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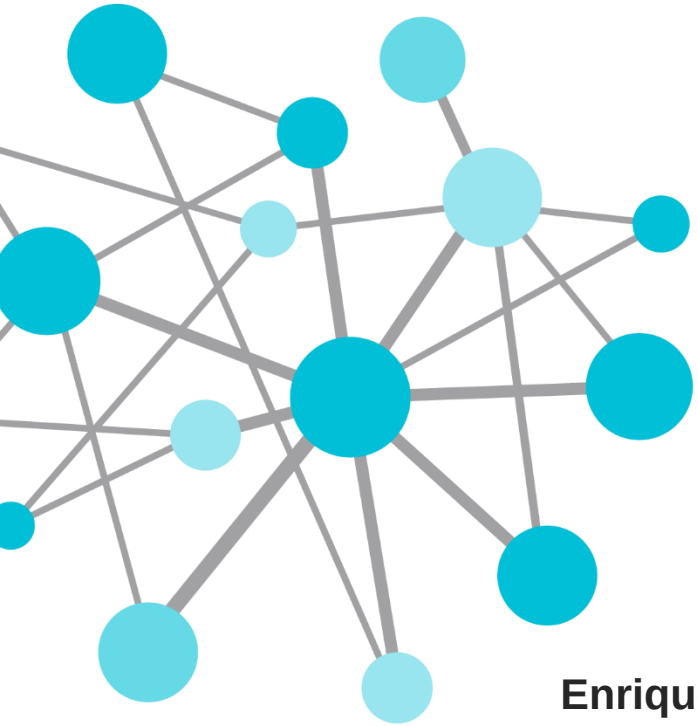

Why the Internet of Things Mega-Trend will increase the value of your PI Infrastructure

Presented by

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Market Principal – New Markets, Connected Devices

Andy Castonguay - Machina Research
Principal Analyst

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Machina Research

- **The leading research/consulting firm focusing on the emerging opportunity for new connected devices and applications, i.e. M2M, Big Data and IoT**

- **Support our clients through**
  - **Machina Research Advisory Service** – our multi-client annual subscription service comprising forecasts, reports and access to the analysts (see below)
  - **Custom Research & Consulting** – client-specific research

- **We have the most focused research on the M2M field of any analyst firm in the world: we provide the most granular forecasts for the global M2M opportunity, supported by the most robust analysis of market issues and dynamics**

- **Machina Research was founded in 2010, and brings to its clients a professional team of industry analysts with many years of experience in M2M research and consulting**

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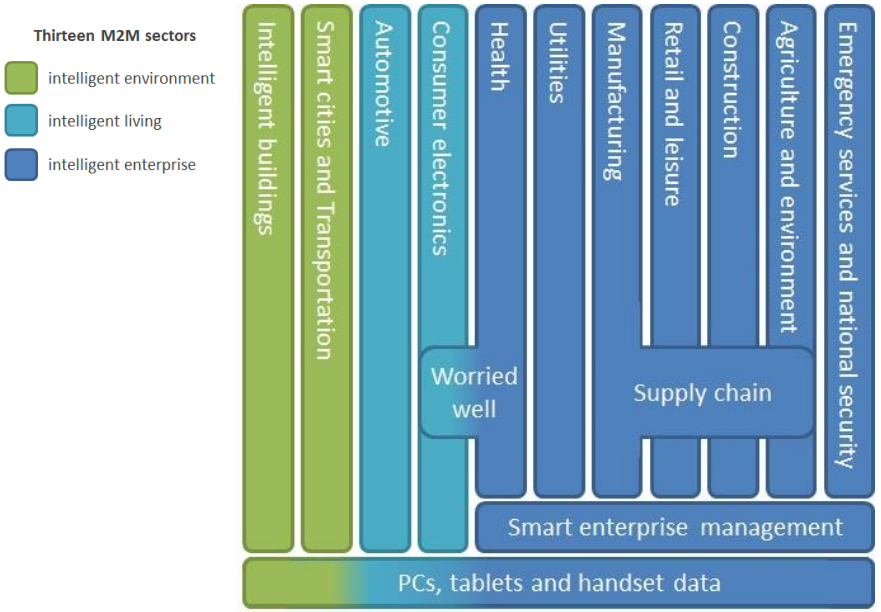
Machina Research Forecast Database



- *We recognise that M2M is a very diverse market that requires a granular approach*
- *We have developed detailed M2M forecasts based on our thirteen (13) focus sectors (see left)*
- *Within each sector there are very different dynamics for each application, so we forecast each of 61 application groups and hundreds of applications separately*
- *We have done this for 201 countries across the globe*
- *We have done this across a ten year forecast period, 2012 – 2022*

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Agenda

- What is the “Internet of Things”
- Challenges – Analyst Perspective
- How can PI help

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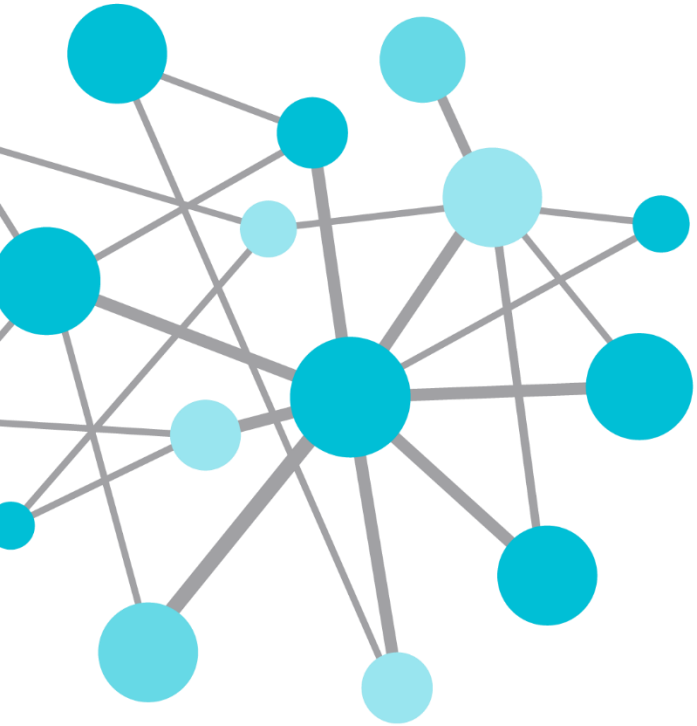

M2M / IoT Survey

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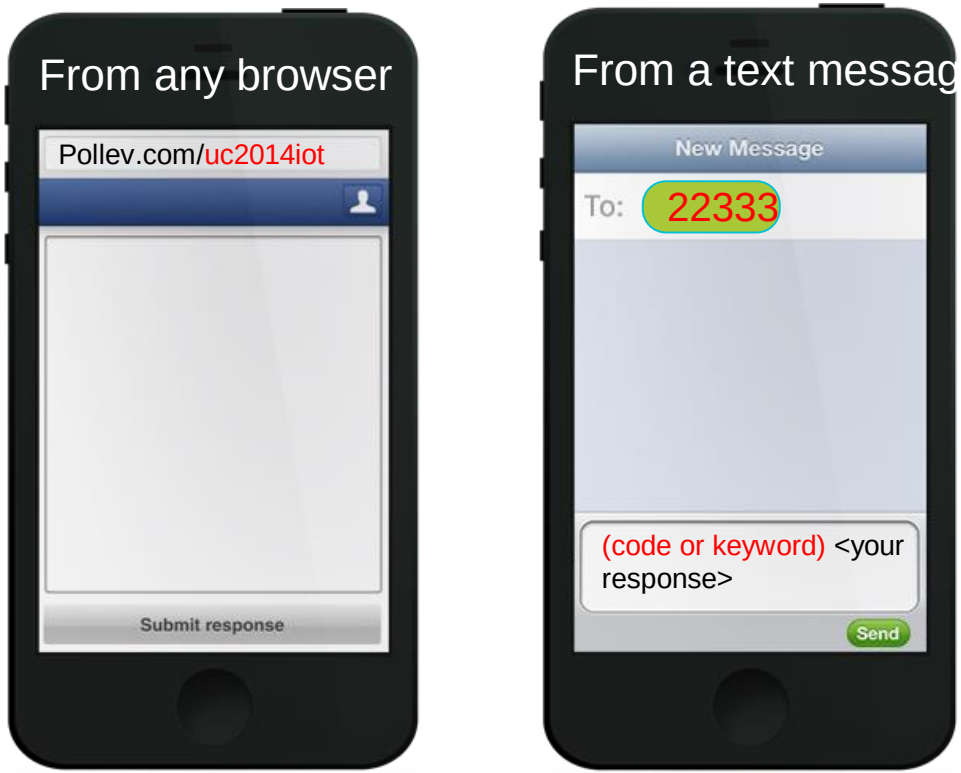
Participating with Poll Everywhere

How to vote via the web or text messaging



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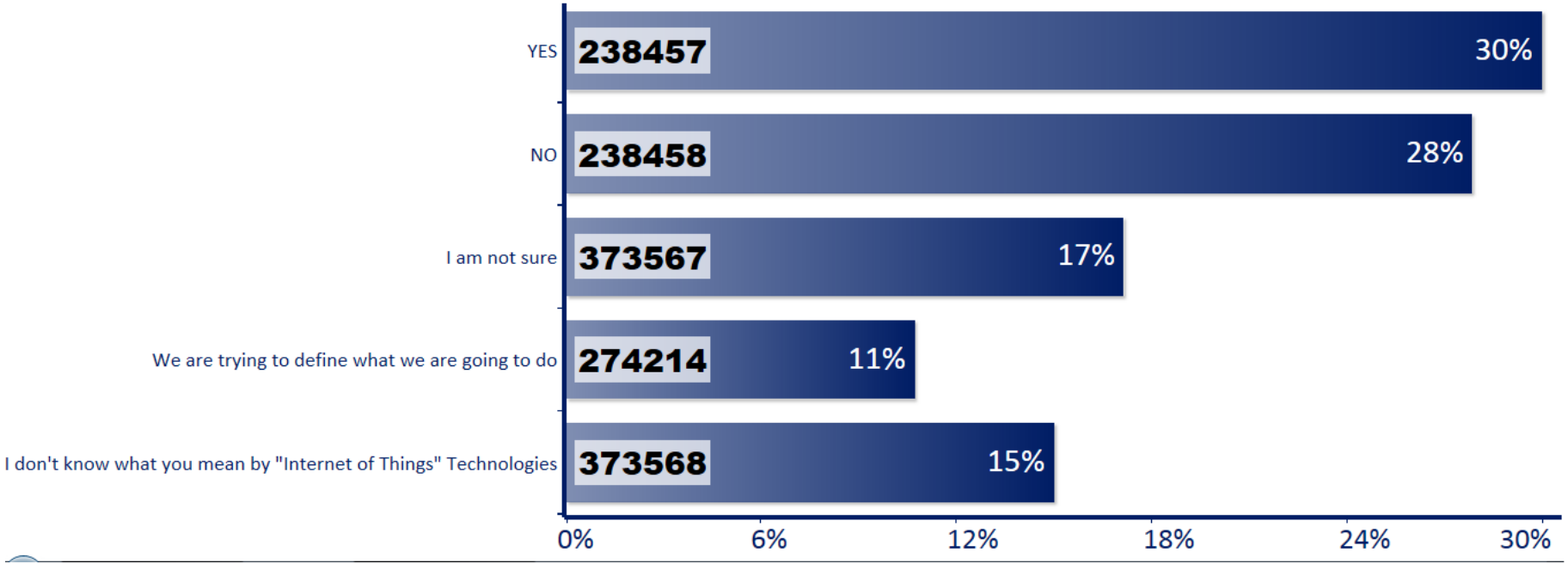
Does your company have an initiative within the next 12 months to leverage the "Internet of Things" Technologies?

Text a **CODE** to **22333** Submit responses at **PollEv.com/uc2014iot**



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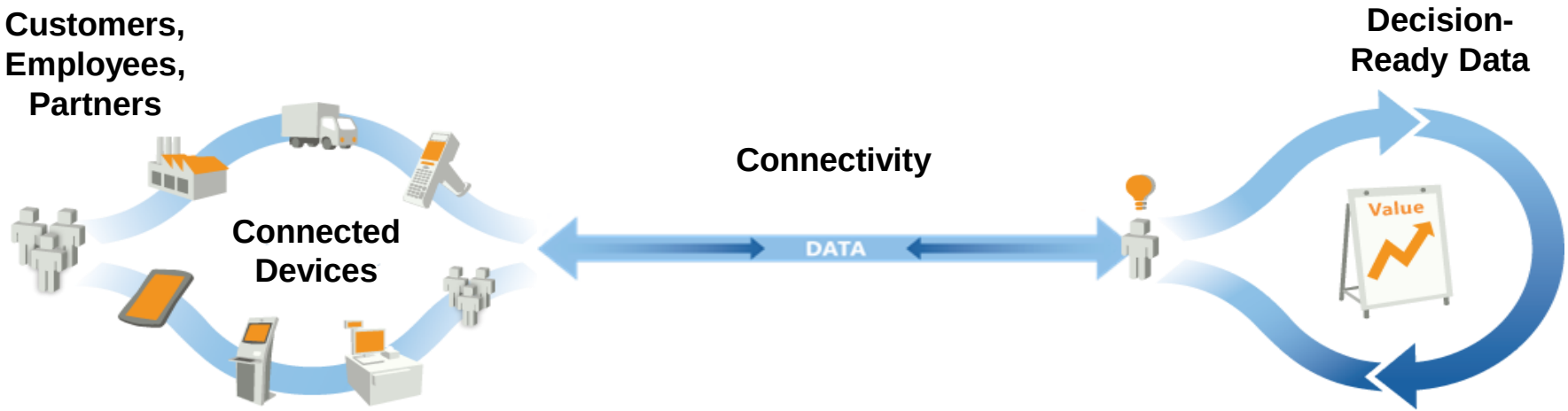
IoT Definition

*The **Internet of Things** (or **IoT** for short) refers to uniquely identifiable objects and their virtual representations in an Internet-like structure.*



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Is the Internet of Things the same as M2M?

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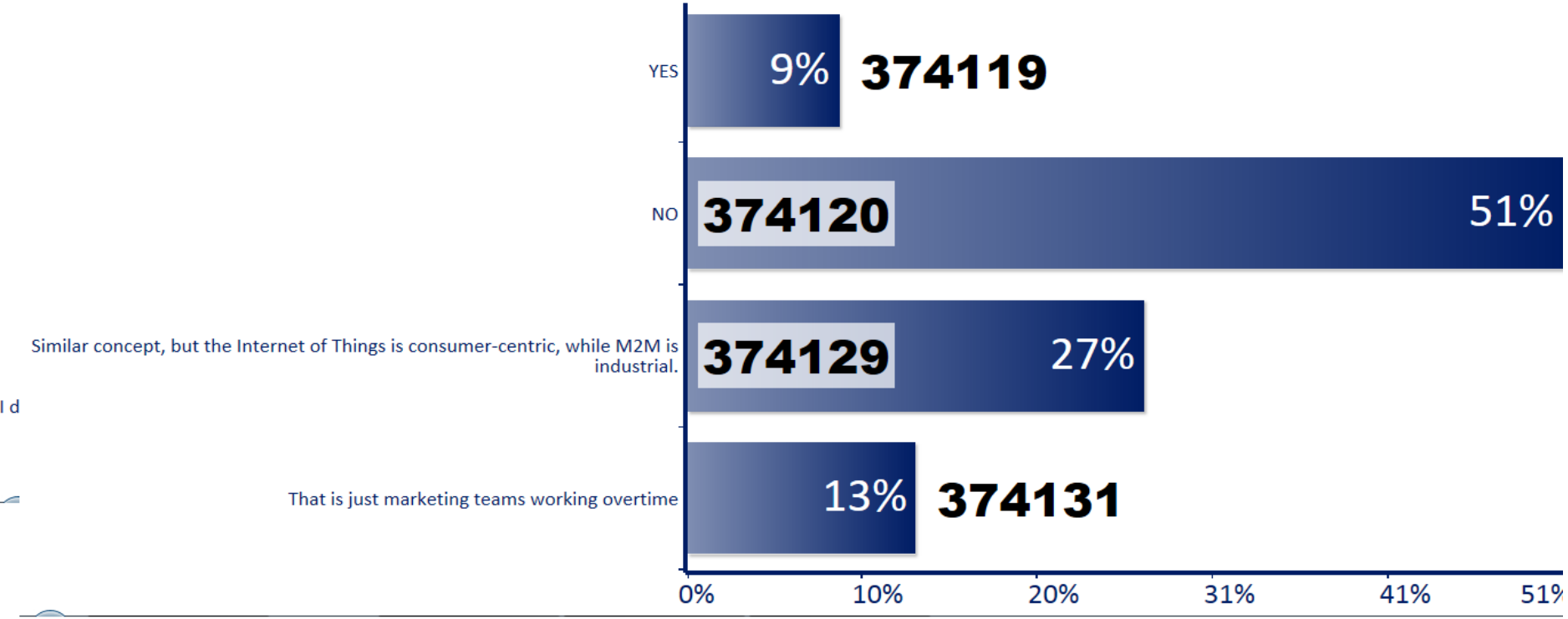

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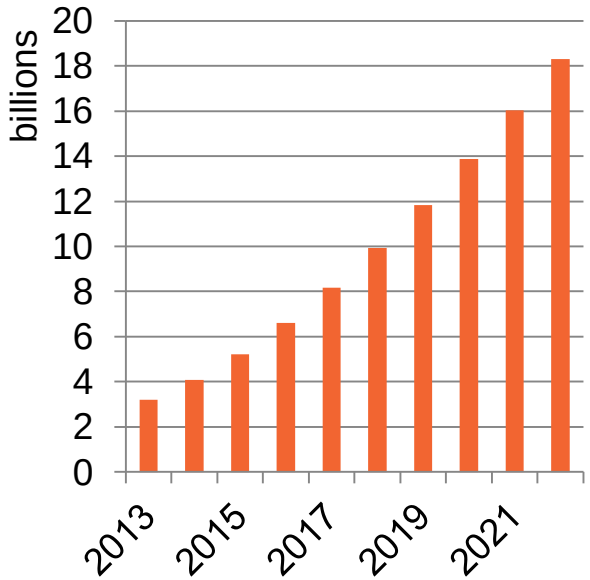
Scale: M2M connected devices will grow from 3.2 billion in 2013 to 18.3 billion in 2022

Global machine-to-machine connections 2013-22
Source: Machina Research 2013



- Machina Research defines M2M as **"Connections to remote sensing, monitoring and actuating devices, together with associated aggregation devices"**
- Based on this definition there were 3.2 billion M2M connections at the end of 2013 and this will grow to 18.3 billion in 2022, a CAGR of 21.3%

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Market: M2M and IoT requirements are changing markets, driving applications' growth

Machina Research

M2M	M2M and IoT
Traditional "purpose-built" solutions, focused on stand-alone applications	Managing multiple estates of devices, applications and systems across multiple verticals
Connections between devices, platforms and applications	Things, people and systems are "talking" to one another
Complex application development throughout the stack	Abstraction with APIs accelerating application development, and new application development tools
Limited in terms of scale with a greater focus on enterprises	Significant scale in deployments with an increased focus on consumers
Connectivity and device driven solutions	Applications and data driven solutions (continued connectivity and device requirements)

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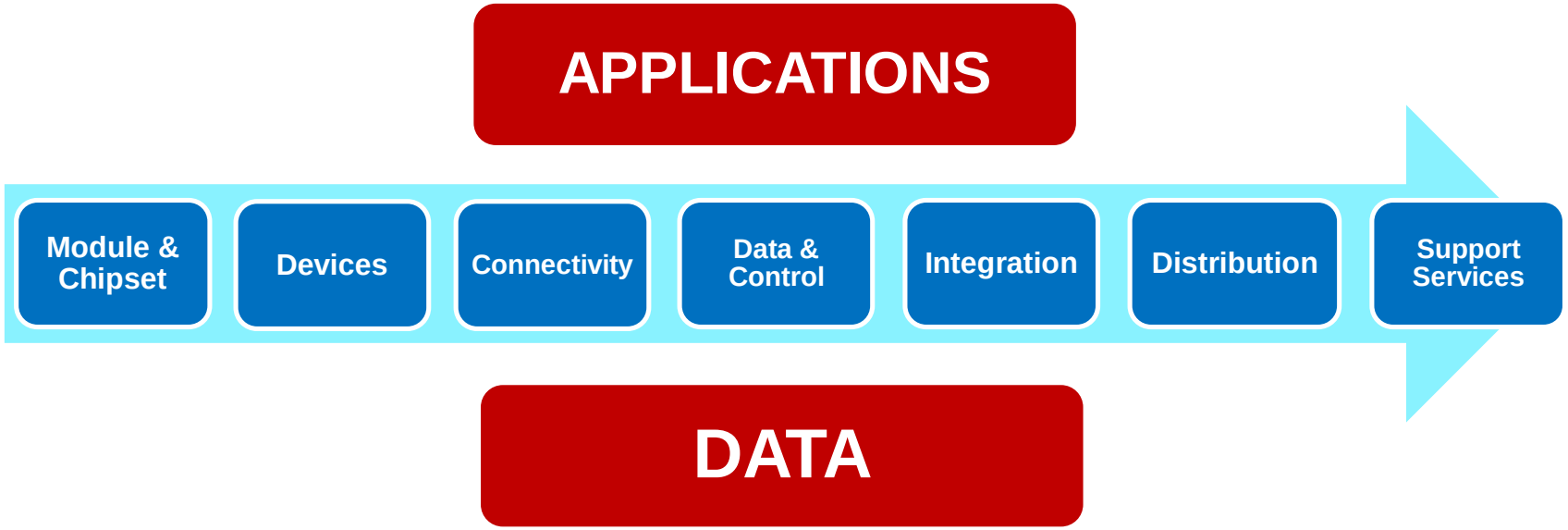
Most M2M end-to-end solutions require partnerships and collaborations to create value



Machina Research

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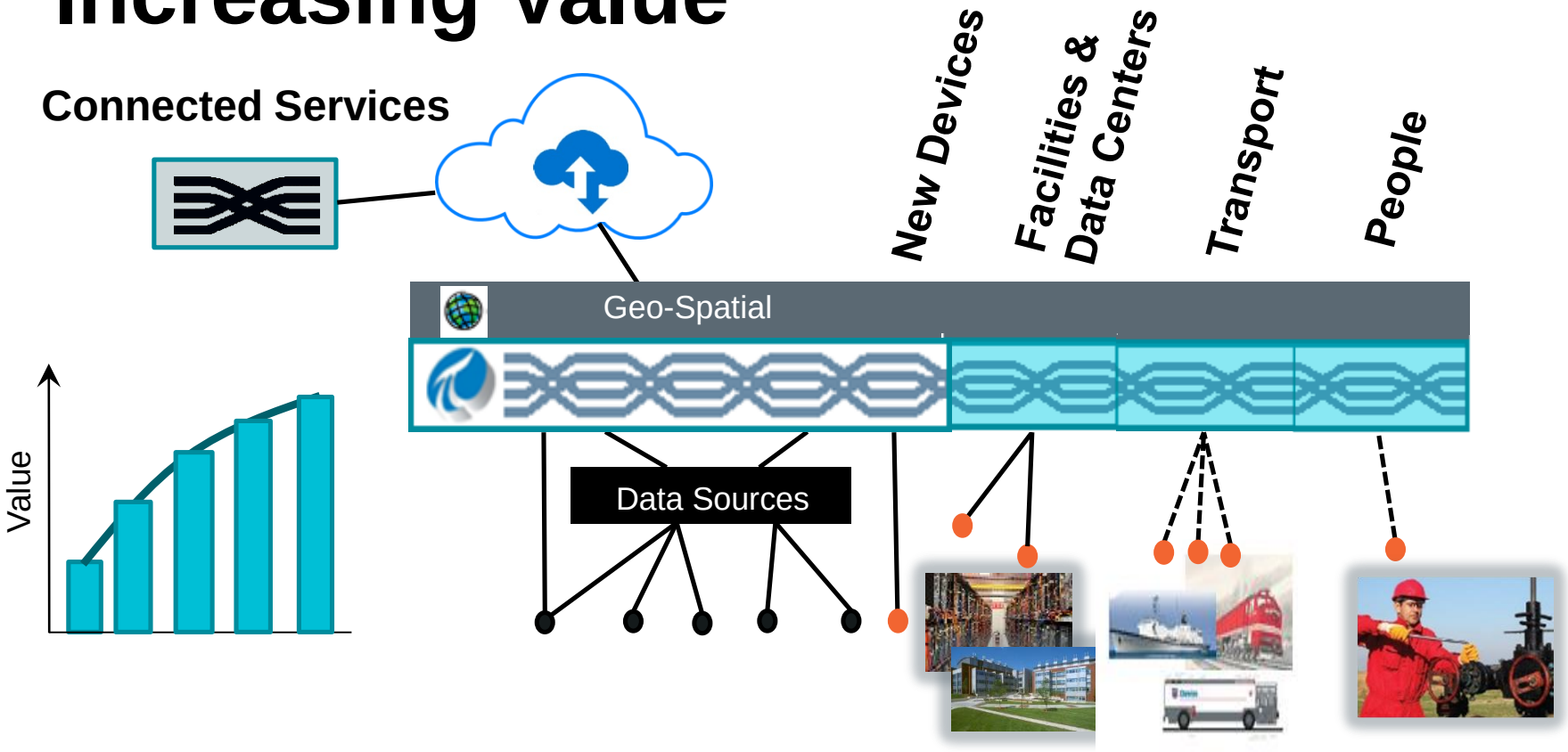
Increasing Value



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IoT/M2M Market Initiatives

- Smart Energy / Smart Grid
- Smart Factory
- Transport and Logistics
- Smart Cities
- The Smart Home
- Retail
- E-Health

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Does your company have an initiative to connect mobile equipment or vehicles for remote monitoring?

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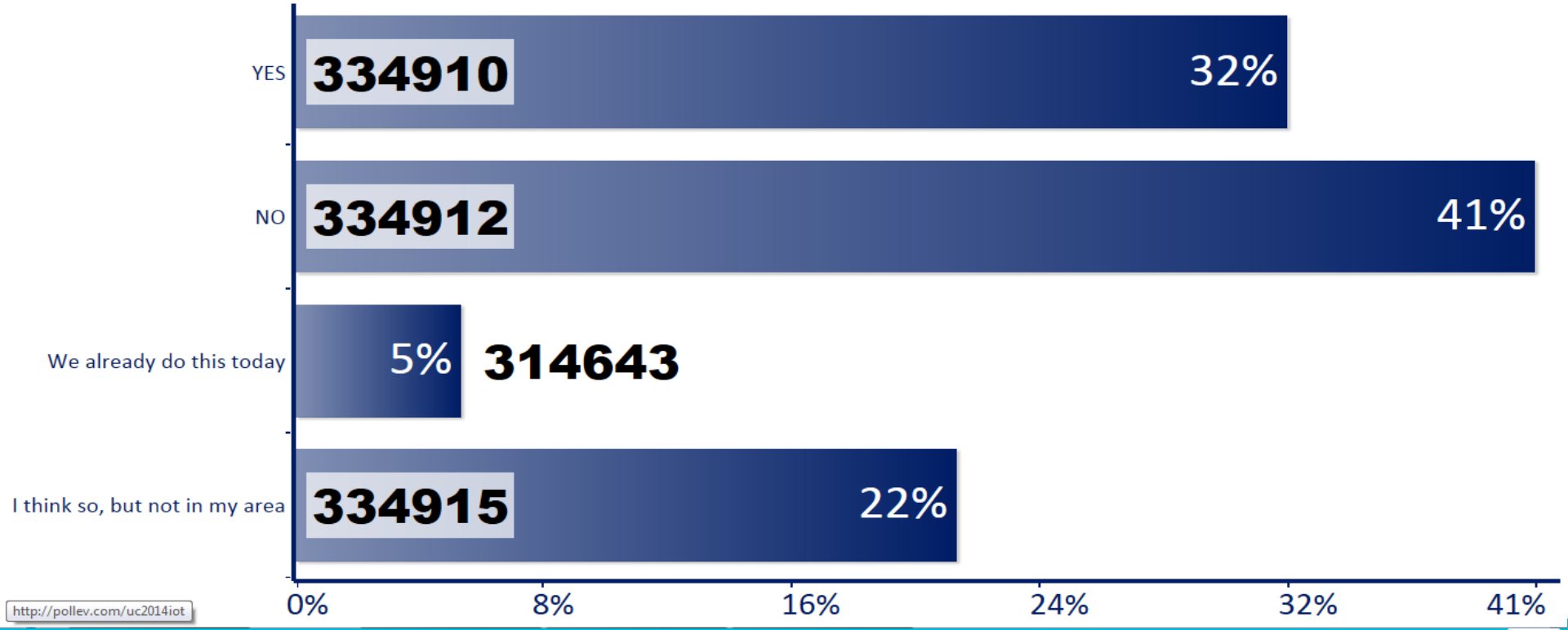

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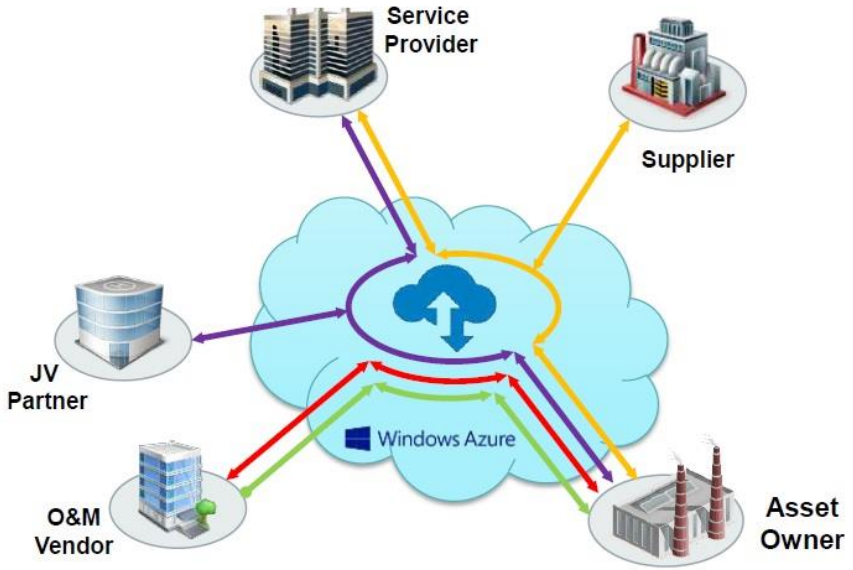
IoT/M2M Value Scenarios



- Remote Monitoring
- Product-as-a-Service
- Value-Add Services

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What type of business partners would you look to first for help in shaping your IoT/M2M Strategy?

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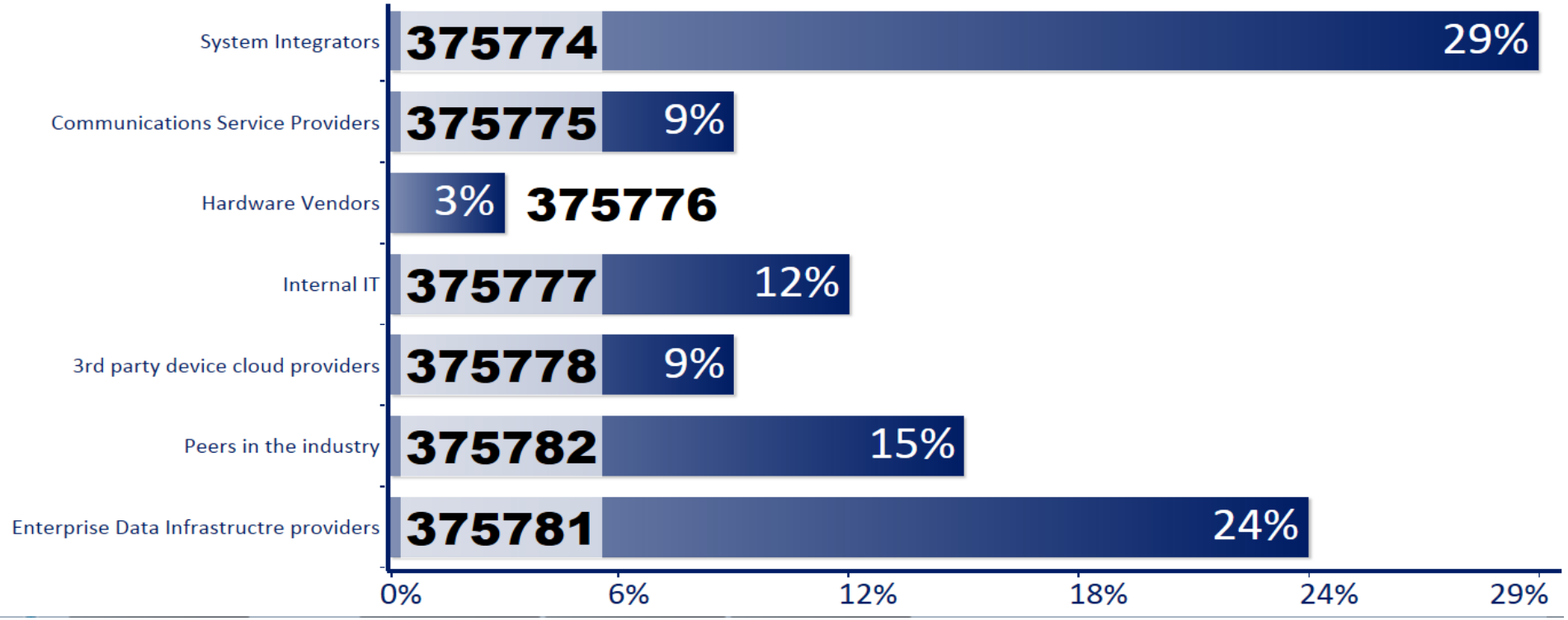

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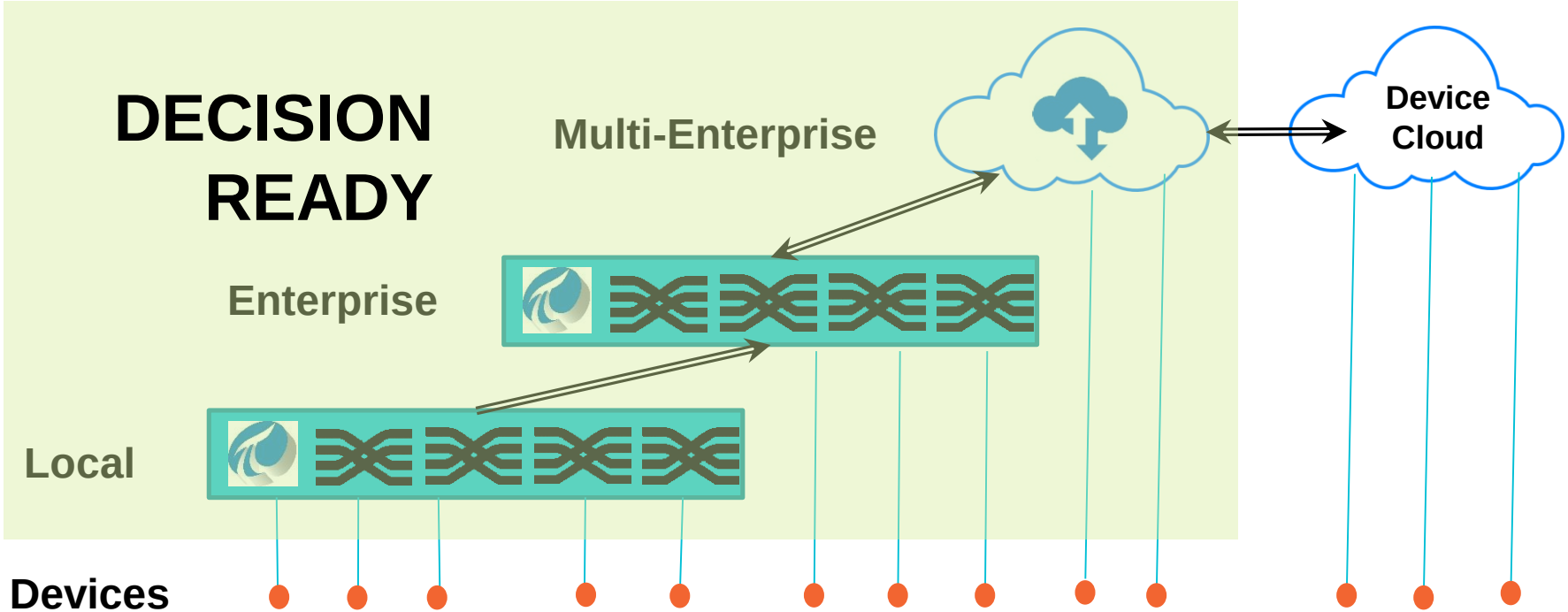
PI Infrastructure for “Things”



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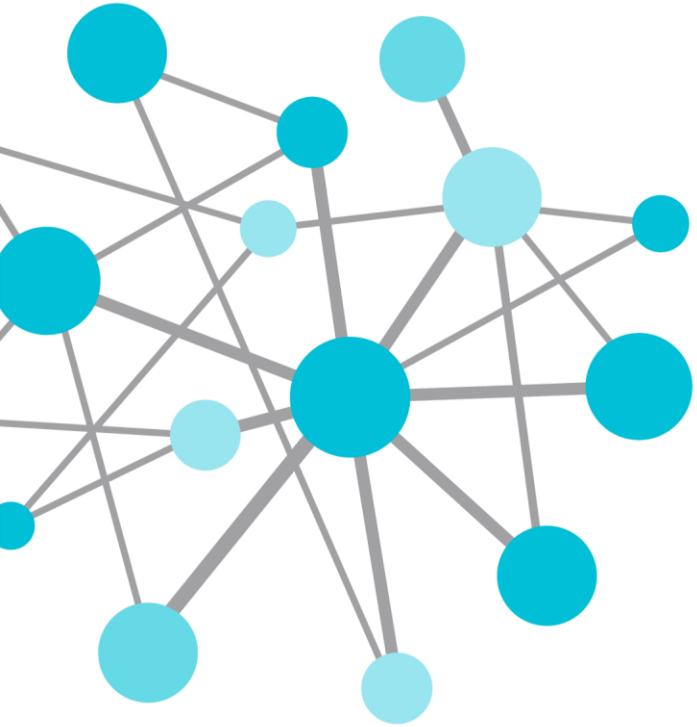

THANK YOU

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