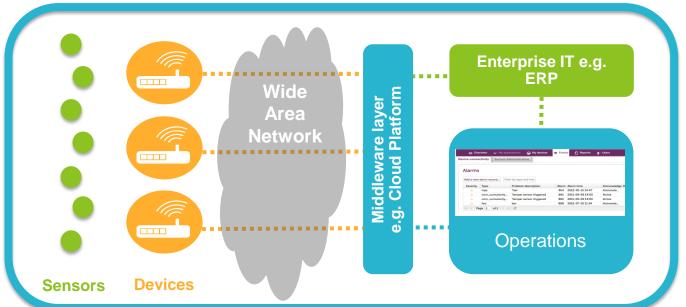
### "Internet der Dinge" - Chancen und Herausforderungen für bestehende Unternehmen



# Three categories of M2M Applications (1/3)

**#1 Business Process optimization** 



Shift moved from large to medium small enterprises

Often
requires a
Business
Transformation
Approach (PPP)

'Creating a virtual image of the real world'

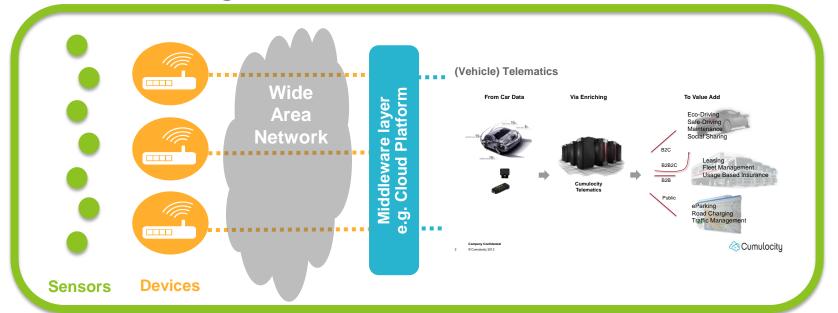
'You can only manage what you can measure'

Examples: remote maintenance, smart city use cases, supply chain



# Three categories of M2M Applications (2/3)

**#2 Introducing new Business Model** 



New Business Model based on usage based pricing, event based pricing

Examples: UBI, Printing, Coffee machine, 'TaaS' etc.



### Three categories of M2M Applications (3/3)

#3 New Service Offering/ New Revenue Streams (big data emerging)



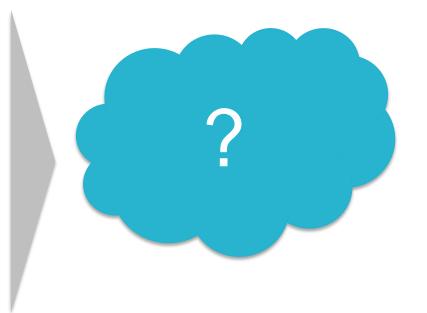
Example – Connected vending solution with advertising billboard, cashless payment, '30min WiFi access' when purchasing a drink, Telematics data monetization Cumulocity

### And in the future?

**#1 Business Process optimization** 

**#2 Introducing new Business Model** 

#3 New Service Offering/ New Revenue Streams





### And in the future?

**#1 Business Process optimization** 

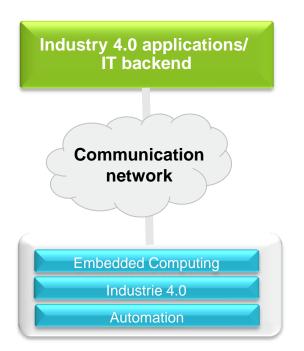
**#2 Introducing new Business Model** 

#3 New Service Offering/ New Revenue Streams

'Internet of Things' => **Mashups Everything will be** Connected across different verticals Telematics/ Logistic, **Energy, Health,** Industry 4.0, Smart City, Retail etc.



#### Challenges for 'Industrial M2M'

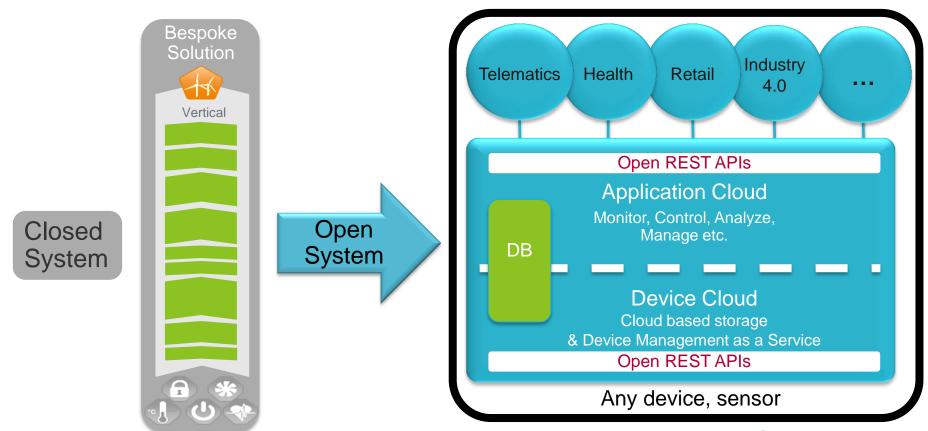


- Customized software and hardware development
  - Expensive and long development time
  - Vendor lock-in?
  - Standardization still emerging
  - Integration into existing backend systems e.g. ERP vs. renewal of IT
- Closed usage, closed systems Innovations?
- Interworking with the 'Connected World'
  - Internet business model is based on Data Monetization
    - consumer is advertising base
    - enterprise is usage based based
  - Do I produce a Product or a connected smart object?





#### Shift from Closed Systems to Open Systems





### Thank you!

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