



IoT in Action

#IoTinActionMS

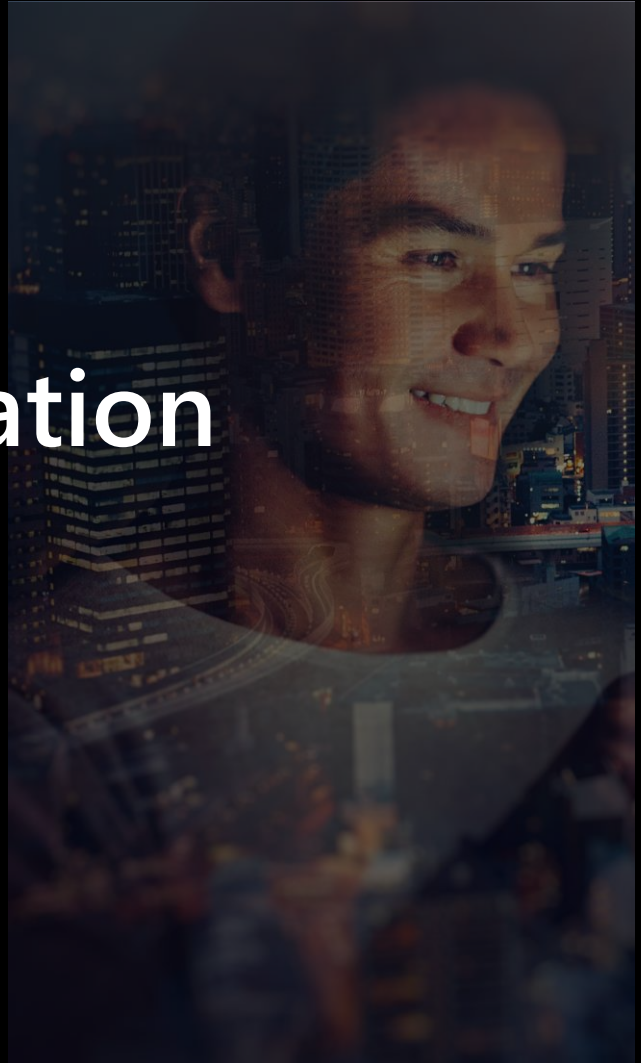


Rodney Clark

Vice President
IoT and Mixed Reality Sales

IoT in Action





Digital transformation

$$\text{Tech intensity} = (\text{Tech adoption} \times \text{Tech capability})^{\text{Trust}}$$

70%

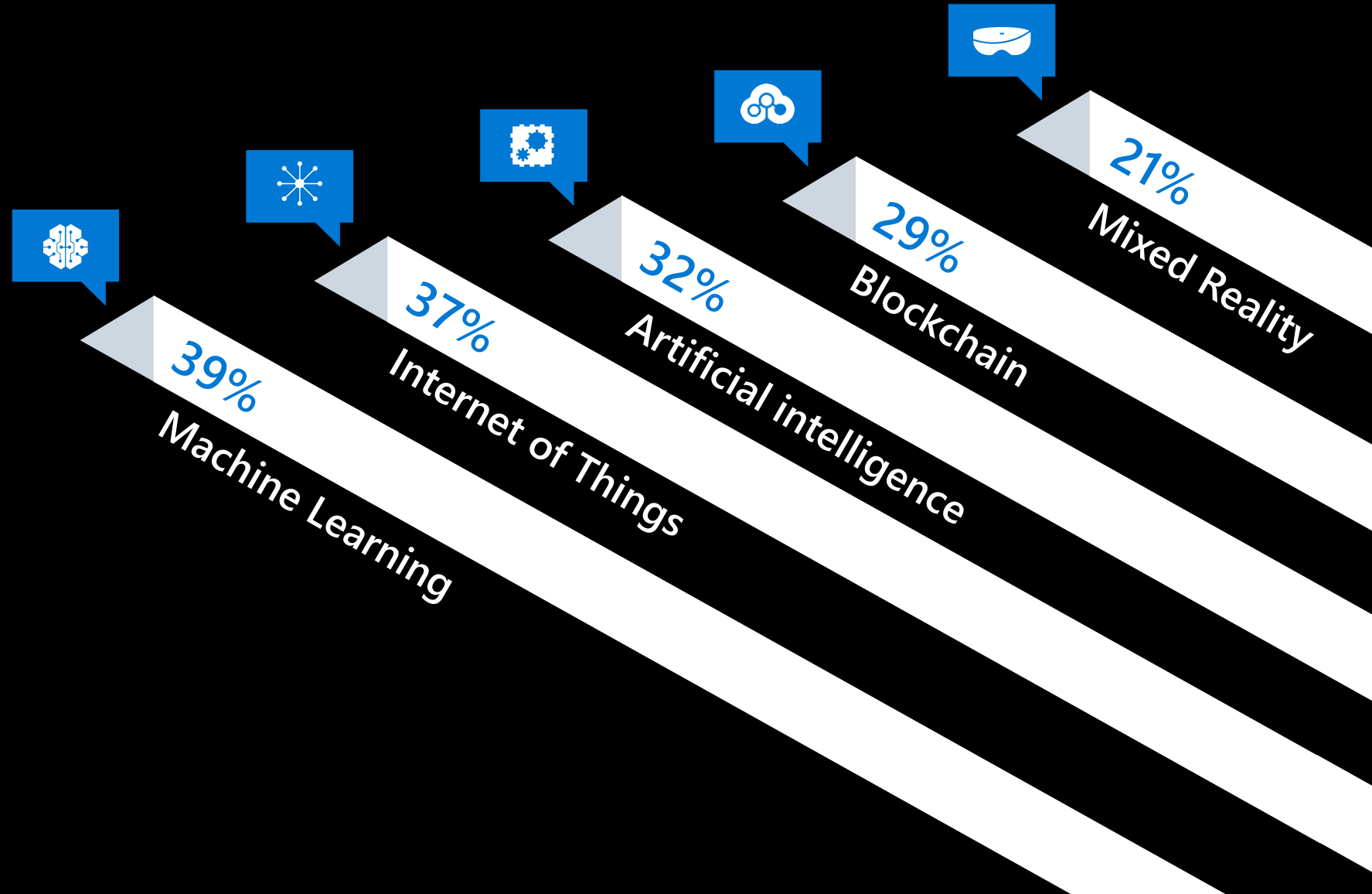
Digital transformation
through tech intensity

37%

Leading with
IoT engagements

23%

% of Global IoT Projects
which are Smart City
(#1 Vertical)

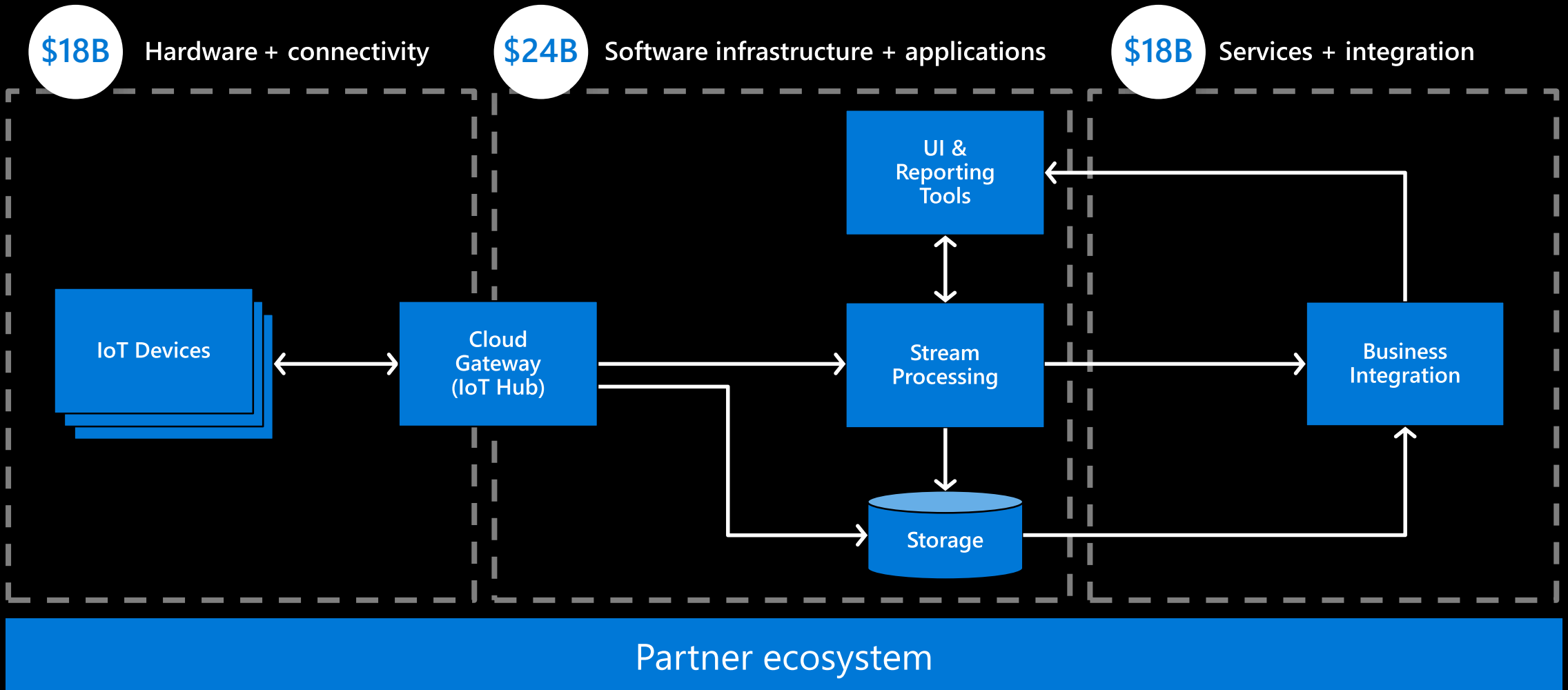




“How can any entity profit
from their data and cloud platform?”

Blueprint to profitability

2020 \$60B IoT market



DOVER
FUELING SOLUTIONS

+


COUNTRY CORNER
FOOD MART

USER PREFERENCES
FUEL TYPE: REGULAR
MEDIA: ON
CHANNEL: NEWS
RECOMMENDATIONS: BOTTLED WATER
RECEIPT: PRINT

Blueprint to profitability



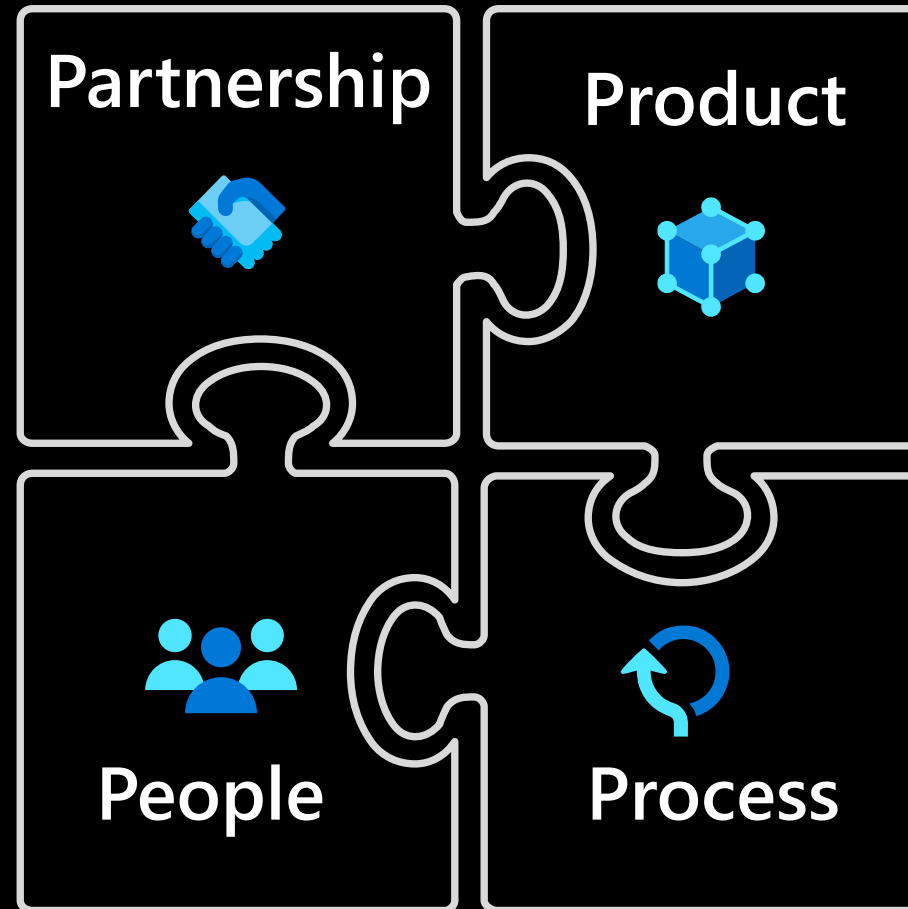
FUSION

iSense™



Partner ecosystem

Success in IoT

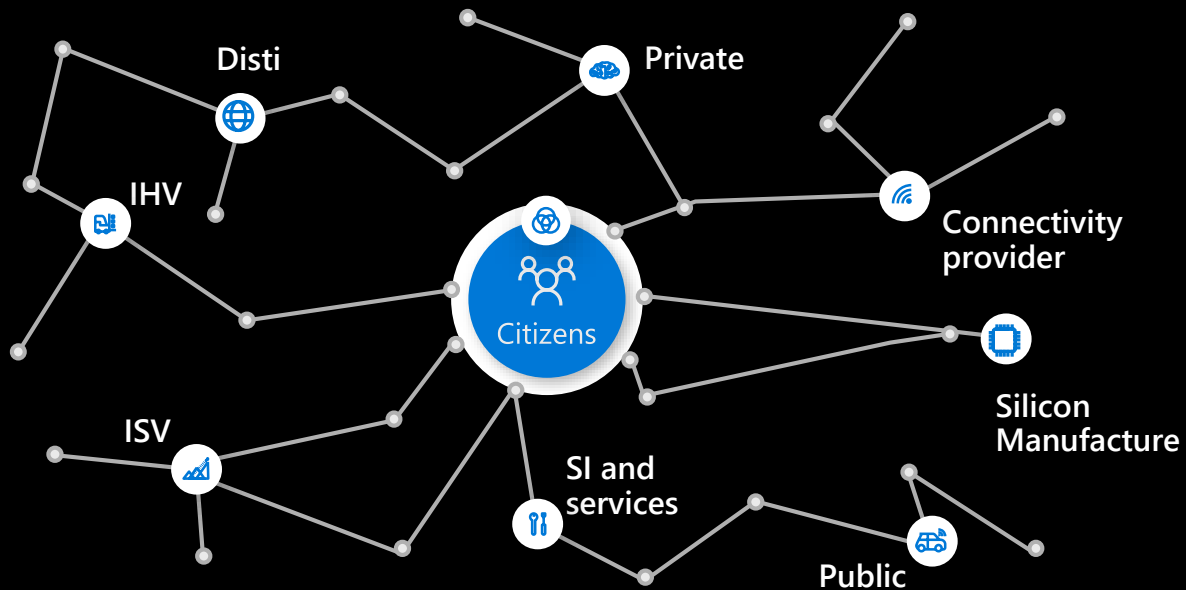




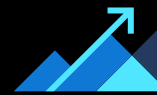
Partnership

“ Within the ecosystem, **partners need to be committed** and have a passion for guiding innovators swiftly throughout the entire journey... ”

Ecosystem



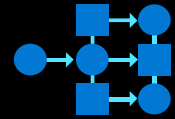
Customer



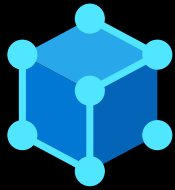
LOB



IT



**Strategy
for ecosystem**
Build, buy, partner



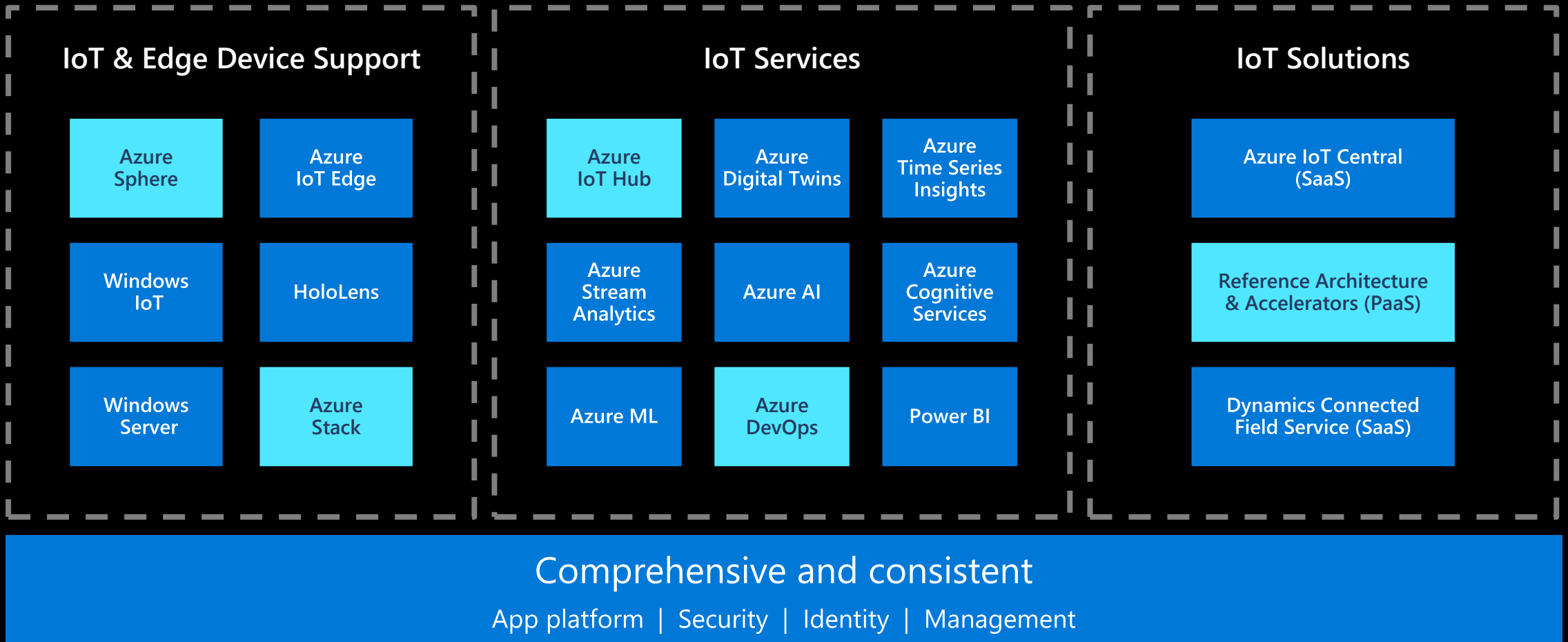
Product

// Microsoft Azure offers extraordinary power, performance and intelligence, and allows us to easily do things with **machine learning, edge computing,** and **artificial intelligence** that would be much more difficult otherwise. //

— Gary Slater,
Digital and Data Science Architect



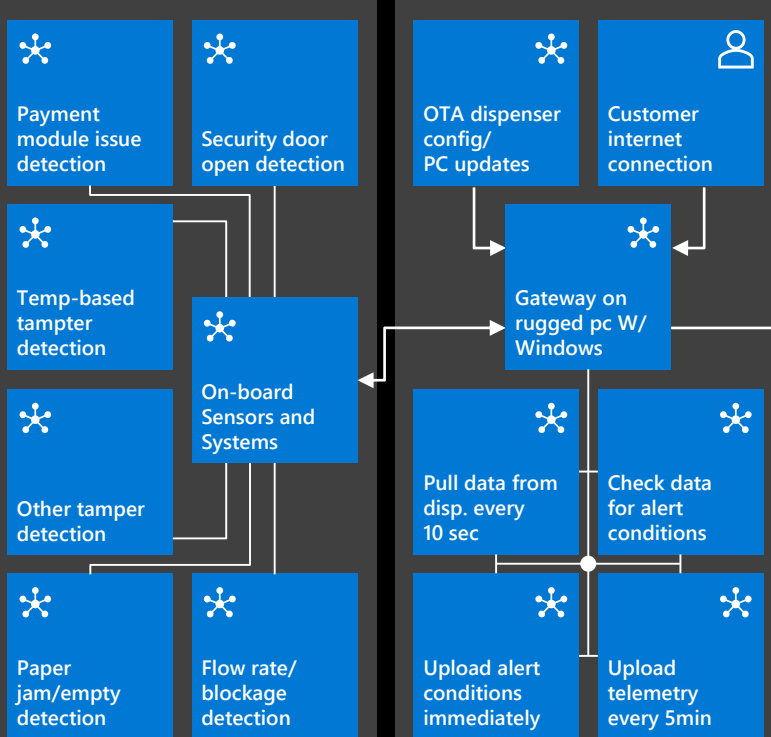
Microsoft's IoT Platform



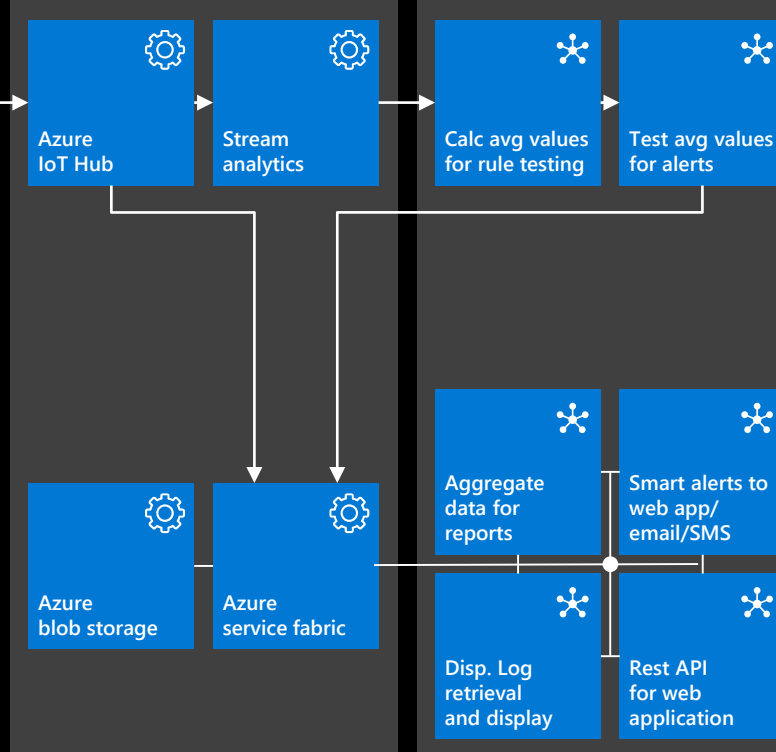
iSense™ architecture



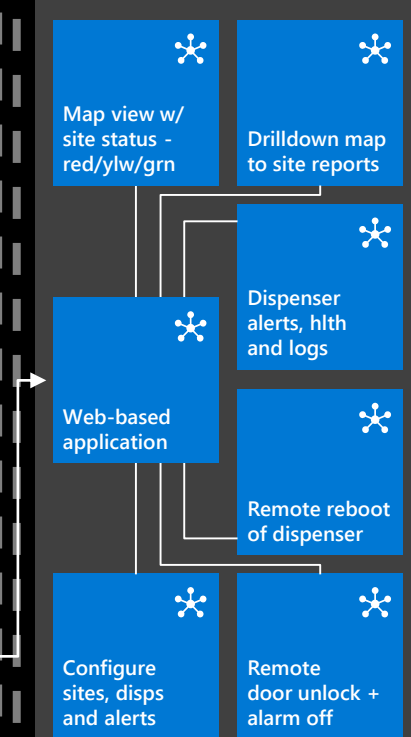
IoT & Edge Device Support



IoT Services



IoT Solutions



★ Partner component

⚙ Azure service

👤 Customer component



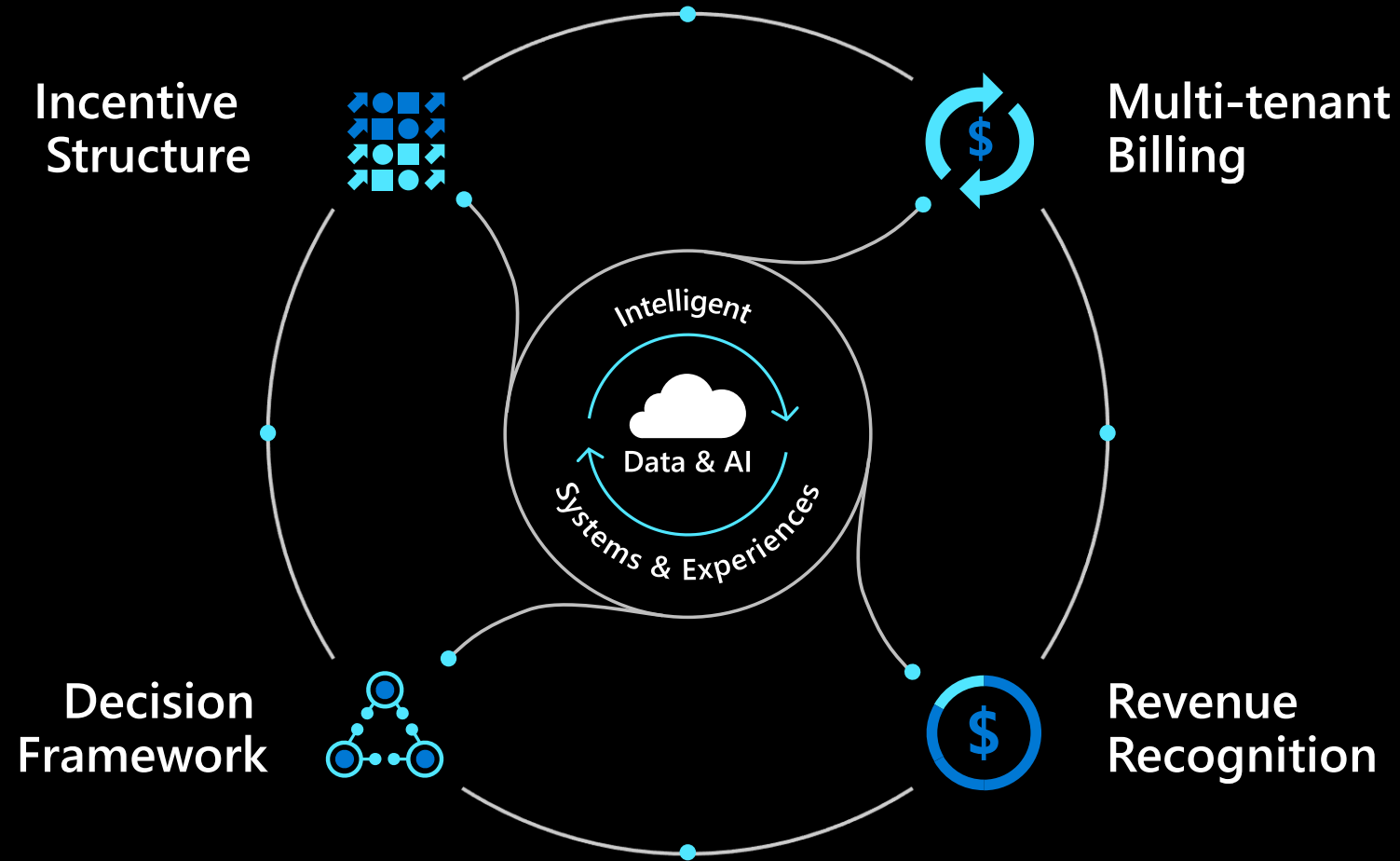
Process

// We emphasize collaboration, using real-time data to make it easier for people to work together as a team and achieve better results in less time. And because we're using Microsoft Azure, we can offer global collaboration, so our customers can use it on **any site or in any country** and every user is on the same database. //

— Sebastian Spindler
Key Account & Partner Manager



Process



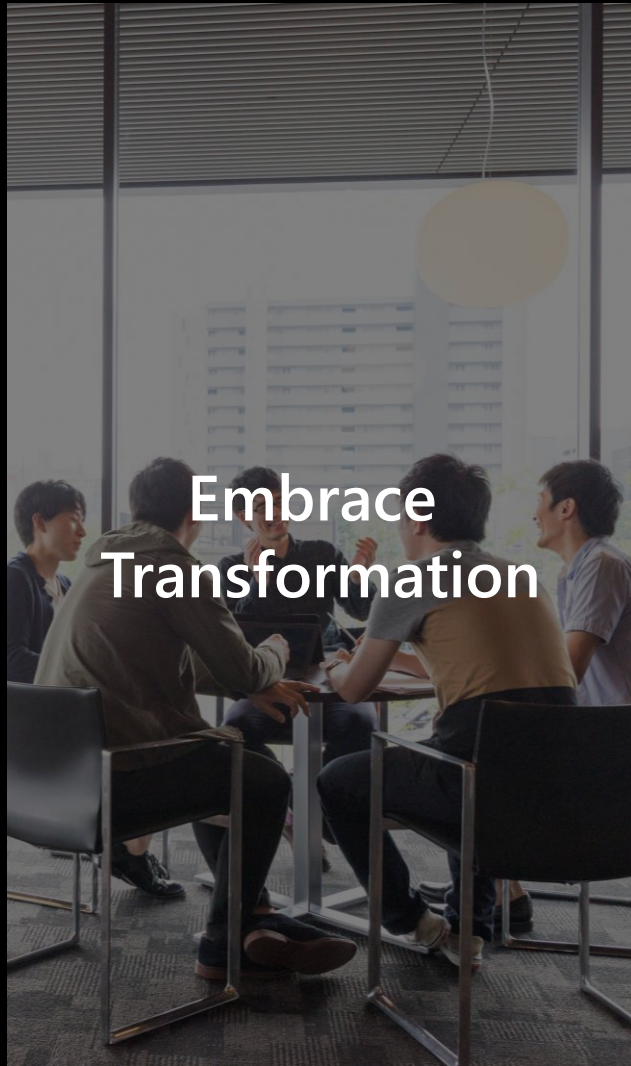


People

“

Culture was the key for us. Our CEO had to ensure that **every single leader** was on the same page on what we were trying to accomplish”

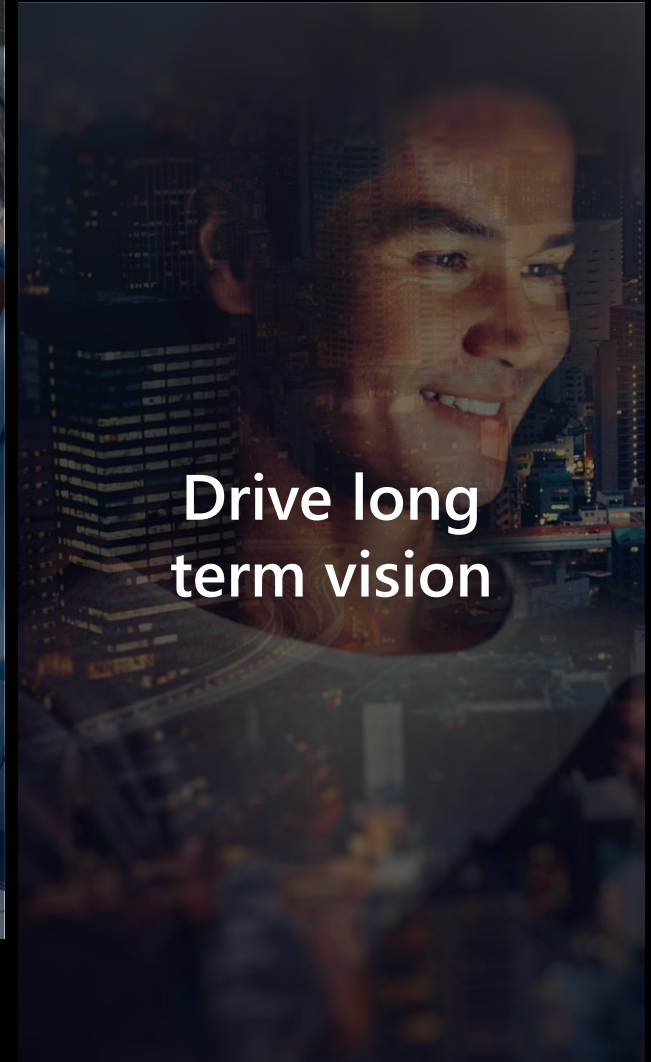




Embrace
Transformation



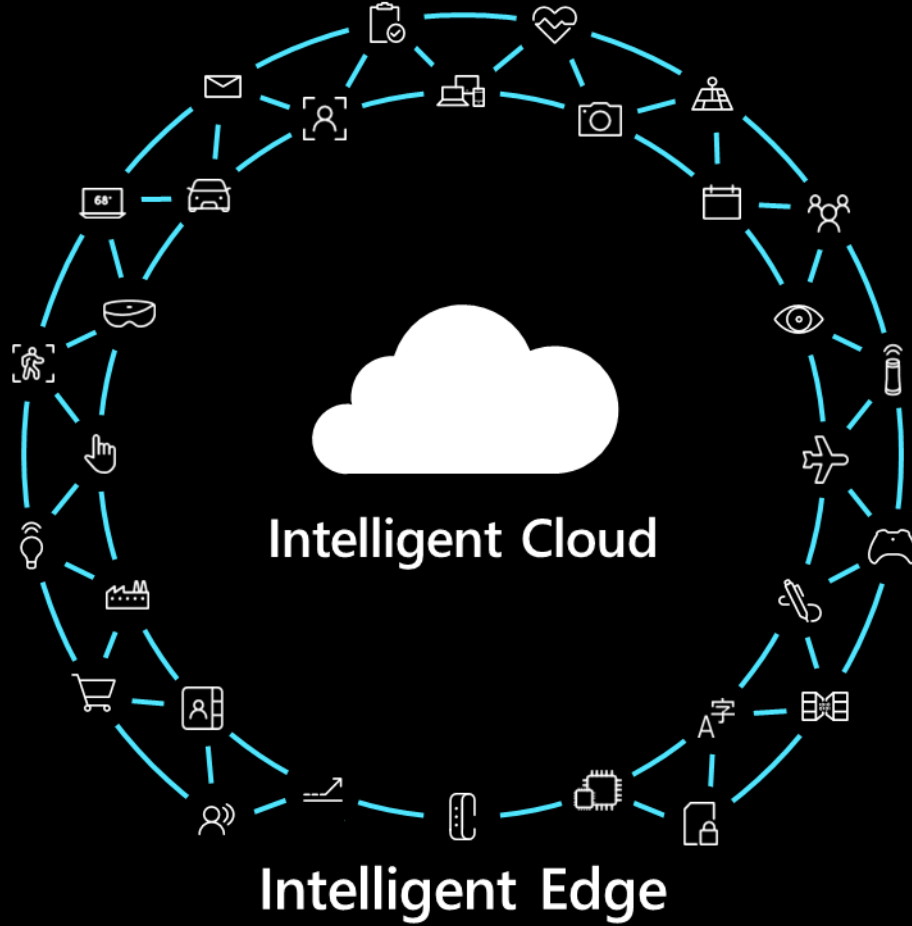
Lead with
growth mindset



Drive long
term vision

Sustained value





Empower every person and every organization on the planet to achieve more

