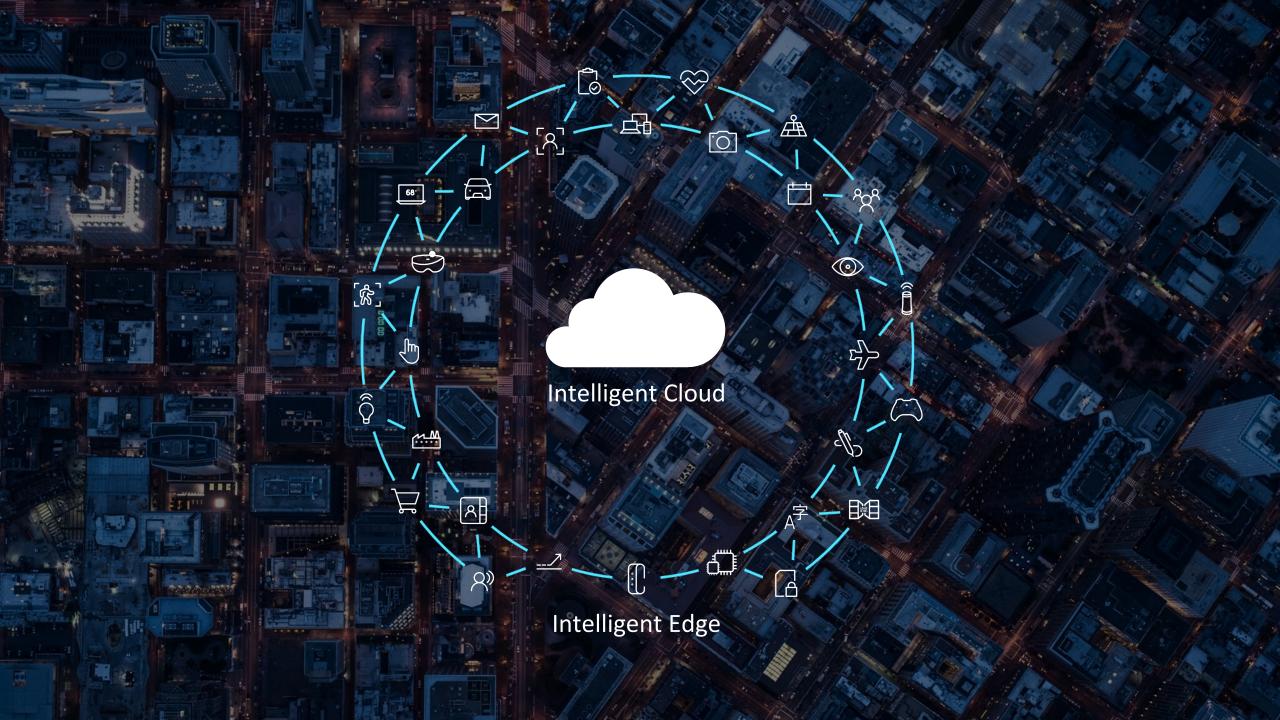


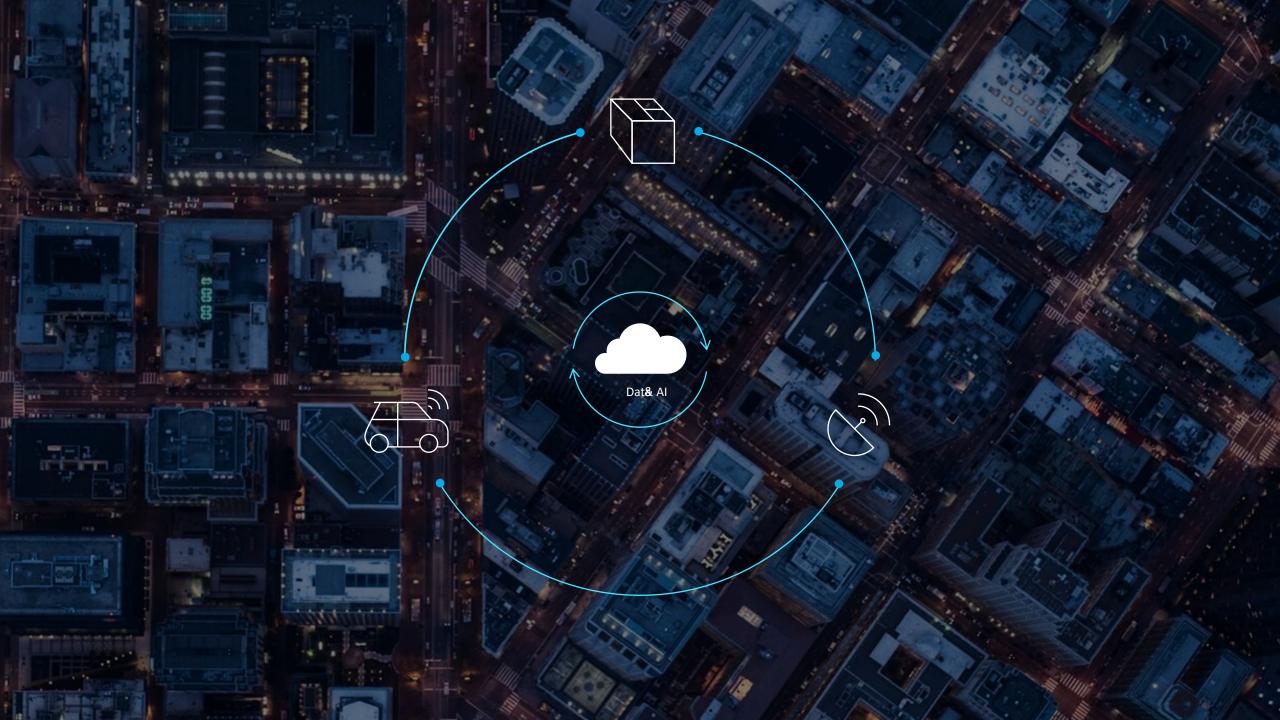
Multi-sense, multi-device experiences

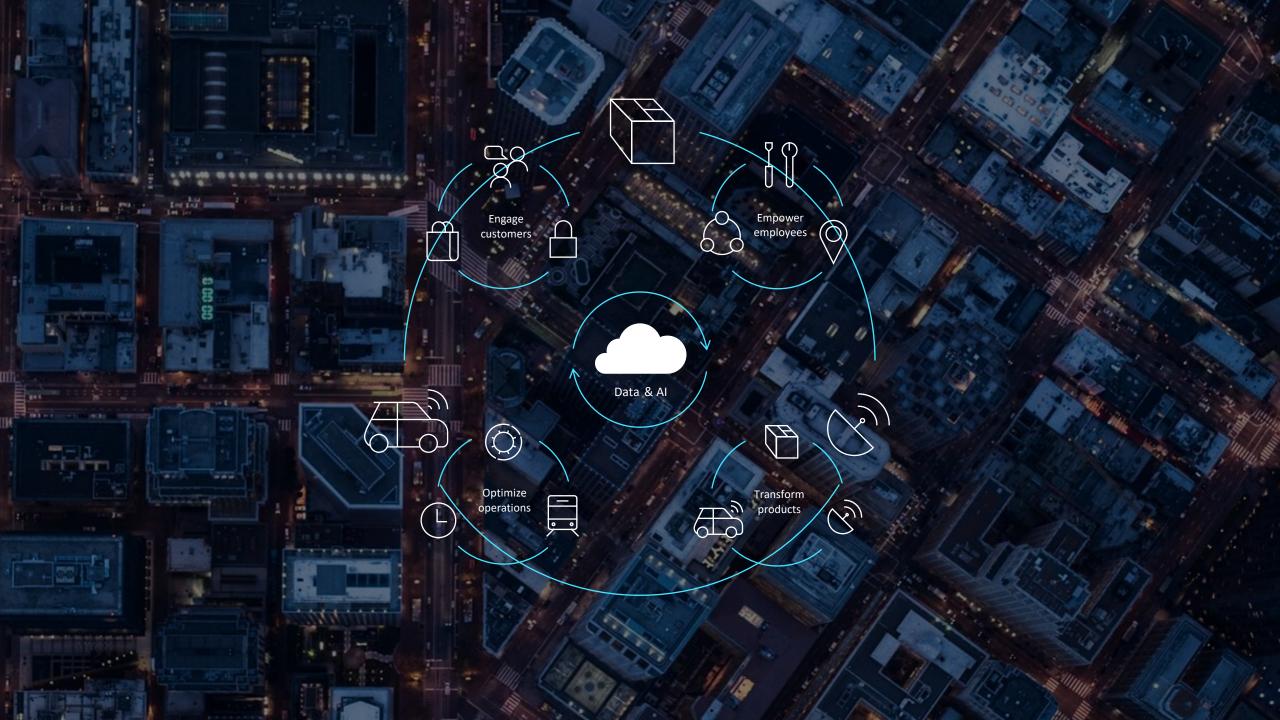


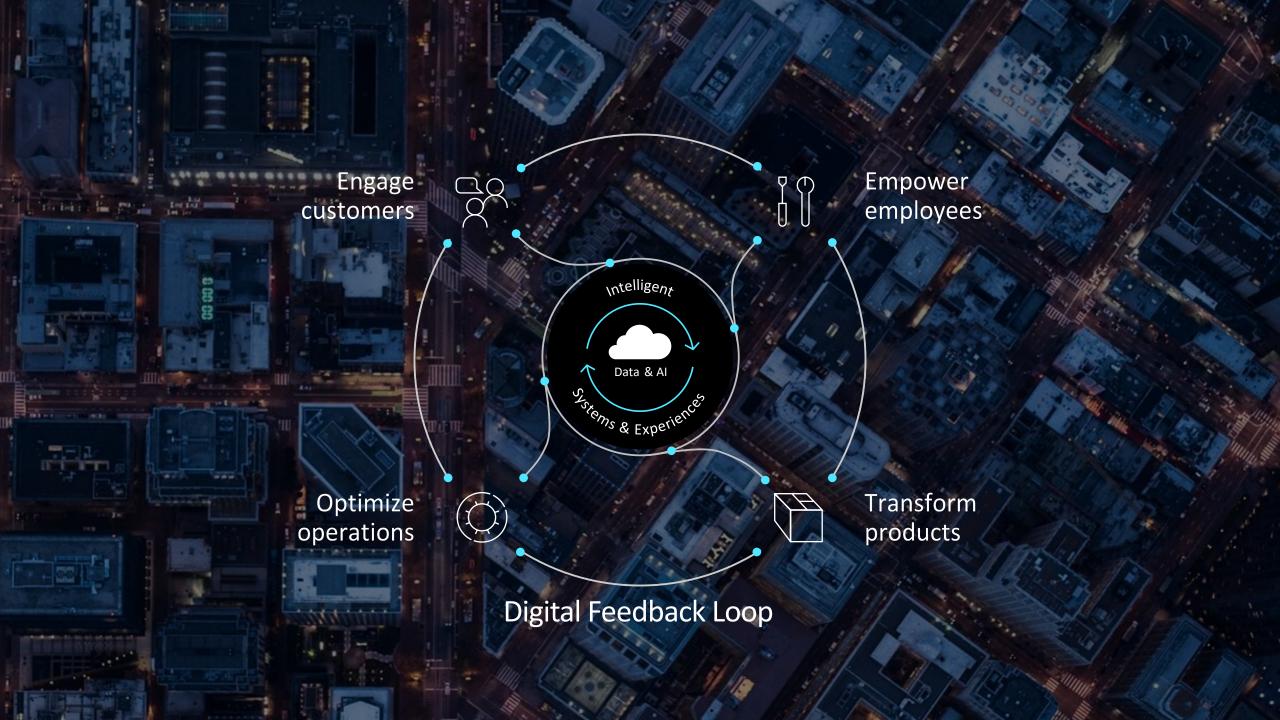


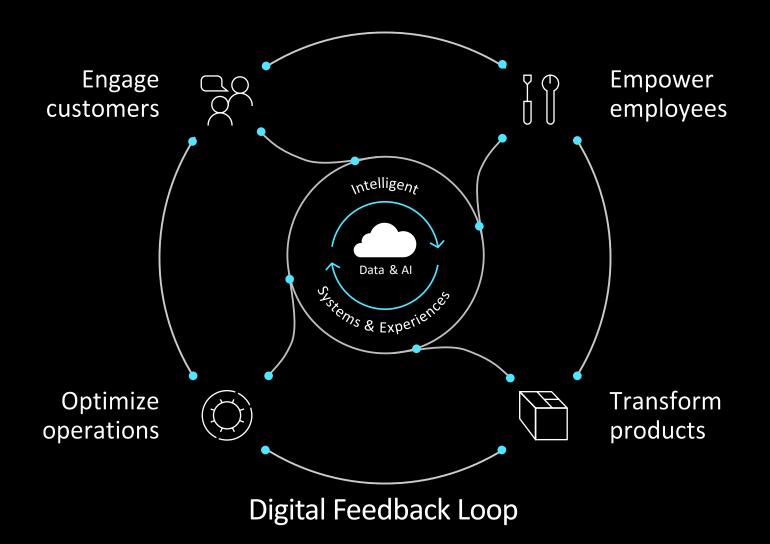




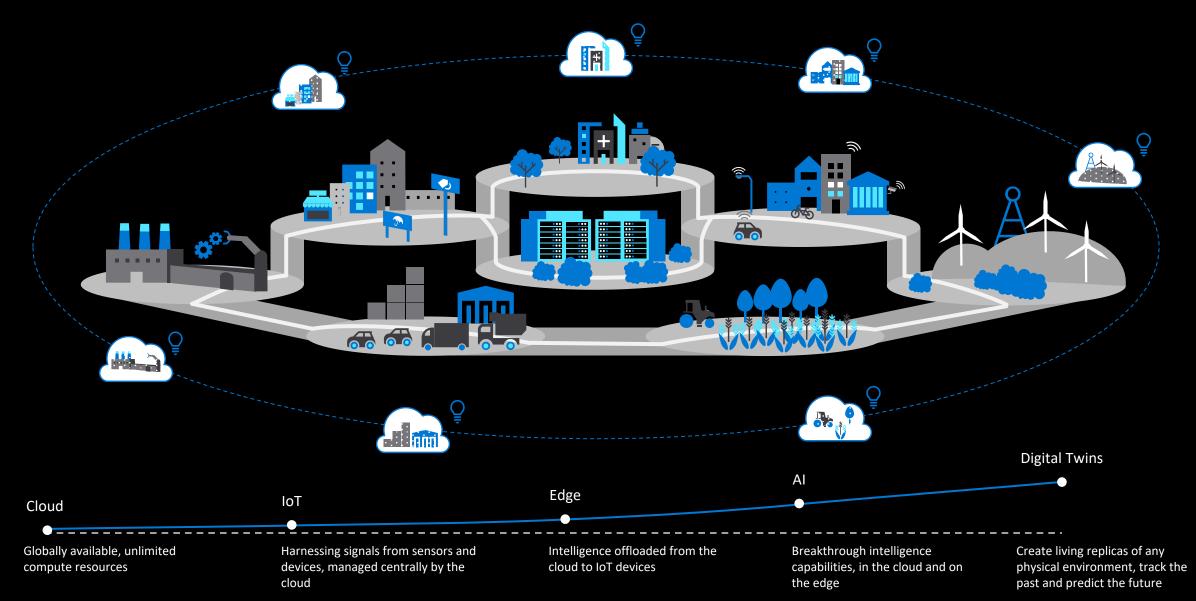








## Innovations enabling new opportunities



## **Trusted Cloud**



HOLISTIC APPROACH TO **SECURITY** 





COMMITMENT TO TRANSPARENCY & PRIVACY

### 100% carbon neutral



21 billion

kWh purchased and applied (green power)



9.6 million

mtCO2e carbon reduction (green power reductions only)



7.5 million

people impacted (carbon offset community projects)



5.1 million

acres protected

(forestry and land management carbon offset projects)

# Transforming for Sustainability



- → Energy smart buildings| 88 acres
- → Off-grid clean energy access
- → Agder Energi
- Power purchase agreements



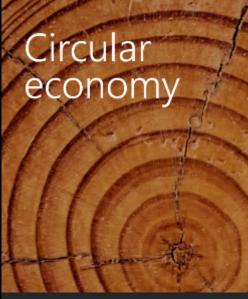
- WattTime real-time carbon emissions platform
- Sustainability fee
- Carbon offset projects



- Ecolab Water RiskMonetizer
- Sustainable water draws
- → Data center air cooling



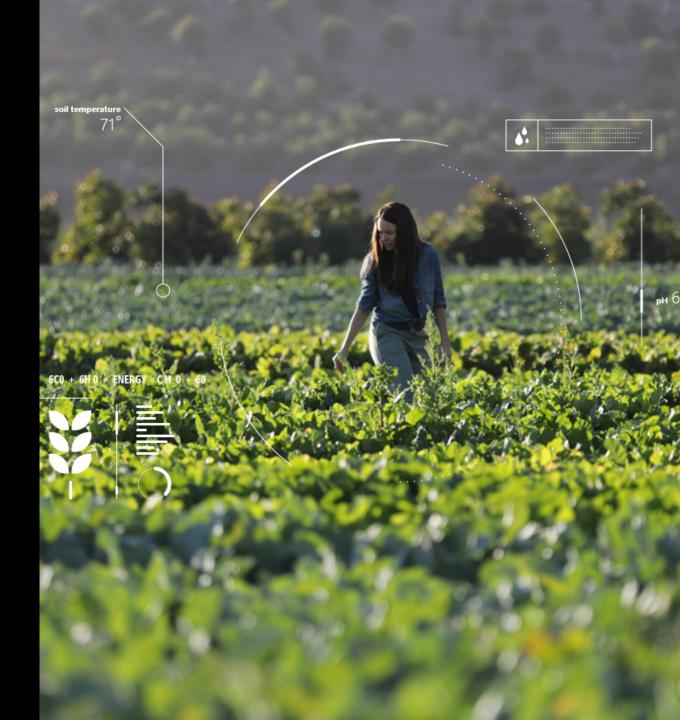
- → Land cover mapping
- Project Premonition
- → FarmBeats



- → End-to-end product design
- → Puget Sound campus zero waste certification

## Our belief in Al

We believe AI technology has the power to amplify human ingenuity and extend our capabilities, so we can achieve more. When made accessible to everyone, AI will transform industries, make us more productive, and help solve society's biggest challenges. This intelligent technology is already improving our lives today and promises to change the world tomorrow in ways unimaginable to us now.



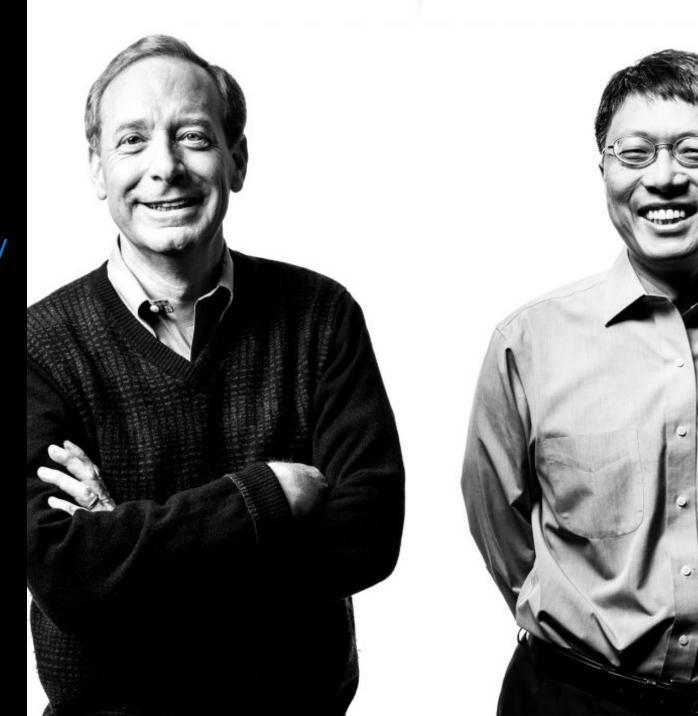
# **Al Principles**



## Al and ethics

"Ultimately the question is not only what computers can do.
It's what computers should do."

Brad Smith and Harry Shum President & Executive Vice President for AI & Research Microsoft



Al for Good





Al for Earth

Al for Accessibility

Al for Humanitarian Action

Al for Cultural Heritage



# Thank you

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