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# IoT in Action

#IoTinActionMS

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# Business Transformation in Action

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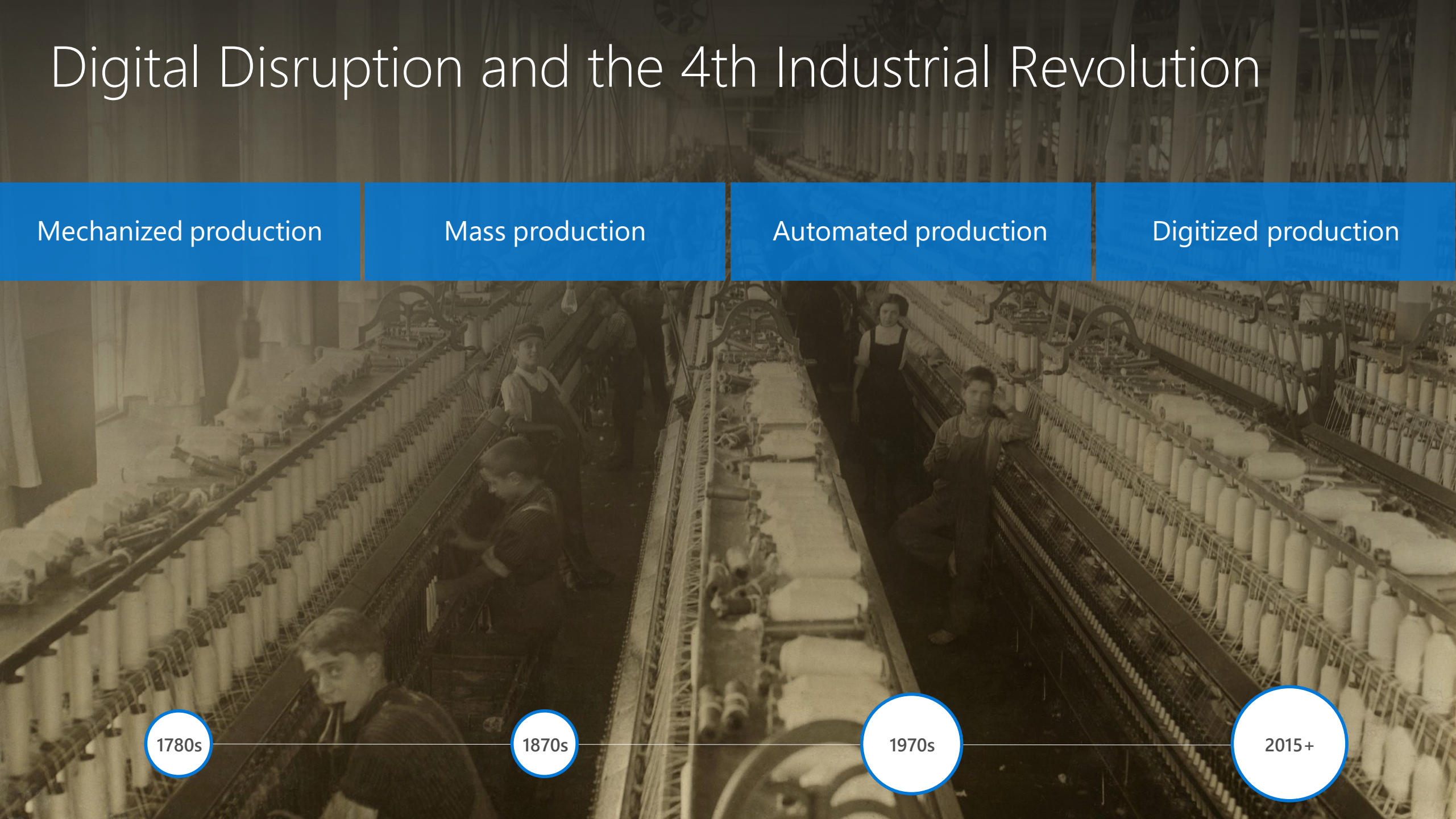
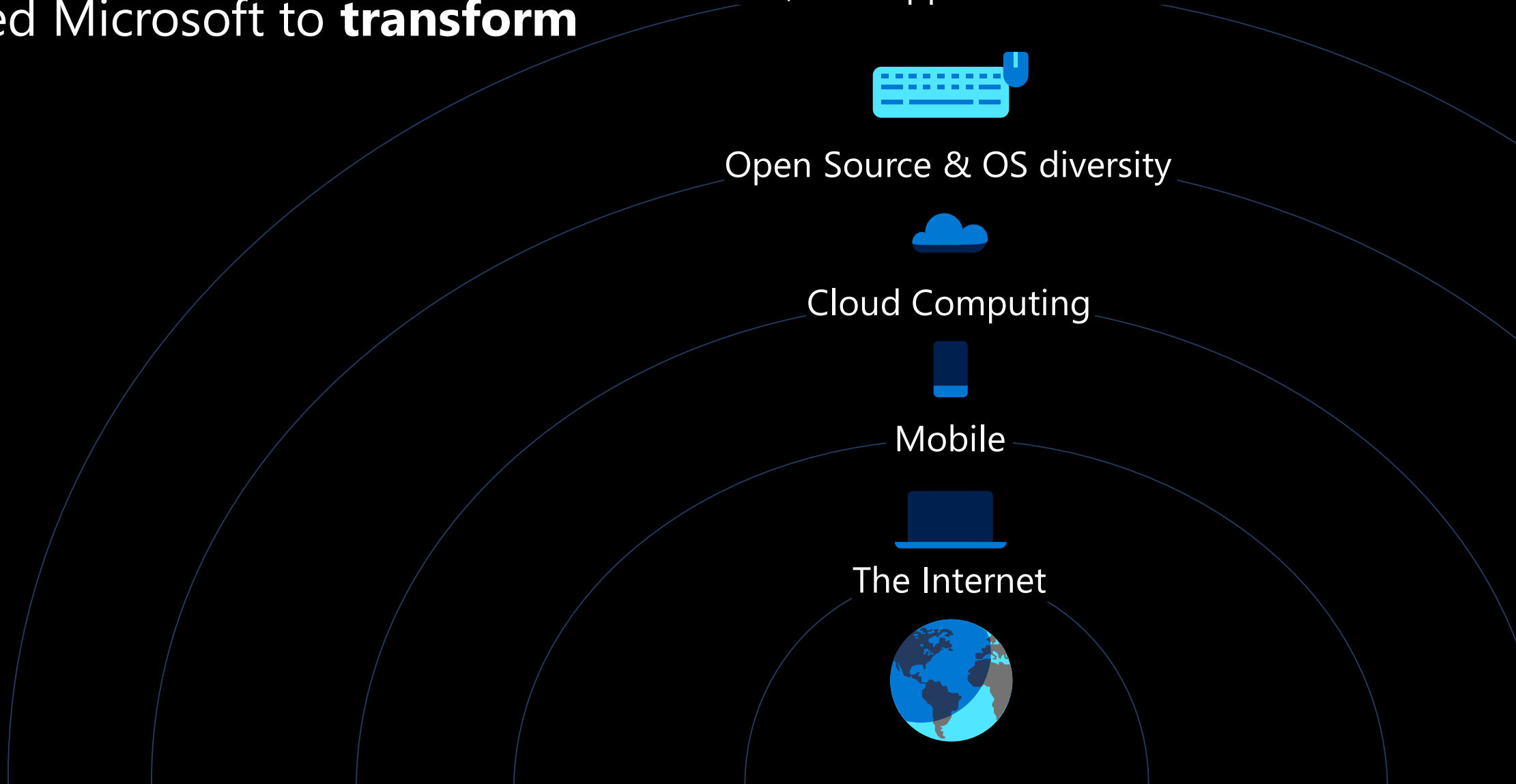
Microsoft

# Digital Disruption and the 4th Industrial Revolution

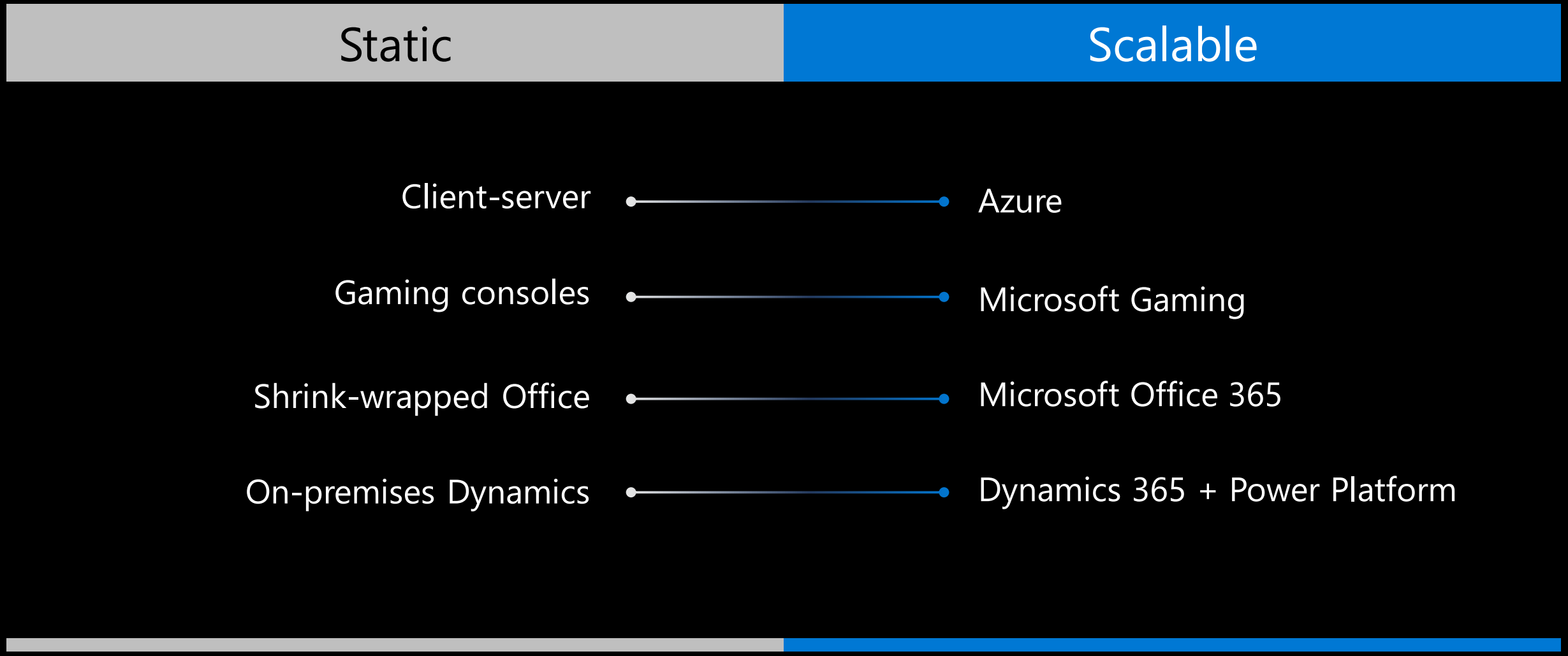


| Mechanized production | Mass production | Automated production | Digitized production |
| --- | --- | --- | --- |
| 1780s | 1870s | 1970s | 2015+ |

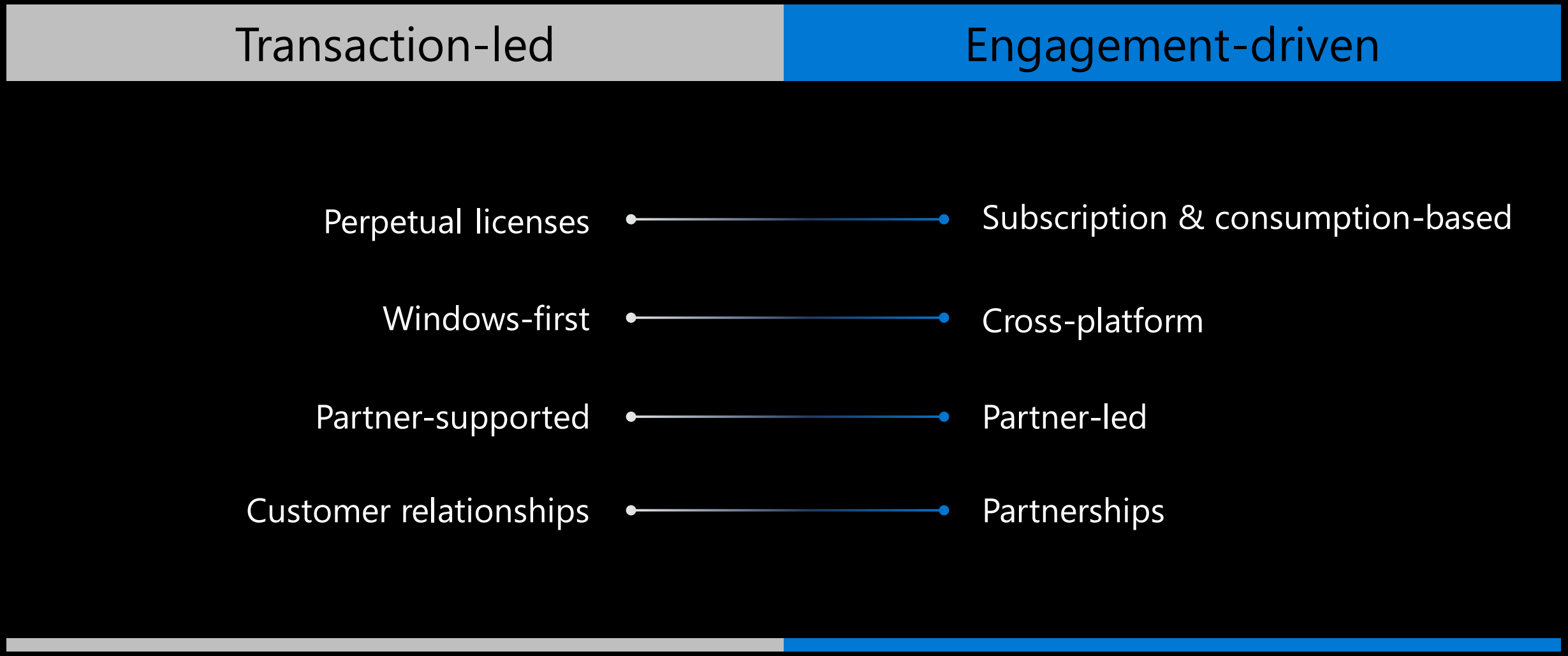
# In the last 20 years, major forces and innovations in our industry required Microsoft to **transform**



# Transforming products

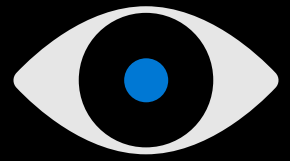


# Evolving business models



# These disruptions are occurring across **all industries**

# 4 steps of Digital Transformation

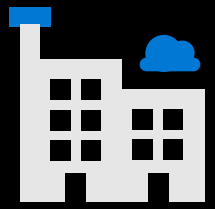


## 1. Business insights

Sensor proliferation

Data collection, transfer, storage and processing

New insights—understanding product and service more deeply



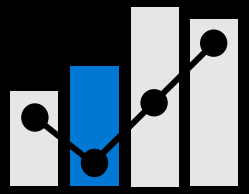
## 2. Operational efficiencies

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

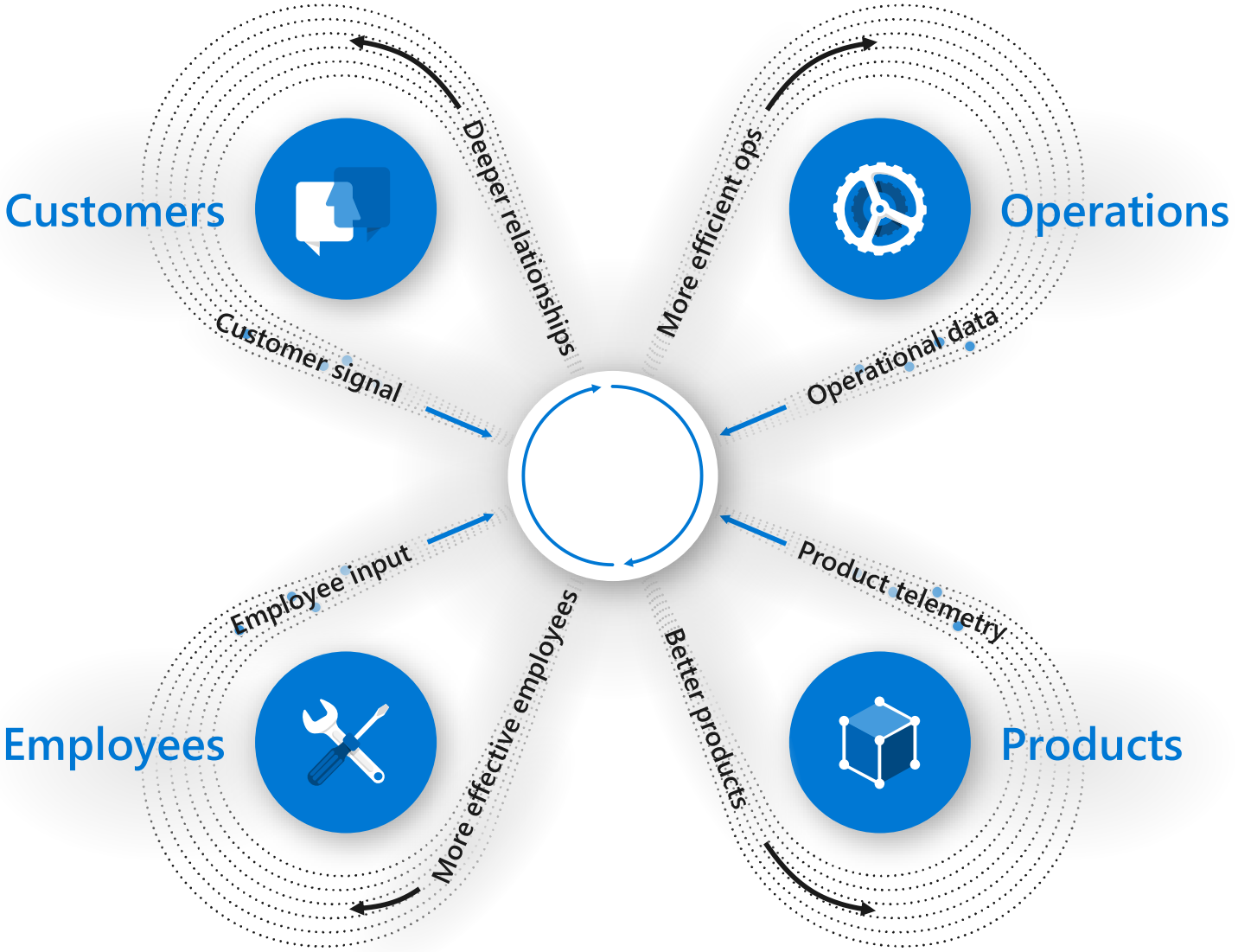
Devices/hardware/machines delivered "as a service"

## 4. Features and rev streams

Enablement of ancillary businesses, new businesses and transformed businesses

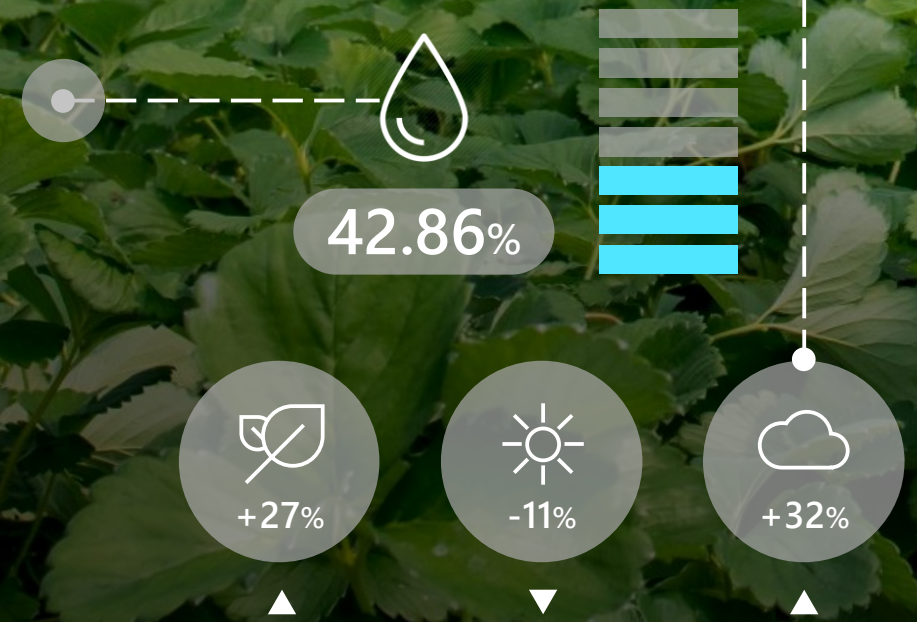
Vision & strategy
Culture & capabilities
Business model & GTM
Technology

# Digital Feedback Loop



# Value generation

## The purpose of every digital transformation



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# Business Model Transformation

Laurent Glaenzer
Founder and CEO
Lemon Operations

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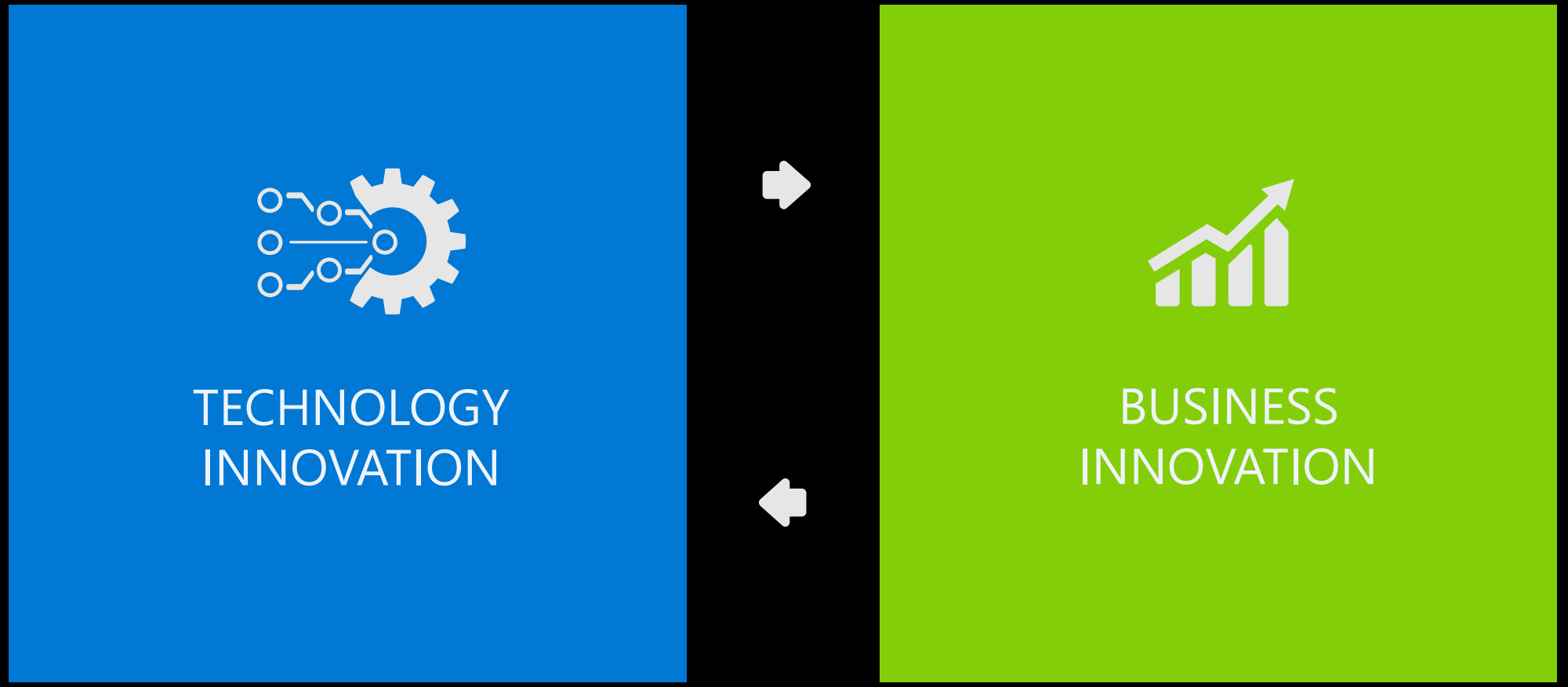
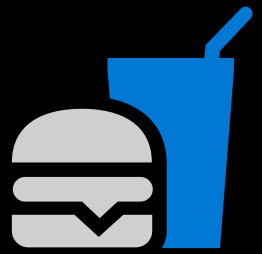
# INNOVATION


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

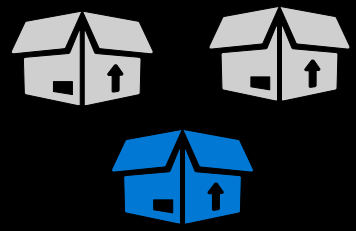
Includes everything that is needed to address a given customer usage

## 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



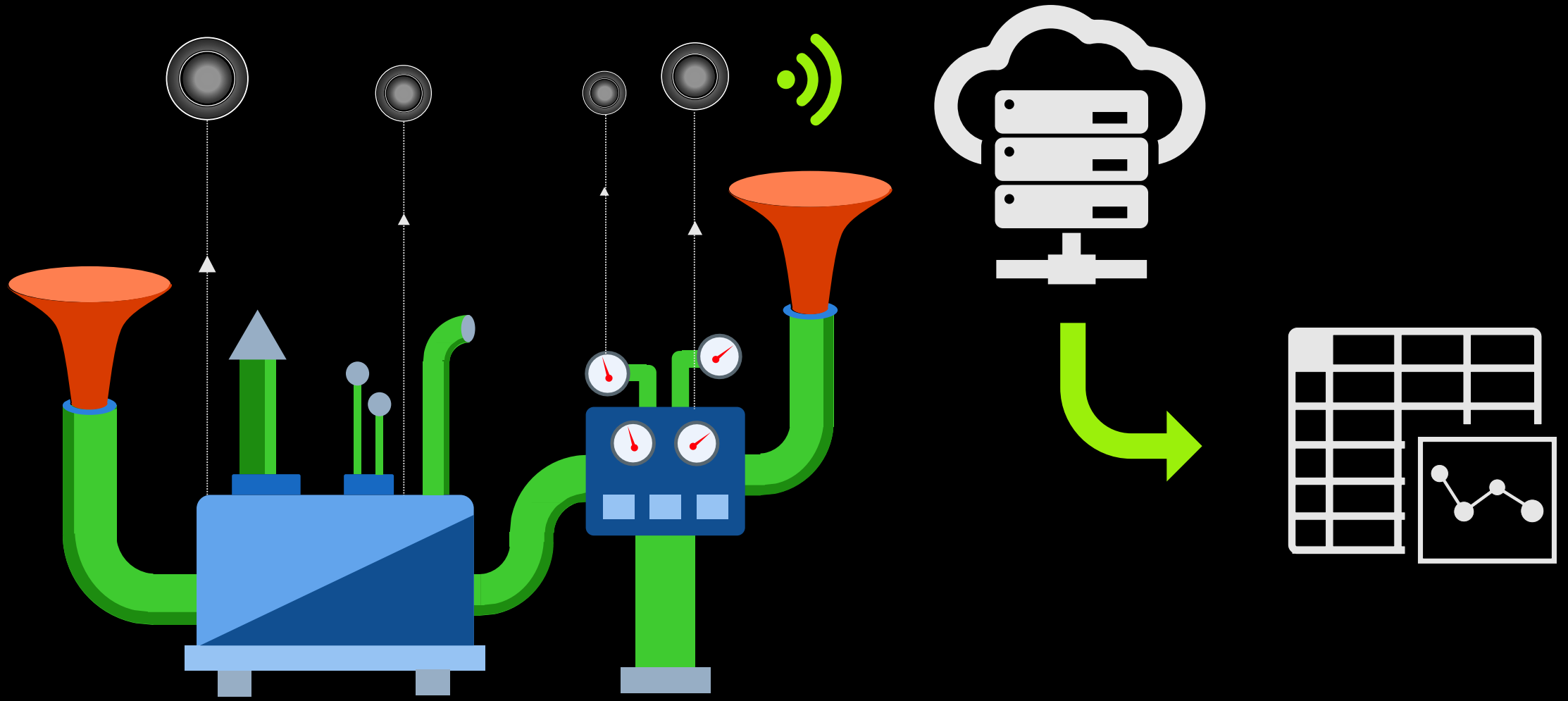
## PRODUCT -IZATION

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 > IDEATION > DESIGN > BUILD > SELL >

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.

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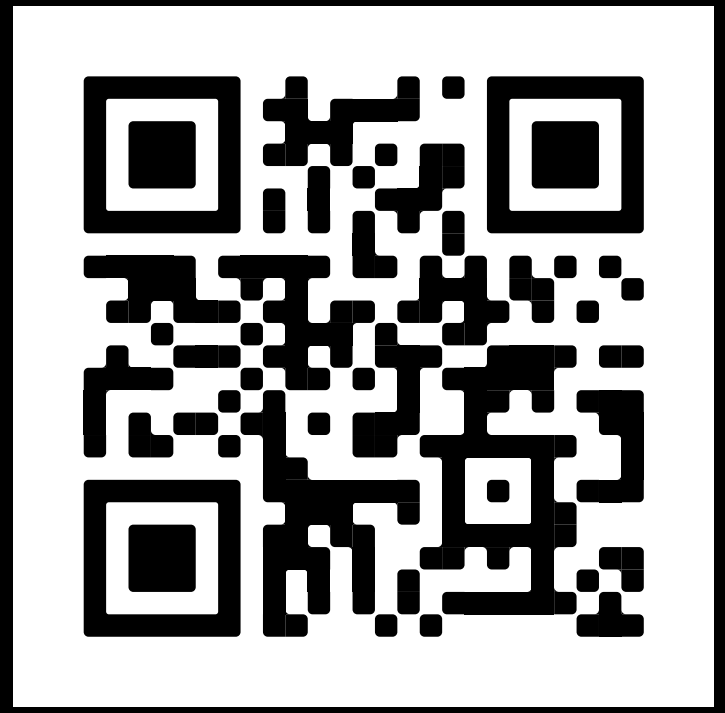
OPERATIONS



"Translating Technology into Business"

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

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# Thank you !

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