



IoT in Action

#IoTinActionMS



Business Transformation in Action

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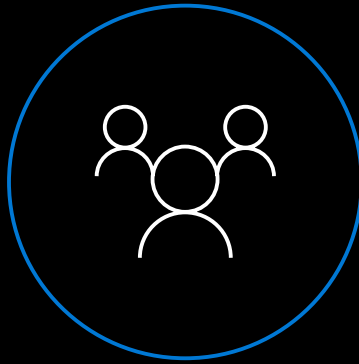
IoT in Action



Here's what we're covering



**Digital Transformation
enabled by IoT**

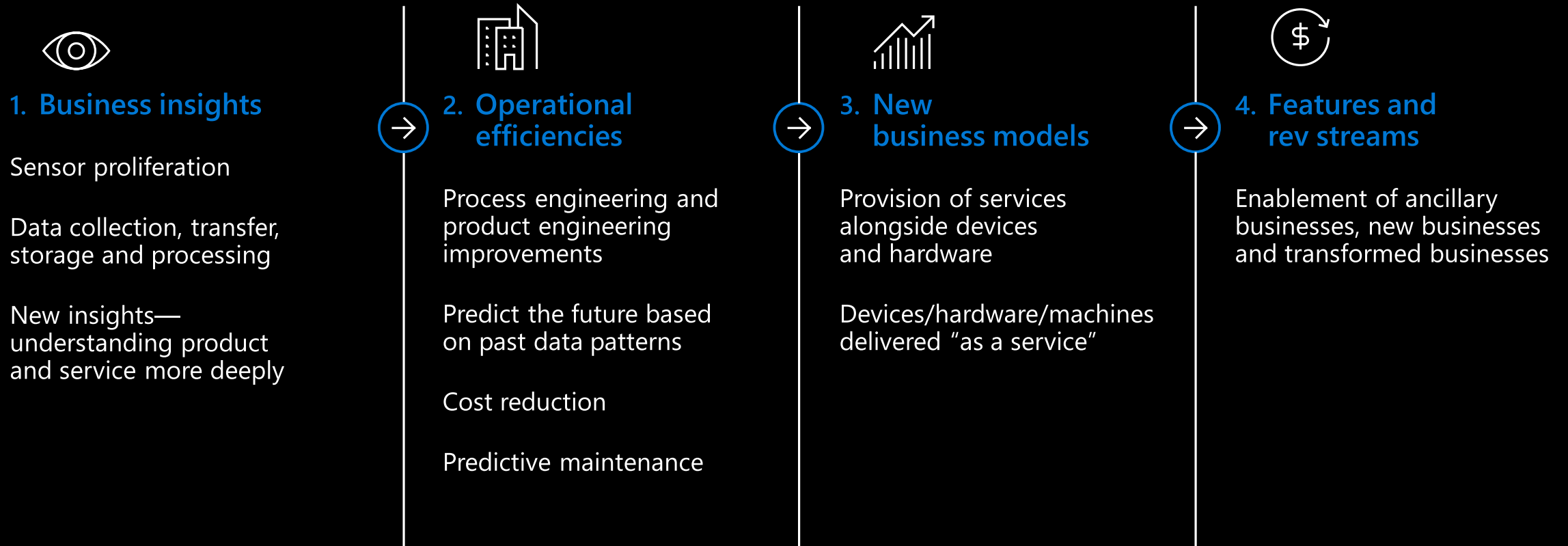


Best practices



**Hear from
our partner**

4 steps of Digital Transformation





**Vision &
strategy**



**Culture &
capabilities**



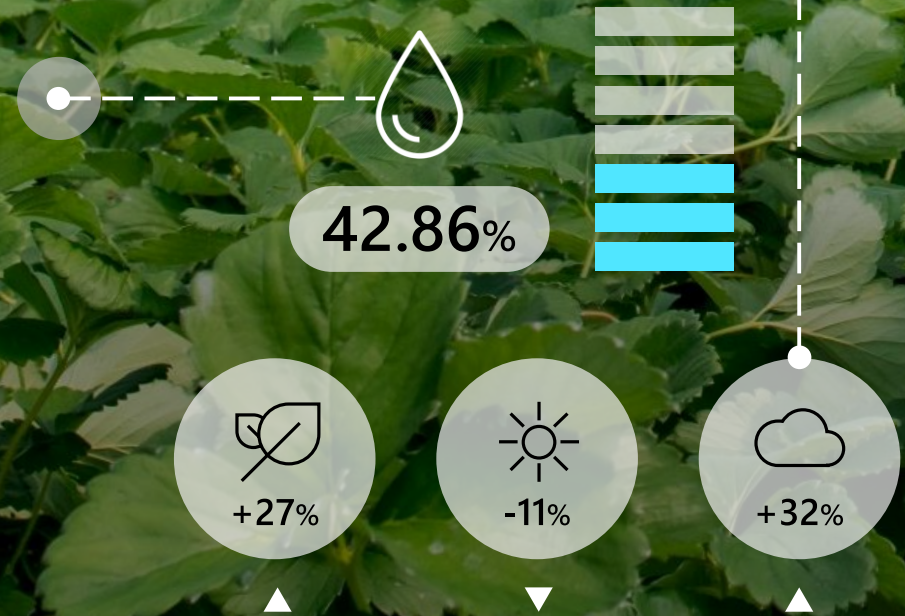
**Business
model & GTM**



Technology

Value generation

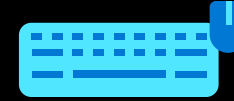
The purpose of every digital transformation



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



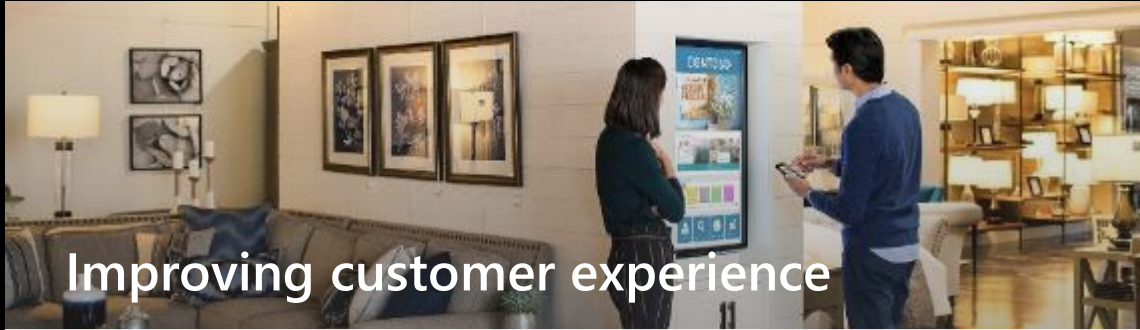
Mobile



The Internet



Enabling retail transformation through IoT



Improving customer experience

Personalize customer experience using AI data analysis to:

- Understand **individual preferences**
- Make merchandise **easy to find, try on, order**
- Empower sales associates to **respond to customer preferences** in real-time
- Provide a **seamless in-store customer journey**
- Provide a 'wow' factor **shopping experiences**



Impacting retail execution

Streamline operations by helping retailers to:

- **Reduce operation costs** through real-time in-store data analysis and decision automation
- **Real-time visibility** of product inventory
- Monitor **compliance**
- Customer **safety and loss prevention**
- Use IoT **energy management** systems and devices for **predictive maintenance**



Your Building Enables IoT


Right Location
Everywhere there are people,
there are lights


Right Time
Immediate energy
savings opportunities


Right Connection
Embedded power, connectivity,
data and location







Business transformation in action

Lou Lutostanski
VP, Internet of Things
Avnet

IoT in Action



Who is Avnet?

99

Years in business

1.5M+

Engineering community members

122B

Units shipped annually

1,400+

Technology suppliers WW



2,500+

Engineers around the world

2.1M

Customers in 140+ countries

**We guide today's ideas into
tomorrow's technology**

125

Locations across the world

We design, make, supply, and
deliver technology solutions

We work with customers of every
size, in every corner of the world

Significant transformation requires a vision

Ask what is:

- Practical
- Valuable
- Significant





It started as a three-letter project

What was our **vision** for IoT?

What was our **plan** for a value proposition?

Who would be our **core partners**?

What **capabilities** did we need to develop or buy?

How could we establish **credibility**?



Smart Retail

Converting visitors
into customers

Achieve valuable data on shopper traffic and behavior and improved visibility into inventory with a **proximity marketing solution.**

Better Customer Experiences

Shoppers receive real-time information and interaction.

Targeted Marketing

Tailor personalized offers to customer groups you create.

Increased Traffic & Sales

Deliver customized and interactive media content to drive in-store purchases.

Detailed Analytics

Facial recognition and ML to deliver e-concierge services via a kiosk.

Avnet's vision:

Orchestrate an ecosystem that
makes IoT implementation...

simple

fast

secure

Steps to embrace transformation

Plan

What are you
going to
transform into?

Buy-in

How will you
secure leadership
commitment?

Talent

What will
you need to
establish the
right **culture**?

Workstreams

How are you
going to
operationalize it?

Operationalizing transformation

- 1 Sales/go-to-market

- 2 Marketing/awareness

- 3 Product management

- 4 Skills transformation

- 5 Program management

Workstreams in action

- One per functional team
- Executive board sponsors
- Workstream leads
- Established cadence



Driving new value to retail customers

- 20 year existing customer of Avnet
- OEM for beverage dispensing equipment
- Brownfield engagement

Designed a retrofit solution for on-premise equipment

Integrated specific gateway for secure connectivity

Created mobile application through Azure based on IoTConnect platform

Results: inventory efficiencies, uptime, and customer insights



What our transformation looks like today

Avnet IoT Partner Program

A program that enables partners to build and scale their IoT solution businesses by leveraging Avnet's IoTConnect Platform and our ecosystem of experts.



Avnet IoT Marketplace

Access trusted and certified IoT devices and Smart Applications through a curated experience. Developers can write to and sell from our Marketplace.

*Coming Spring 2020

Scale in action



OEM partner creating smart water monitoring metering solutions (Water as a Service)

Developed secure WaaS solution based on IoTConnect

New predictive maintenance & data analytics capabilities

Added recurring revenue with Avnet's partner program





Join us in scaling IoT

We're ready to scale with a
new IoT partner program.

Come talk to us to learn more today.

For more information: Avnet.com/iot
Avnet.com/smartretail

