



IoT in Action

#IoTinActionMS

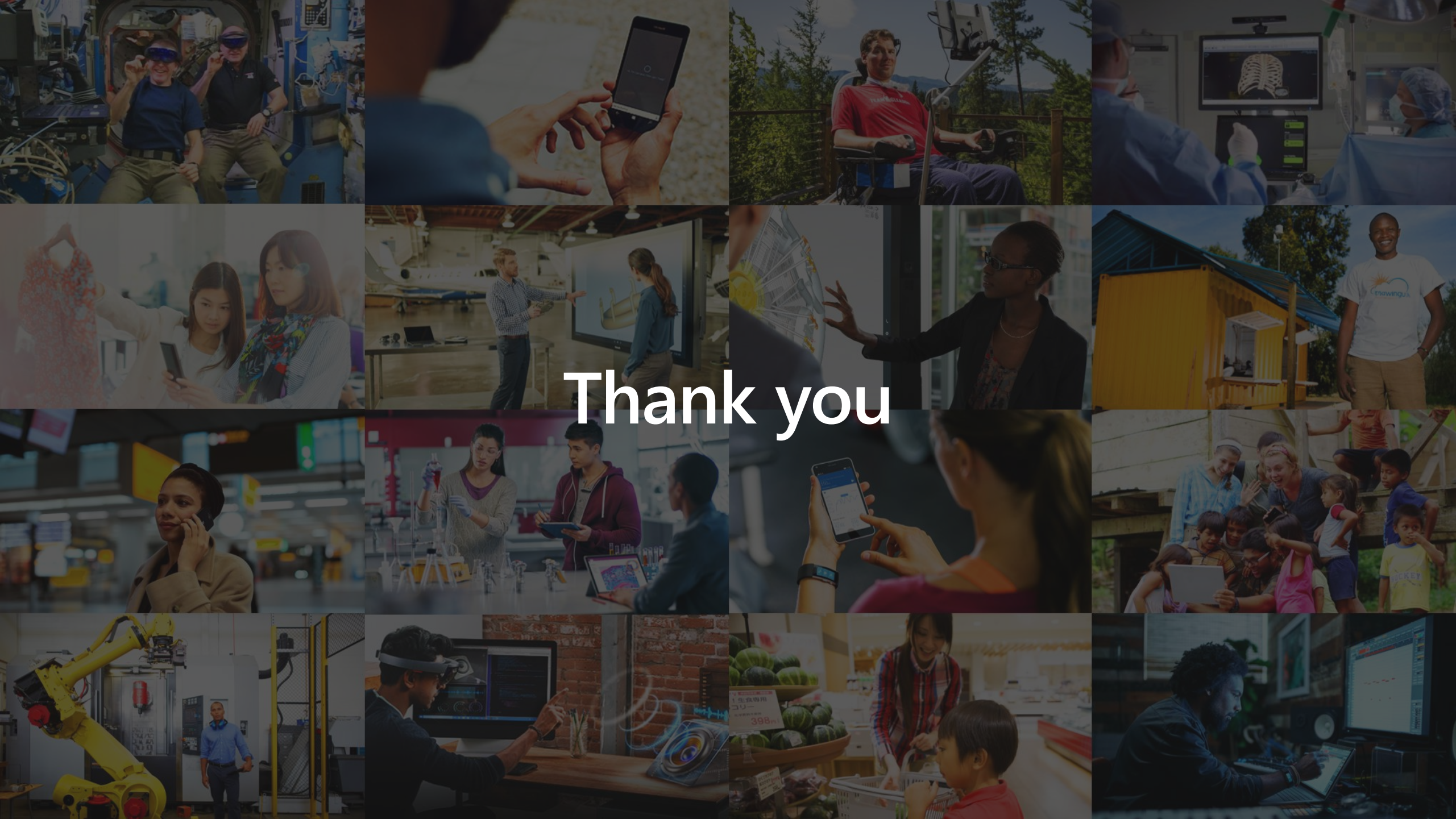


IoT Continuum: Evolving Business

Nicolas Coudert

IoT & Intelligent Edge Business Lead,
Business Group
Marketing & Operation
Microsoft France





Thank you

IoT in Action, Toulouse, January 22—Event Agenda

Executive Keynote	10:00AM - 10:35AM
Business Transformation In Action	10:35AM - 11:10AM
Coffee Break	11:10AM - 11:40AM
Architecting the Intelligent Edge to Create Scalable Repeatable Solutions	11:40AM - 12:20PM
Unlocking IoT's Potential	12:20PM - 1:00PM
Networking Lunch	1:00PM - 2:00PM
Evolving IoT with AI, Mixed Realty and Automation	2:00PM - 2:35PM
Activating Microsoft Resources & Programs to Accelerate Time to Market and Co-sell	2:35PM - 3:00PM
Coffee Break	3:00PM - 3:30PM
Developing an IoT Security Practice for Durable Innovation	3:30PM - 4:30PM

Our Goal



IoT Community



Partners



Technology



Our society & technology

Carbon negative
by 2030

Remove our
historical carbon
emissions by 2050

\$1 billion climate
innovation fund

"We believe that Microsoft's most important contribution to carbon reduction will come not from our own work alone but by helping our customers around the world reduce their carbon footprints through our learnings and with the power of data science, artificial intelligence, and digital technology. Reducing carbon is where the world needs to go, and we recognize that it's what our customers and employees are asking us to pursue."

Brad Smith Microsoft President, January 2020

Fueling opportunities



\$267 billion

Predicted USD spend on IoT by manufacturers by 2020¹

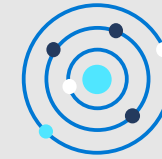
Boston Consulting Group, 2017



+\$100 million

Average increase operating income among the more digitally transformed enterprises²

Keystone Strategy, 2018



94%

Percentage of businesses projected to be using IoT by the end of 2021³

Hypothesis, 2019



80B

Connected "things" by 2025 generating 180ZB of data



\$130B

New monetization avenues due to IoT-related services



80%

Companies that increased revenue as a result of IoT implementation



\$100M

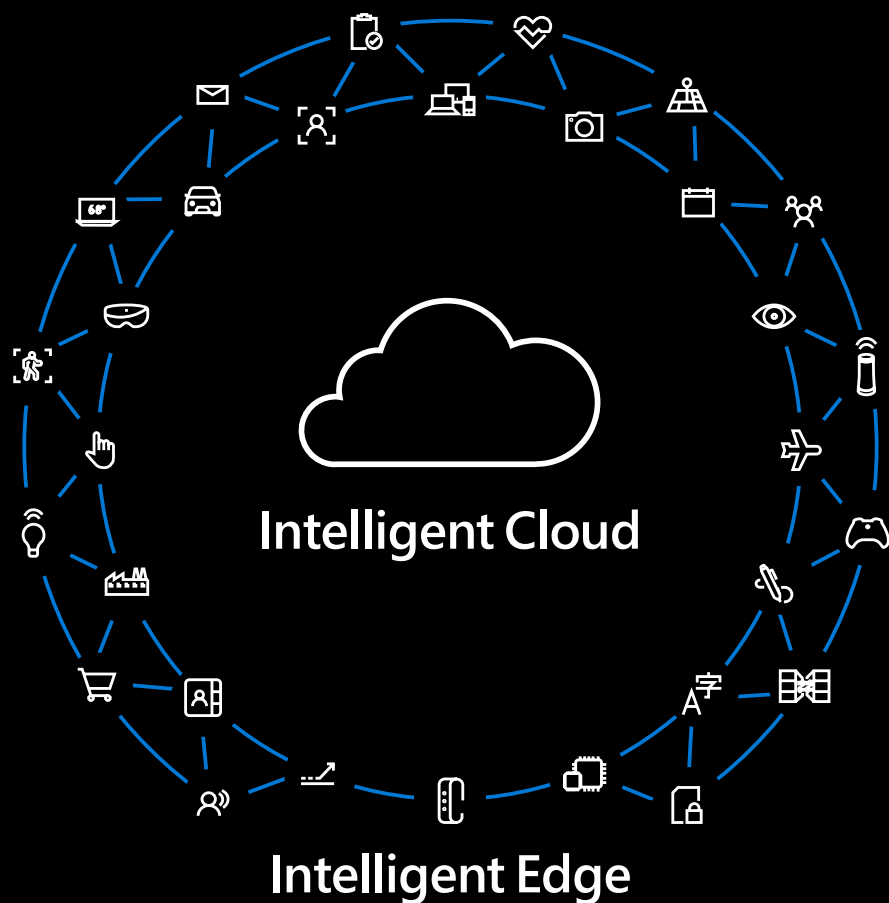
Average increase in operating income (average 8%) among the most digitally transformed enterprises

"By 2020, 30 percent of G2000 companies will have allocated capital budget equal to at least 10 percent of revenue to fuel their digital strategies.

This shift toward capital funding is an important one as business executives come to recognize digital transformation as a long-term investment.

This commitment to funding digital transformation will continue to drive spending well into the next decade."

—Shawn Fitzgerald: IDC, Research Director,
Worldwide Digital Transformation Strategies



"Building applications for multi-device, multi-sense experiences is going to require a **very different form of computing architecture**.

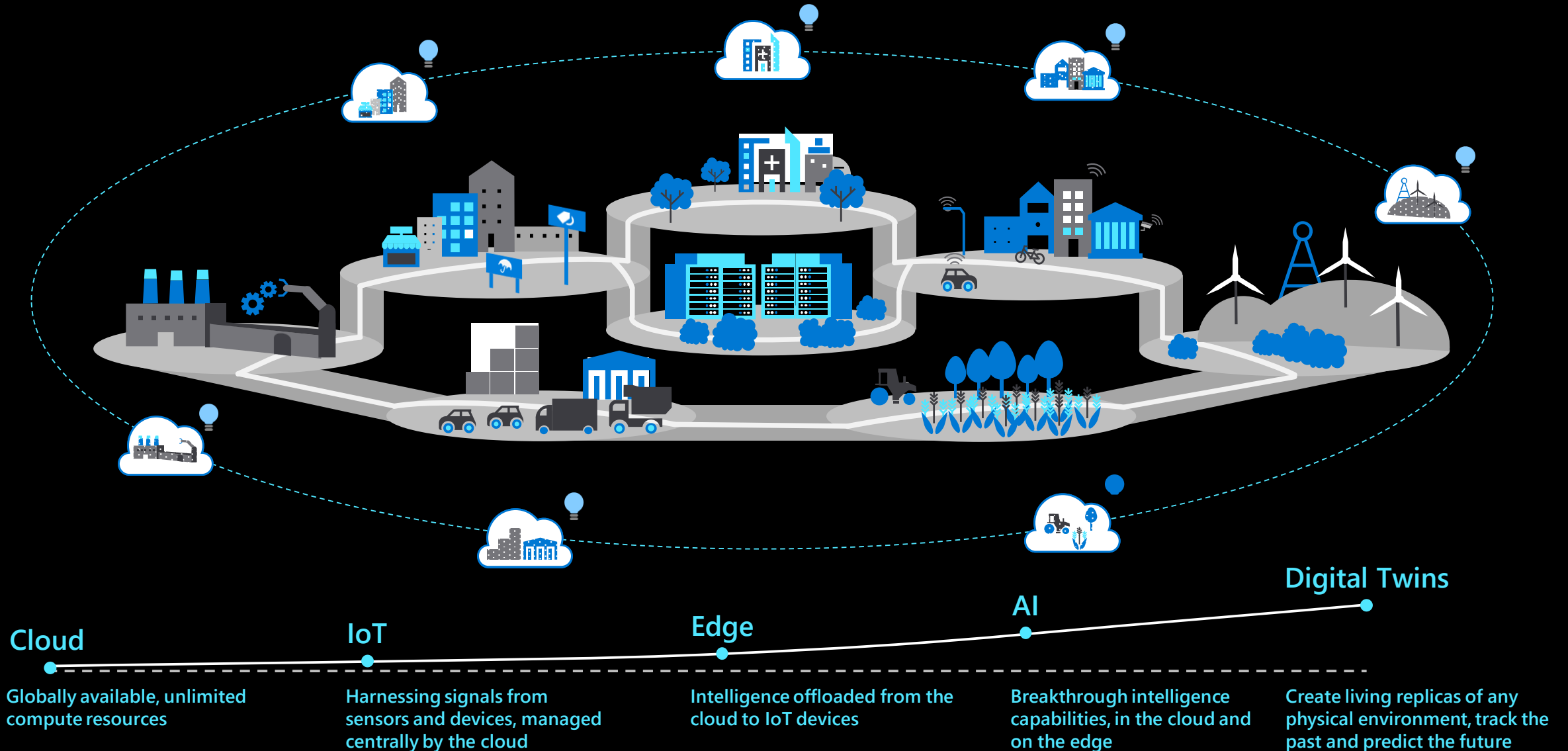
That's the motivation for bringing together all of our systems and people.

Silicon in the edge to the silicon in the cloud architected as one workload that is distributed—that's the challenge in front of us."

—Satya Nadella, Q&A Session, April 2018

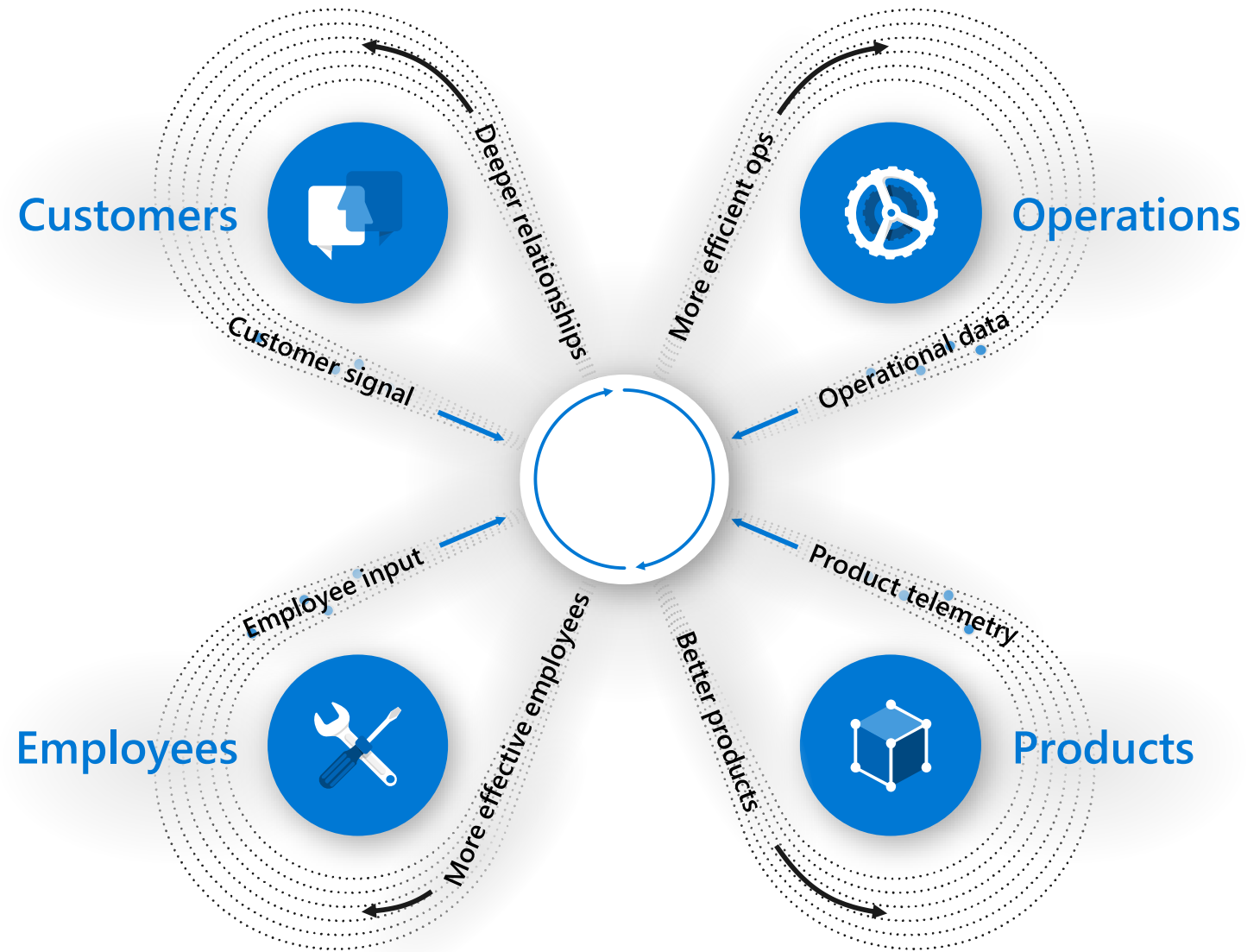


Innovations enabling new opportunities



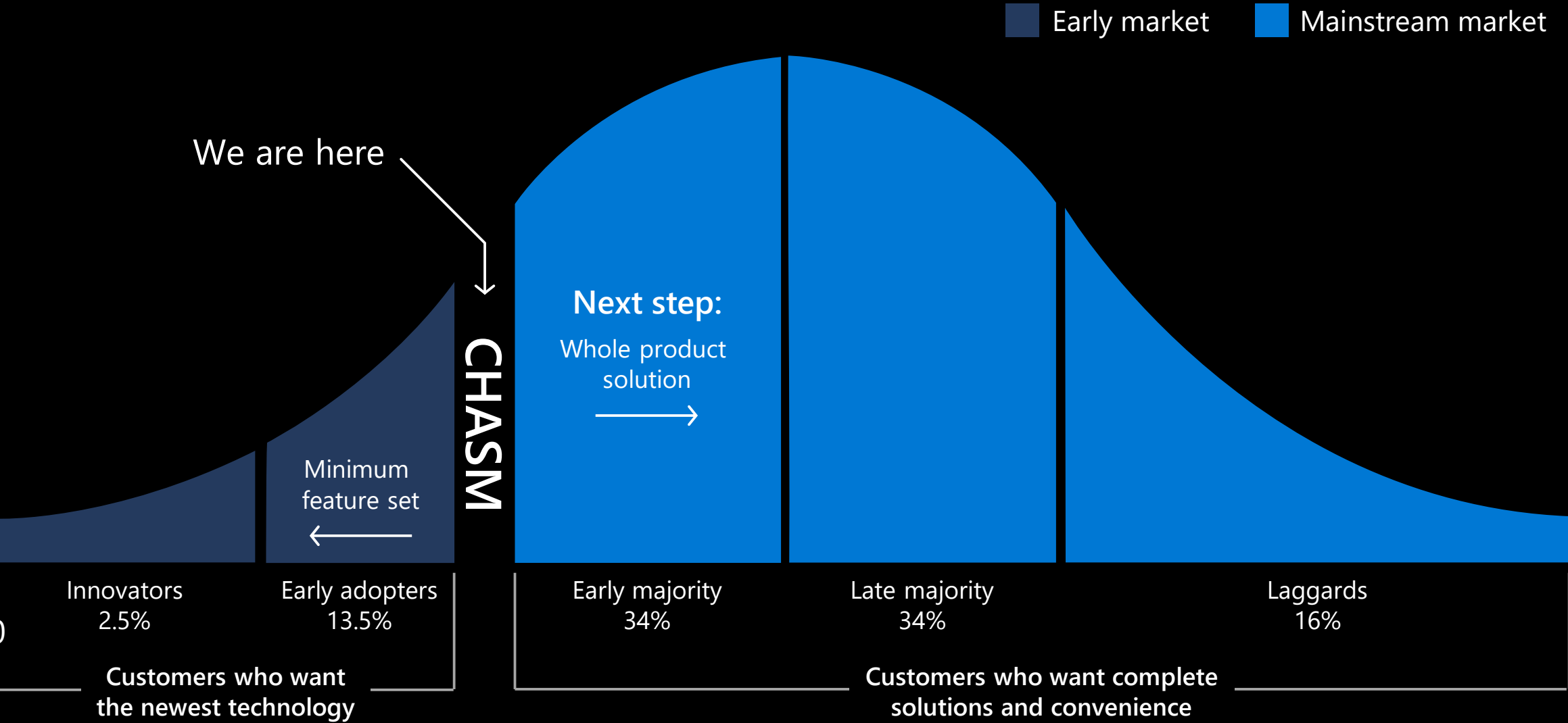
Catalytic innovations enable a Digital Feedback Loop

- 1 Data: Capture digital signal across business
- 2 Insight: Connect and synthesize data
- 3 Action: Improve business outcomes



Preparing for mainstream market customer needs in IoT

Technology adoption lifecycle





Microsoft is investing 5 billion dollars in IoT
over the next 4 years

IoT partner value chain

IoT presents a unique opportunity to bring together multi-disciplinary partners



End points

Silicon/Chip
Manufacturers

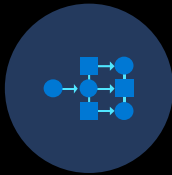
Gateway
Manufacturers

M2M Modules

Device
Manufacturers

Traditional OEMs

Device SIs



Security

Software

Hardware

Regulatory
experts

Privacy



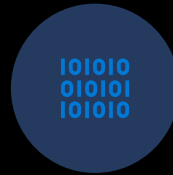
Connectivity

Mobile Network
Operators

Mobile Virtual
Network
Operators

Channel
Development
Providers

Application
Enablement
Platform ISVs



Services

Solution
Architecture

Solution
Integrators

Service Providers

Presentation

Dashboarding

Big Data



Business consultants

Consultants

Advisors

Professional
Services

Industry
Influencers



Distributors

Aggregators

Scale through
VARs



Developers

ISV

In-house



Regulators

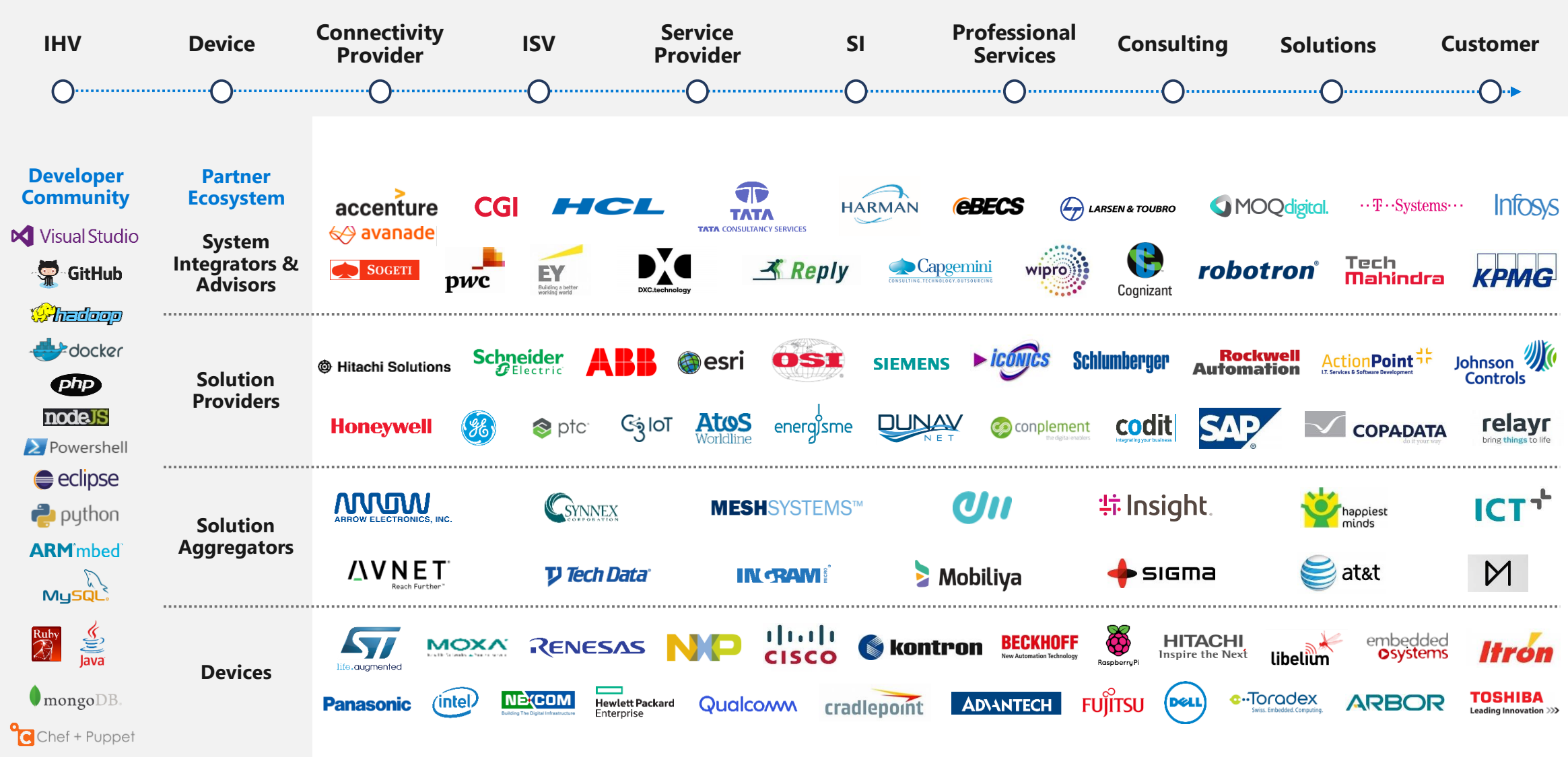
Standards
organizations

Industry Bodies

Accreditation
organizations

Auditors

IoT ecosystem momentum





Microsoft IoT platform
innovations last year

> 100



Partner provided co-sell
ready solutions

> 1,200



Ecosystem partners

> 10,000

IoT vertical focus



Customer momentum





IoT drives Smart Home Services innovation and company business transformation

Gweltas Radenac, HBF

IoT in Action





métiers
Electricité
Eclairage
Confort &
Sécurité

5.000
Références
produits

65M€
Chiffre d'affaires

240
collaborateurs



6 filiales
sur
3 continents

1,5
Million
de
commandes
traitées / an

1M
d'objets
connectés
d'ici 2021

Application
mobile



conçue et
développée
en France

otio[®]
home

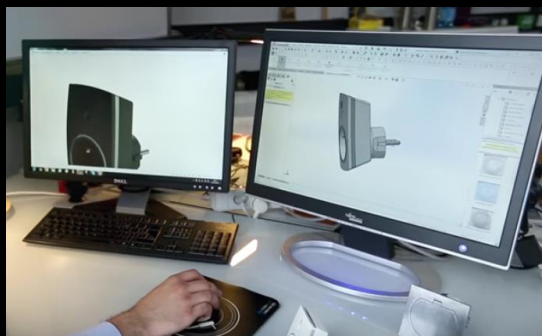
30M
de produits
vendus / an

R&D LABORATOIRES
QUALITÉ
Intégrés

Supply
chain 4.0



Core competencies in Design, Certification, Merchandising and Supply chain



Legacy BtoB customers in retail and distribution



How to engage directly with our final customers ?





OUR VISION

Improve every citizen daily life by designing affordable
Electrical and Digital Solutions to enhance comfort and safety


IoT in Action

How can we realise this vision ?

Project objectives

- Simple UX
- No compromise on Data security and Privacy
- Reliable and powerful infrastructure that allows users to connect permanently and securely
- Openness and interoperability for the solution to work with other existing or future products or services, with no restrictions on access or implementation
- Launch on January 20th 2020

Key partners

- Microsoft: foundation technologies based on Azure
-  System integrator based in Toulouse



Smart Home is a technical concept



How can we increase adoption ?

End-Customer objectives

- Evolutive and interactive
- Convenience and flexibility
- Digital lives and experiences to be qualitative and simple
- Rebalance work and lifetime
- More personalised products and services

Our focus

- Analytics to suggest scenarii to end-user (Edge and Cloud) and create trust
- Data lake for new businesses and new customers
- New interactions (voice)



Surikat – Smart Home as a Service

Value proposition at launch (Q2 2020)

- Surveillance for electrical equipment (Notifications)
- Surveillance for electrical shutdown

Value proposition tomorrow

- Predictive maintenance (overconsumption) for BtoB customers (API)
- Preventive protection based on weather forecast for third parties businesses (API)



HBF company transformation : Smart Care for Elderly

New business from Data Lake

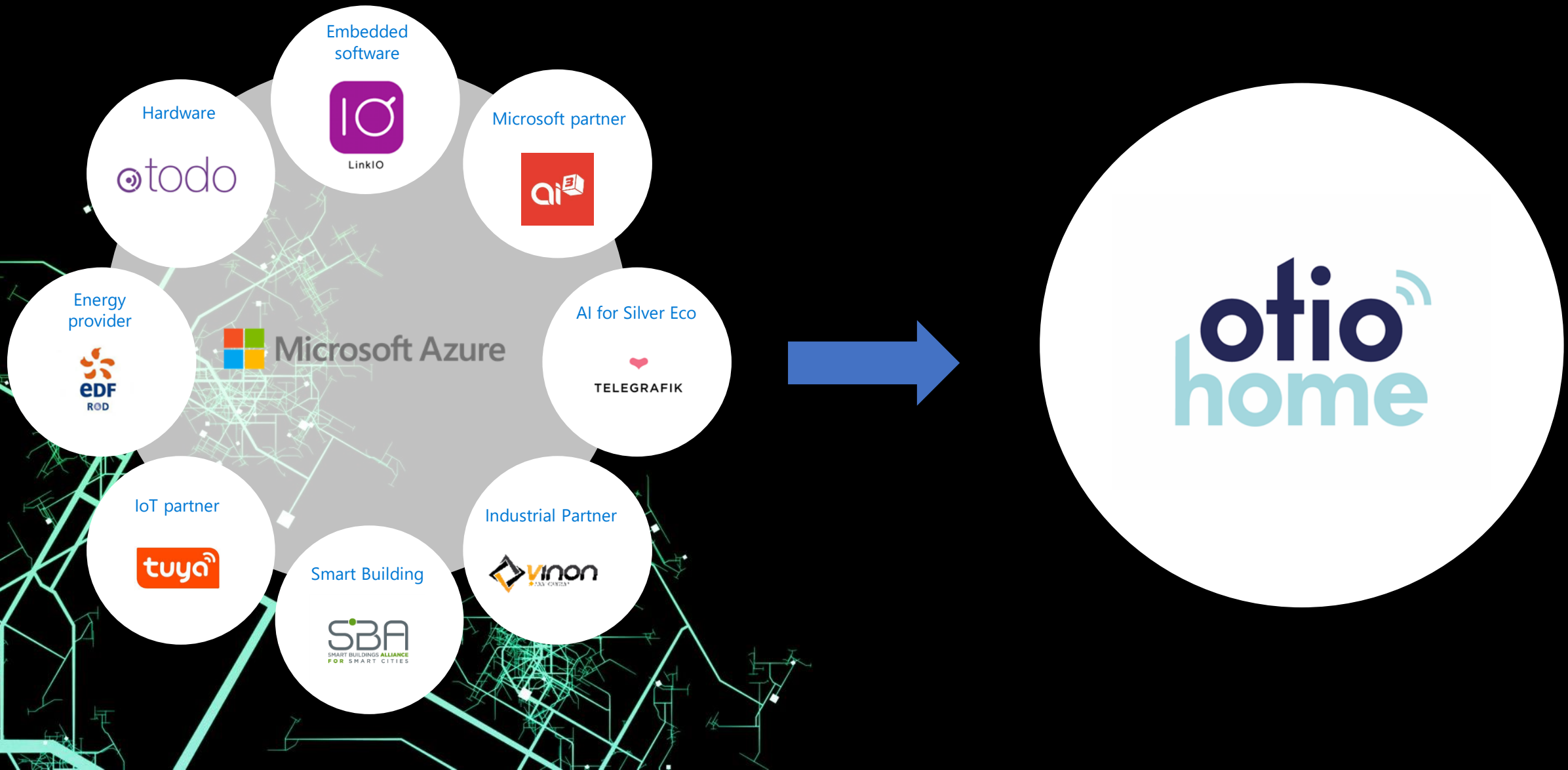
- Data collection from various unobtrusive sensors (for instance Motion and Door Sensors)
- Design relevant API for algorithms and specific verticals

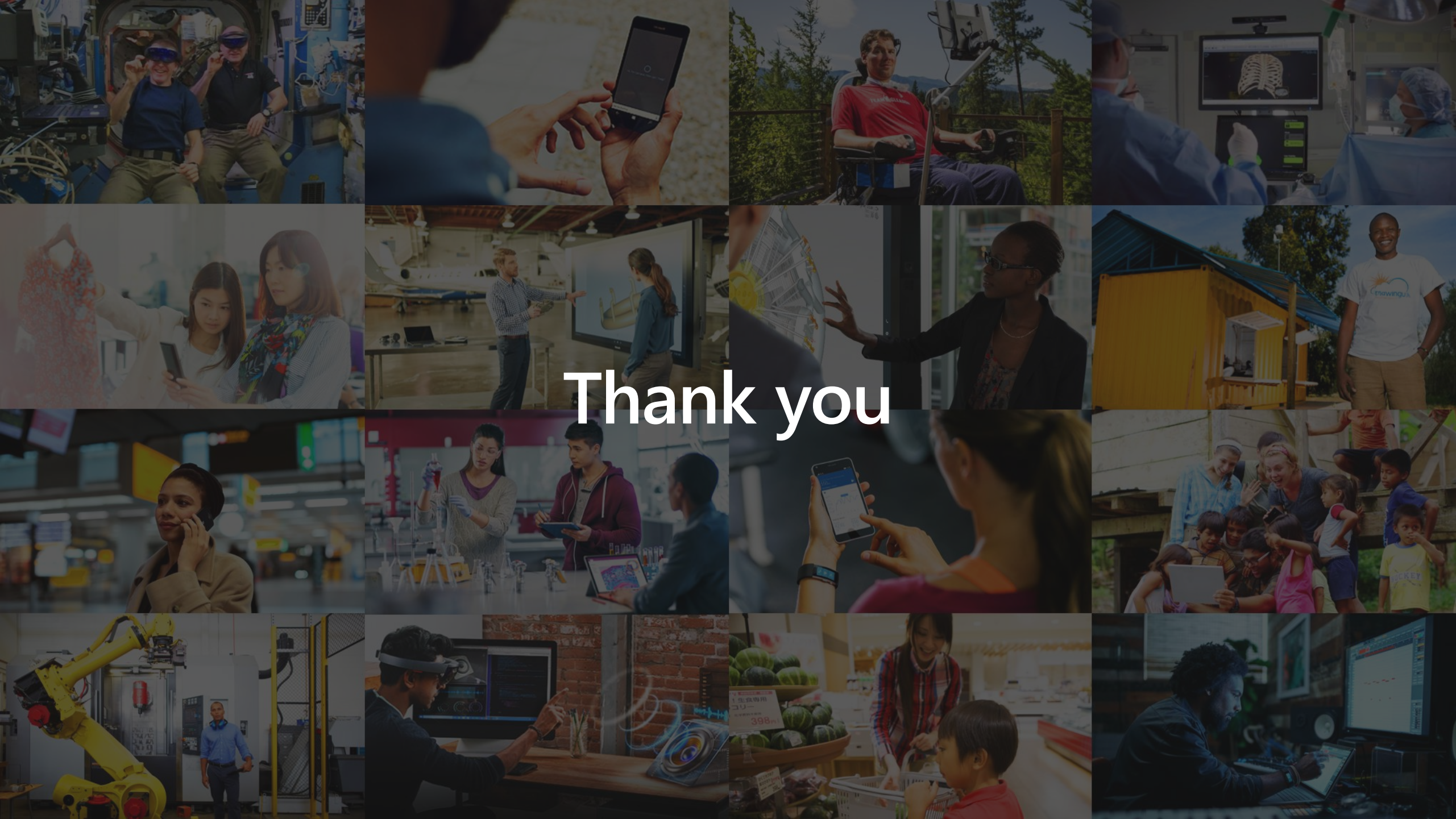
Value proposition in Smart Care for Elderly

- To learn the normal patterns of behaviour to generate validated data. Significant changes in that behaviour can be identified to generate alerts and insights
- To enable care providers to better plan, schedule and deliver care



HBF Ecosystem





Thank you