



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

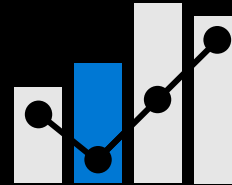
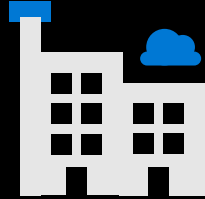
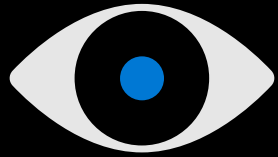


Best practices



Hear from
our partner

4 steps of Digital Transformation



1. Business insights

Sensor proliferation

Data collection, transfer, storage and processing

New insights—
understanding product
and service more deeply



2. Operational efficiencies

Process engineering and
product engineering
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



New business model

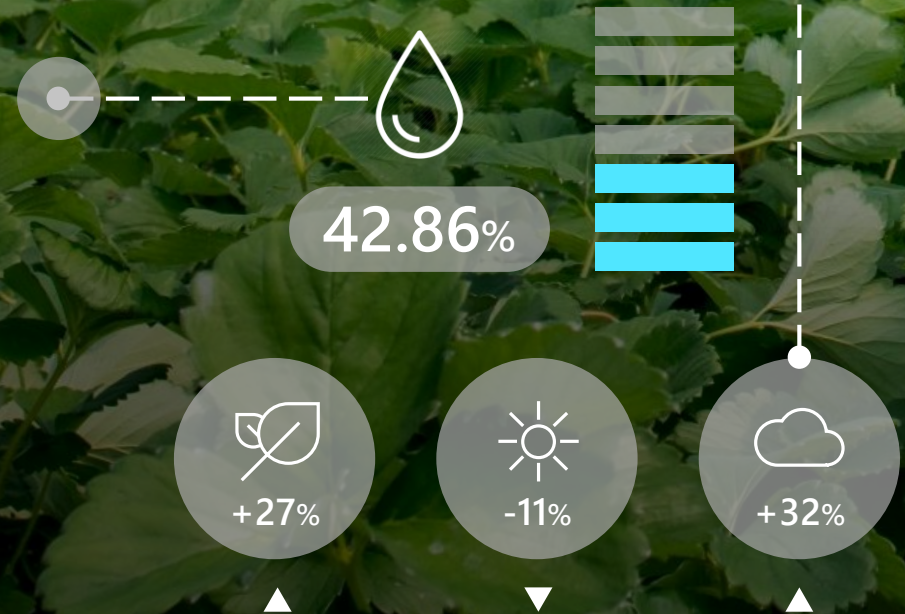
avigilon™
a Motorola Solutions Company

New revenue streams



Value generation

The purpose of every digital transformation





**Vision &
strategy**



**Culture &
capabilities**



**Business model
& GTM**



Technology

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





Stealth Power

Devin Scott
CEO

IoT in Action



