



IoT in Action

#IoTinActionMS



Business Transformation in Action

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Microsoft

IoT in Action

Digital Disruption and the 4th Industrial Revolution

Mechanized production

Mass production

Automated production

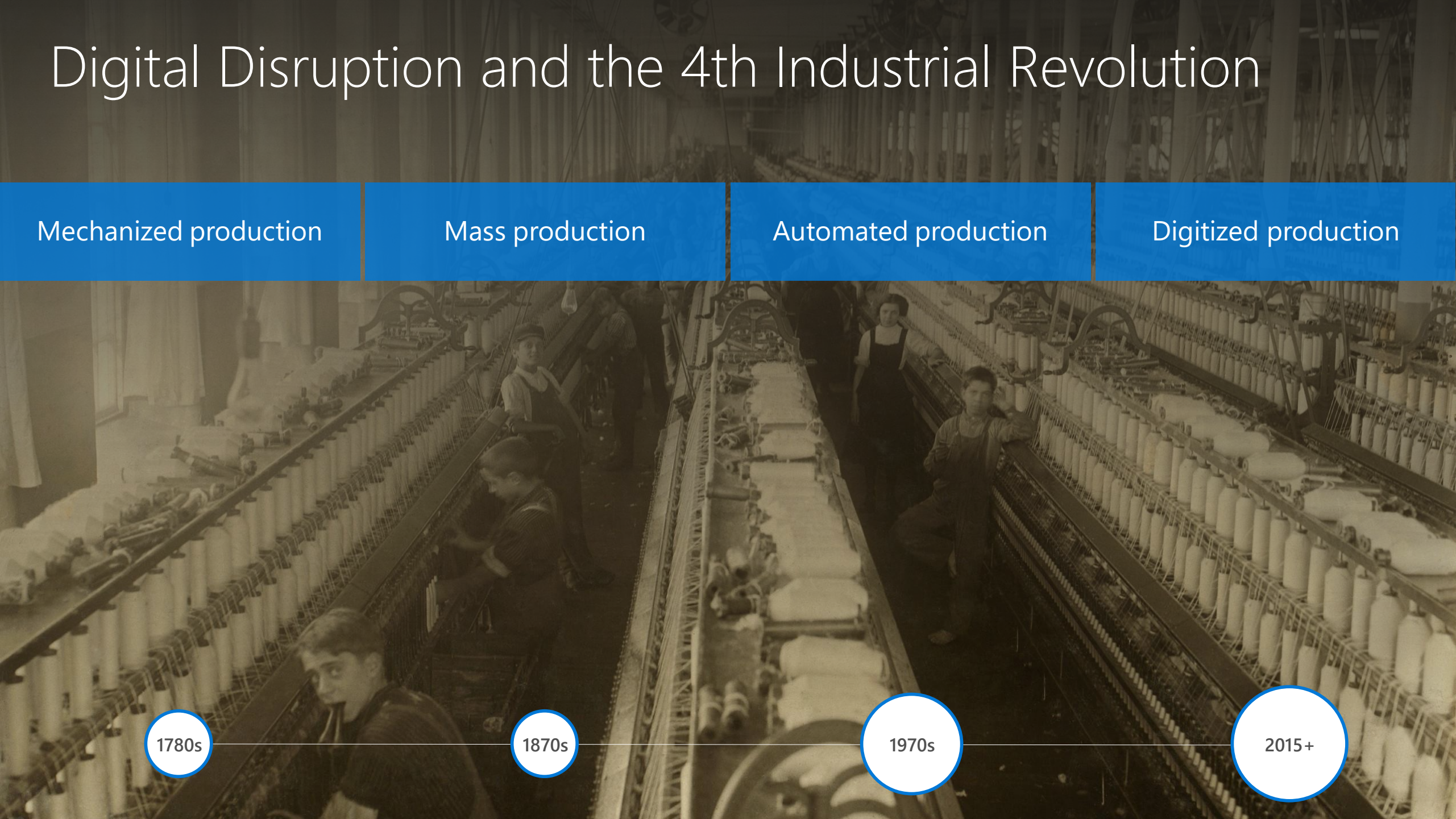
Digitized production

1780s

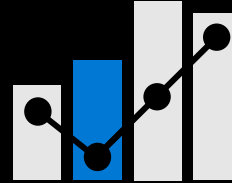
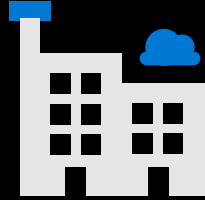
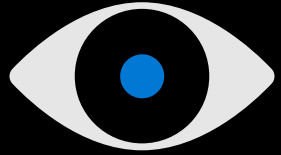
1870s

1970s

2015+



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**

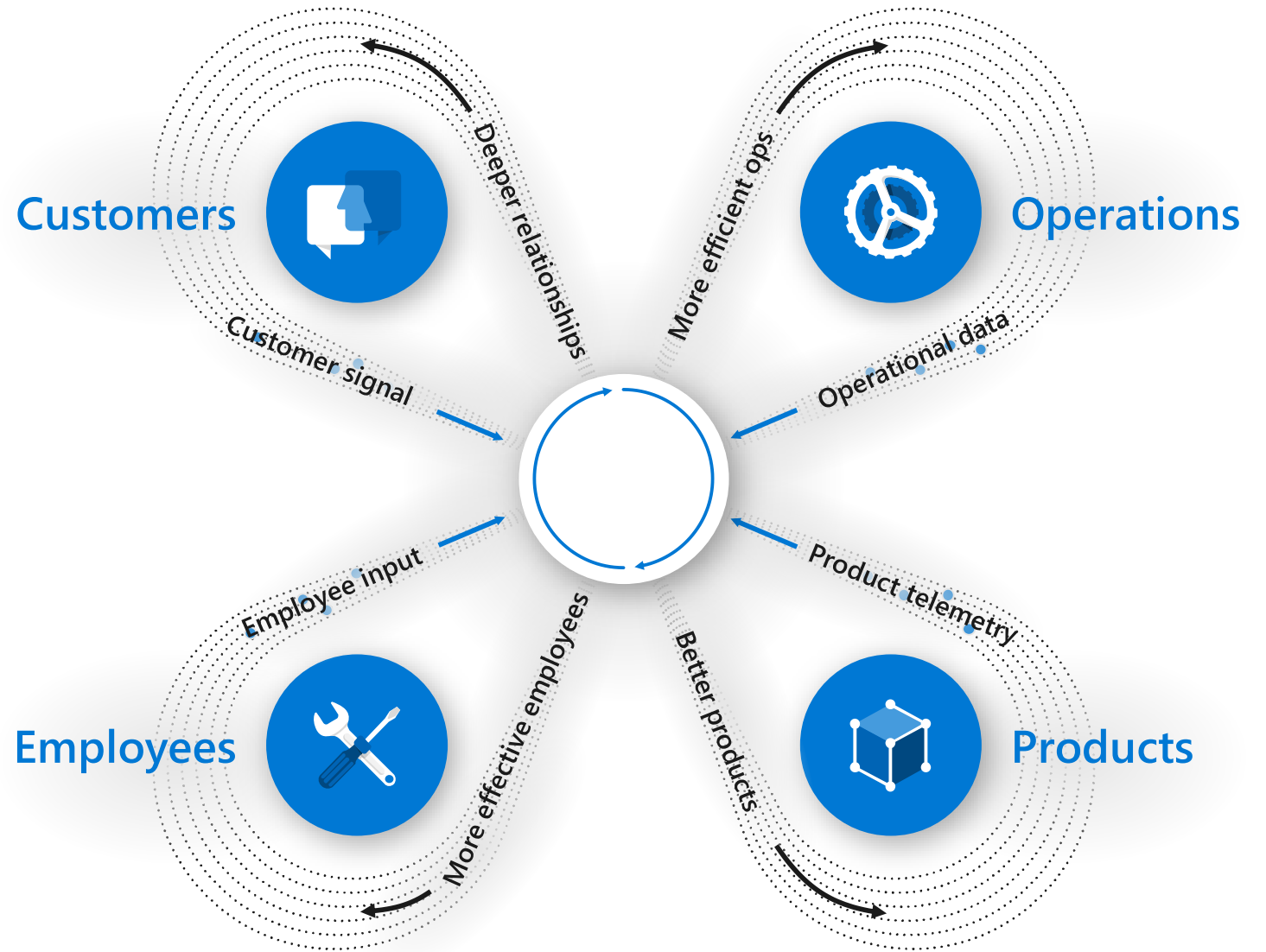


**Business model
& GTM**



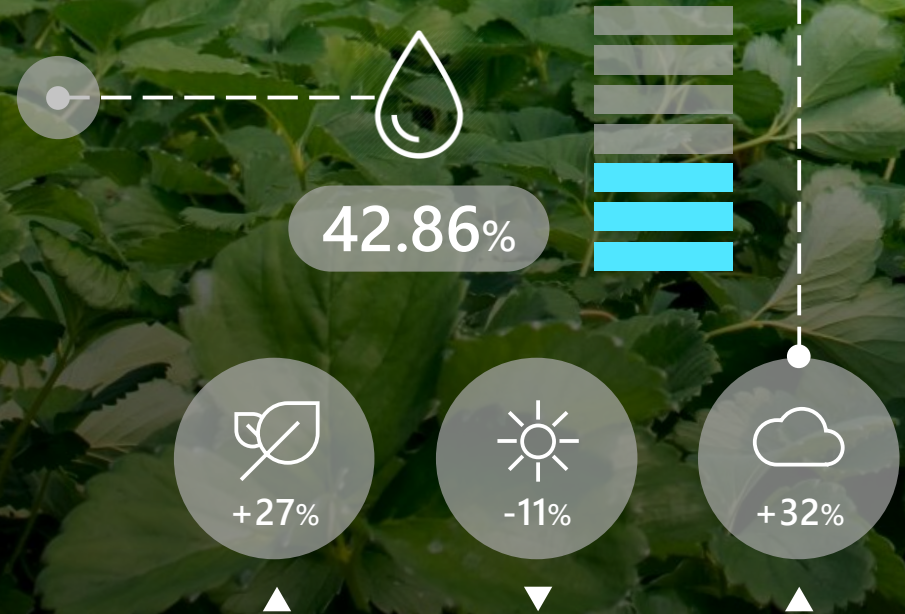
Technology

Digital Feedback Loop



Value generation

The purpose of every digital transformation





Business Model Transformation

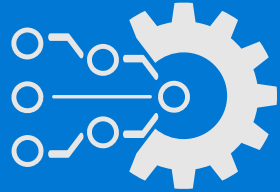
Laurent Glaenzer
Founder and CEO
Lemon Operations

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INNOVATION



TECHNOLOGY
INNOVATION



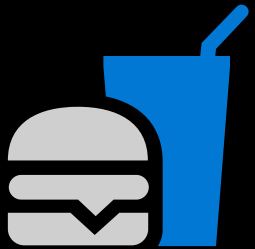
BUSINESS
INNOVATION



In the last 2 years,
worked with
2000 companies in
80 countries
and 16 languages



BEST PRACTICES OF IOT SUPERHEROES



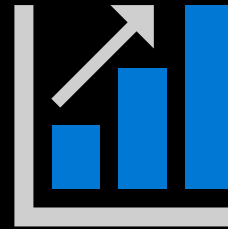
USAGE READY OFFER

Includes everything that is needed to address a given customer usage



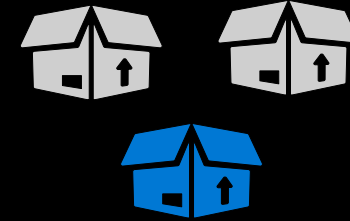
CUSTOMER VALUE PRICING

Pricing linked to value for the customer rather than to the cost



RECURRING BUSINESS

Generates recurring value for the customer to get recurring revenues



PRODUCT -IZATION

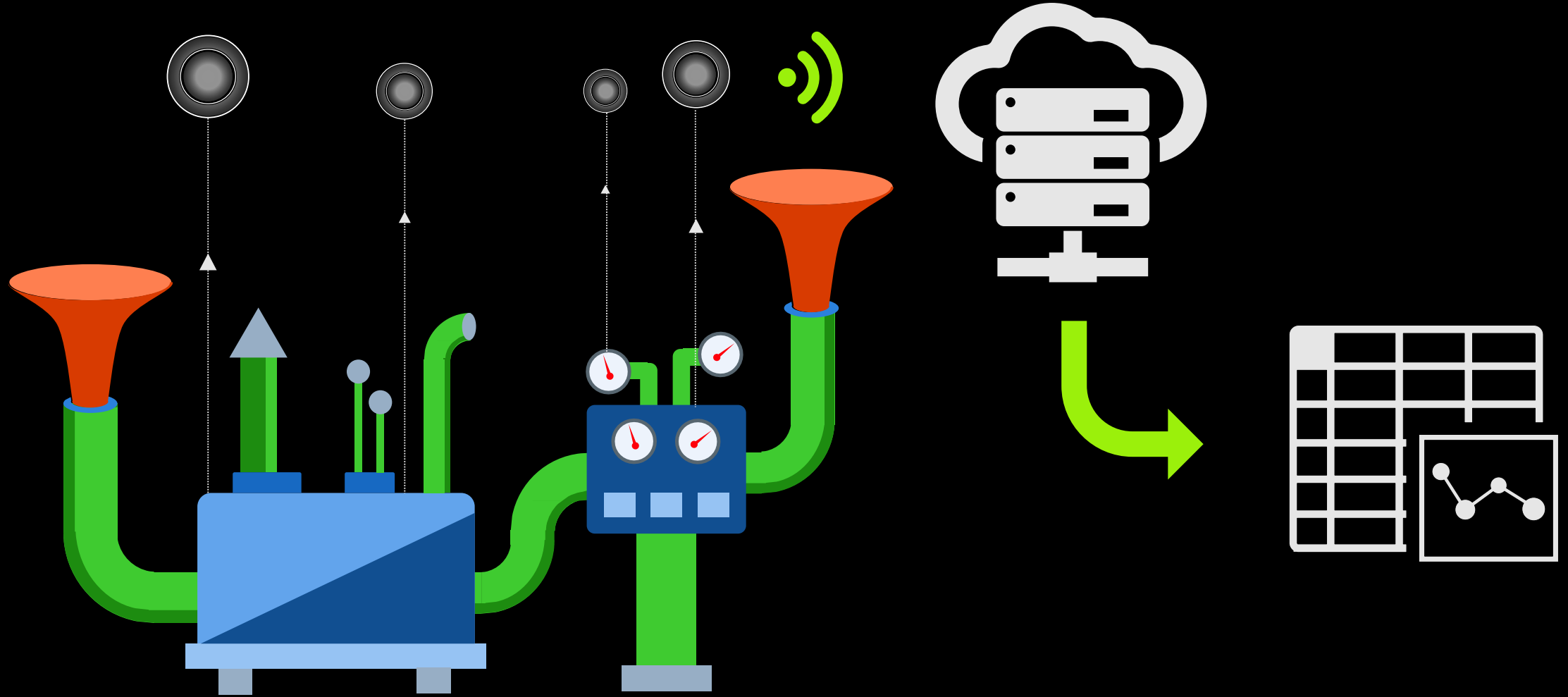
Repeatable and dynamic offer that keeps evolving for ongoing subscribers



BUSINESS AUTOMATION

Friction-less customer on-boarding and account management for the best experience

PREDICTIVE MAINTENANCE



CORE PROCESS

90 DAYS

Divergent and convergent thinking around business scenarios to narrow down the most relevant ideas

Execute and operate the blueprint with the help of a comprehensive roadmap and continued assistance

INSIGHTS

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IDEATION

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DESIGN

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BUILD

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SELL

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Inspire the companies by demonstrating the successful business dynamics in the IoT

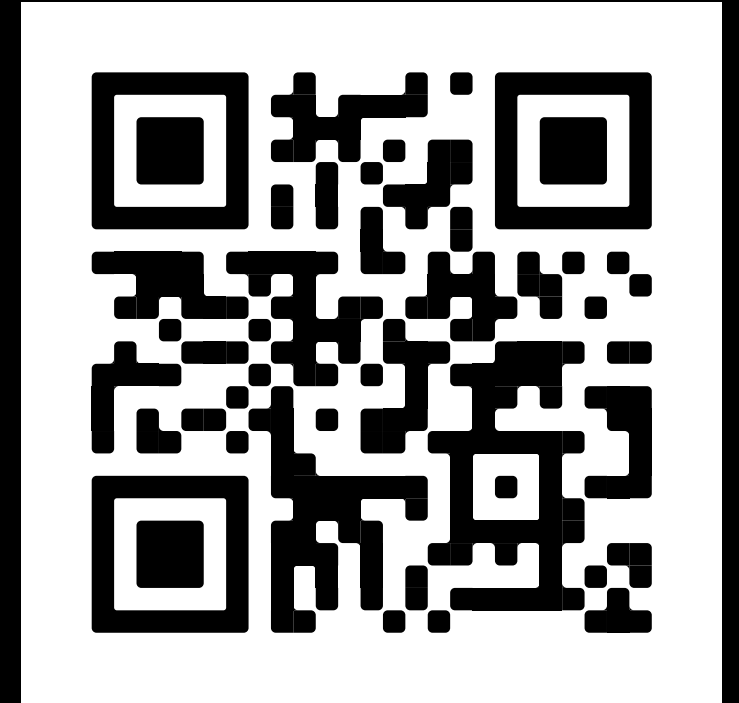
Define the blueprint, the roadmap and the KPIs of the implementation

Commercialize the offer. Learn and improve.



Translating Technology into Business"

A business development company
which specializes in enabling companies to
grow new revenue streams
in emerging technology segments.





Thank you !

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