



# Fantástico Mundo Moderno!

Presented by **Danilo Bordini (@dbordini)**  
**Gerente de Novas Tecnologias**



# Vacas Conectadas





video courtesy of Fujitsu and MTN

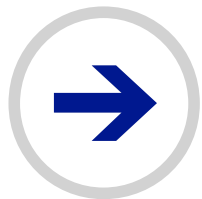
As vacas precisam dar  
10.000 passos por dia?



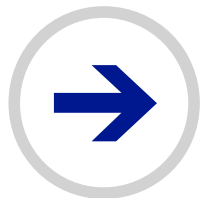
Toda empresa é  
uma empresa de  
dados...



O que um  
fazendeiro pode  
fazer...

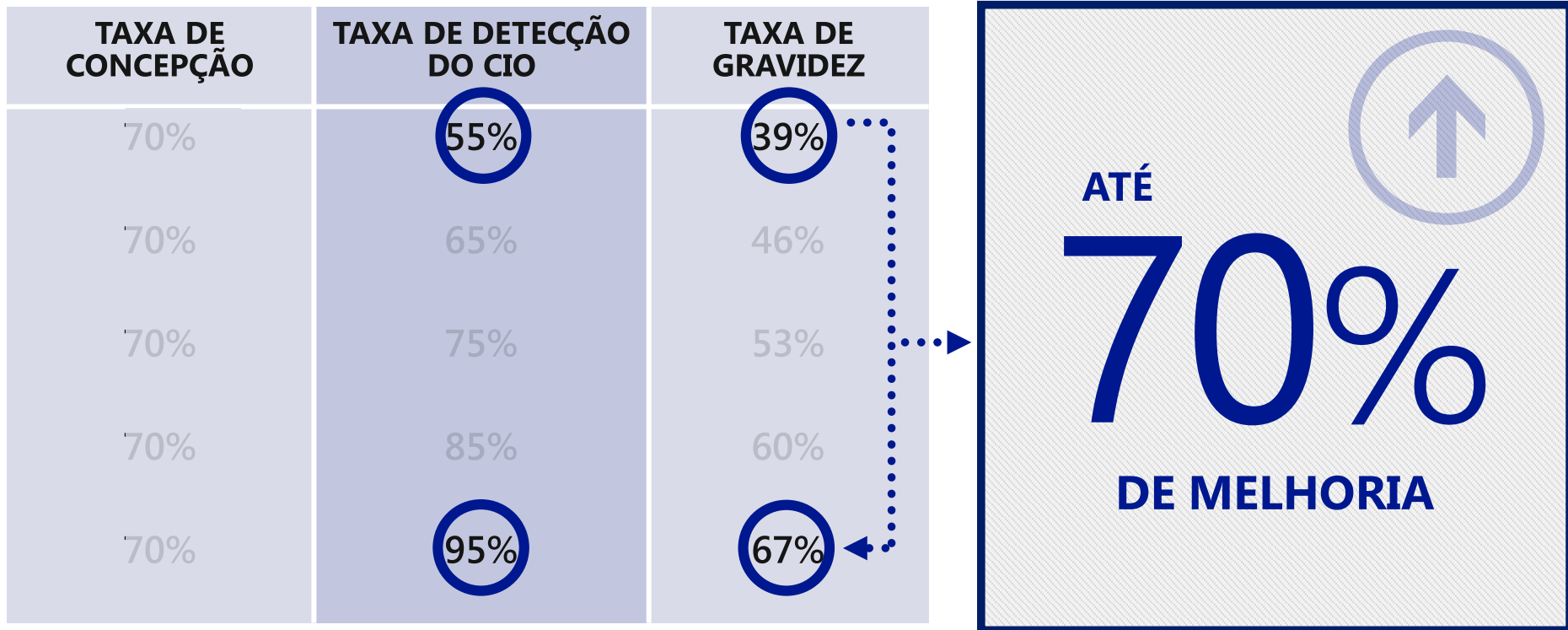


Detectar problemas de saúde para evitar perdas



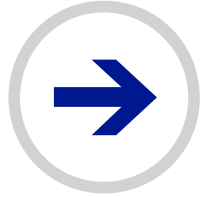
Melhorar a produção de gado pela detecção precisa do cio

# Efeito da taxa de detecção do cio na crescente taxa de gravidez

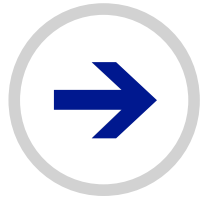




Mas isso é difícil...



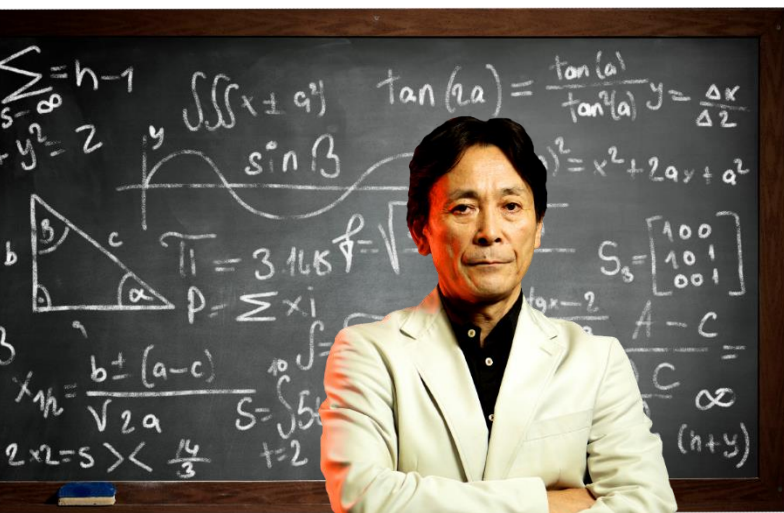
O cio dura apenas 12-18 horas a cada 21 dias

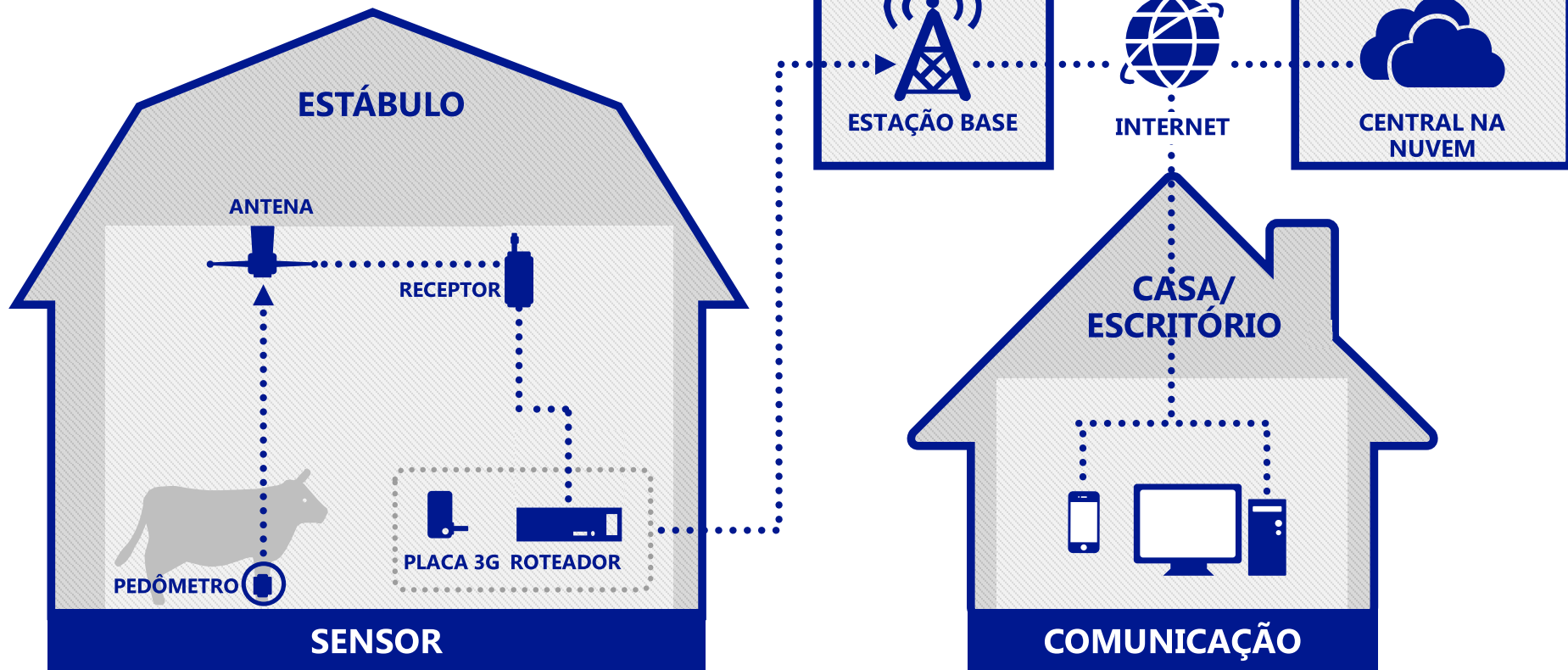


Ocorre geralmente entre 22:00 e 08:00

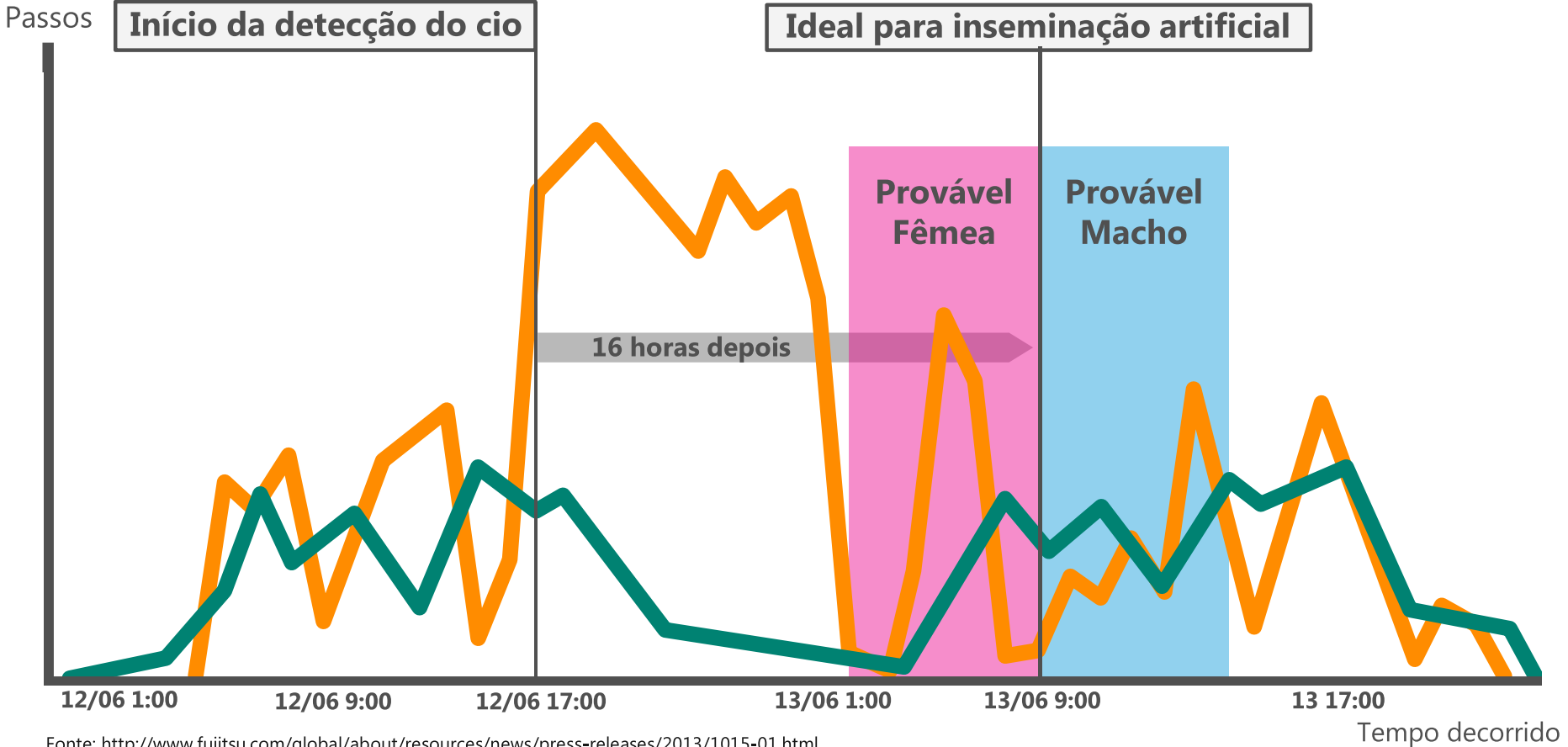


Como os fazendeiros podem  
dizer qual a hora certa para  
centenas de vacas?









Fonte: <http://www.fujitsu.com/global/about/resources/news/press-releases/2013/1015-01.html>

“Em Deus eu confio,  
mas todos os outros  
trazem dados”

– W. Edwards Deming

# Efeitos econômicos antes e depois de utilizar o sistema Fujitsu GYUHO em 11 fazendas de gado

| STOCK FARMER NAME | BREEDING NUMBERS | BEFORE GYUHO INTRODUCTION |                      | AFTER GYUHO INTRODUCTION |                      | SHORTENED DAYS | ANNUAL PRODUCTION INCREASED HEADS | ANNUAL INCREASE IN % | INCOME INCREASE BY PRODUCTION INCREASE JPY350,000/ CATTLE (♂・♀ AVERAGE) |
|-------------------|------------------|---------------------------|----------------------|--------------------------|----------------------|----------------|-----------------------------------|----------------------|-------------------------------------------------------------------------|
|                   |                  | 8 MONTHS                  |                      | 8 MONTHS                 |                      |                |                                   |                      |                                                                         |
|                   |                  | DAYS-OPEN                 | INTRAPARTUM INTERVAL | DAYS-OPEN                | INTRAPARTUM INTERVAL |                |                                   |                      |                                                                         |
| 1 A STOCK FARMER  | 180              | 78                        | 363                  | 63                       | 348                  | 15             | 8                                 | 4%                   | 2,800,000                                                               |
| 2 B STOCK FARMER  | 262              | 74                        | 359                  | 59                       | 344                  | 15             | 12                                | 5%                   | 4,200,000                                                               |
| 3 C STOCK FARMER  | 110              | 96                        | 377                  | 66                       | 351                  | 26             | 8                                 | 7%                   | 2,800,000                                                               |
| 4 D STOCK FARMER  | 202              | 54                        | 339                  | 40                       | 330                  | 9              | 6                                 | 3%                   | 2,100,000                                                               |
| 5 E STOCK FARMER  | 498              | 78                        | 363                  | 51                       | 336                  | 27             | 40                                | 8%                   | 14,000,000                                                              |
| 6 F STOCK FARMER  | 201              | 154                       | 439                  | 74                       | 359                  | 80             | 37                                | 18%                  | 12,950,000                                                              |
| 7 G STOCK FARMER  | 537              | 115                       | 400                  | 62                       | 347                  | 53             | 75                                | 14%                  | 26,250,000                                                              |
| 8 H STOCK FARMER  | 273              | 217                       | 502                  | 66                       | 351                  | 151            | 85                                | 31%                  | 29,750,000                                                              |
| 9 I STOCK FARMER  | 173              | 137                       | 422                  | 67                       | 352                  | 70             | 29                                | 17%                  | 10,150,000                                                              |
| 10 J STOCK FARMER | 248              | 83                        | 368                  | 50                       | 335                  | 33             | 24                                | 10%                  | 8,400,000                                                               |
| 11 K STOCK FARMER | 151              | 102                       | 387                  | 69                       | 354                  | 33             | 13                                | 9%                   | 4,550,000                                                               |
| AVERAGE           | 258              | 108                       | 393                  | 61                       | 346                  | 47             | 31                                | 12%                  | 10,722,727                                                              |

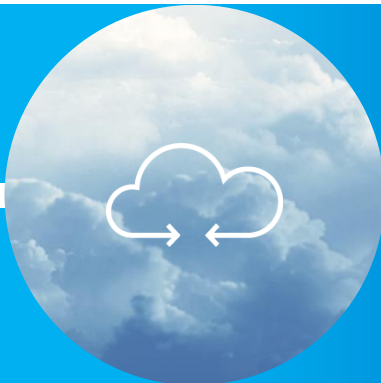
**Empower** every person and every organization  
on the planet to achieve more

Devices



Devices Platform

Create more  
personal computing



Build the  
intelligent cloud



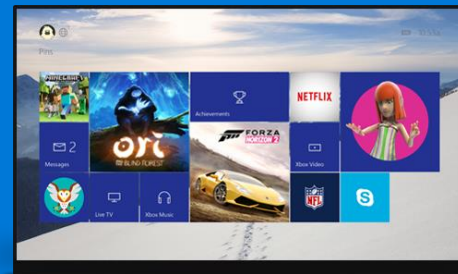
Services Platform

Services

Reinvent productivity  
& business process

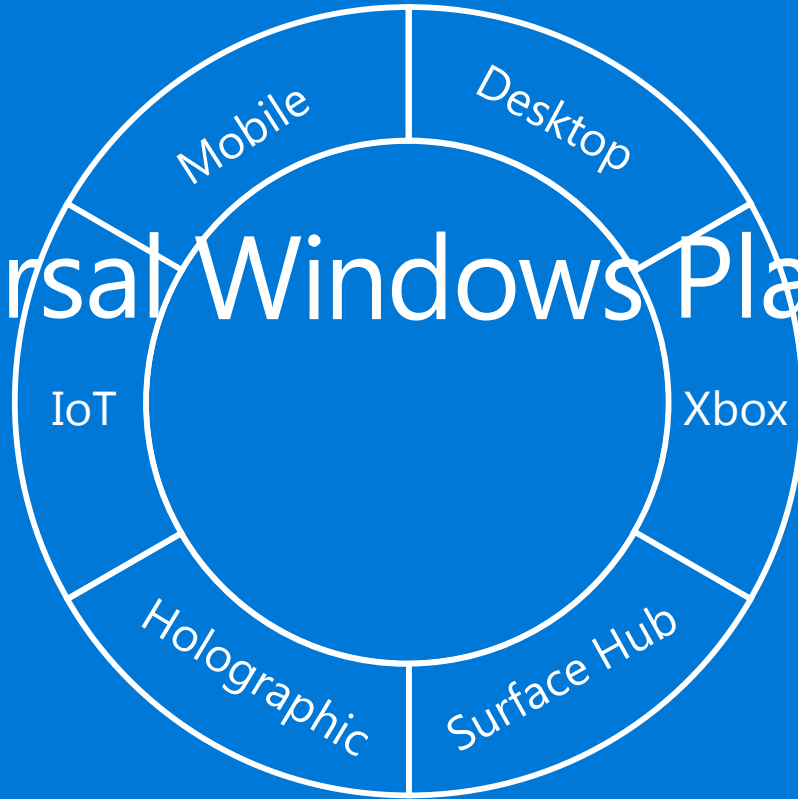


# Windows 10



Free upgrade for the first year

# Universal Windows Platform





# Windows 10 IoT Core preview available for Minnowboard Max and Raspberry Pi 2



Minnowboard Max



Raspberry Pi 2



Arduino virtual shields



Netduino 3 - NETMF



FEZ Spider - Gadgeteer



Gadgeteer on Windows 10 IoT Core



# The Microsoft cloud enables...



More productive



workforce

Business insights



New business models



Leverage of existing investments



The Microsoft cloud supports any device



Device



OS



Data



Dev



Cloud



The Microsoft cloud supports any OS



Device



OS



Data



Dev



Cloud

Microsoft  Linux



Device



OS



Data



Dev



Cloud

The Microsoft cloud supports any data



Device



OS



Data



Dev



Cloud

The Microsoft cloud supports any developer



Windows  
Server

Azure



jive

DocuSign



amazon  
web services

cloudera  
Ask Biggie Questions



CITRIX



workday



IBM

SmugMug

Drupal

salesforce

box Google



Device



OS



Data



Dev



Cloud



40% of Azure revenue  
from startups and ISVs





Home



Customers



Regions



Analytics



Maintenance



Alerts



ThyssenKrupp

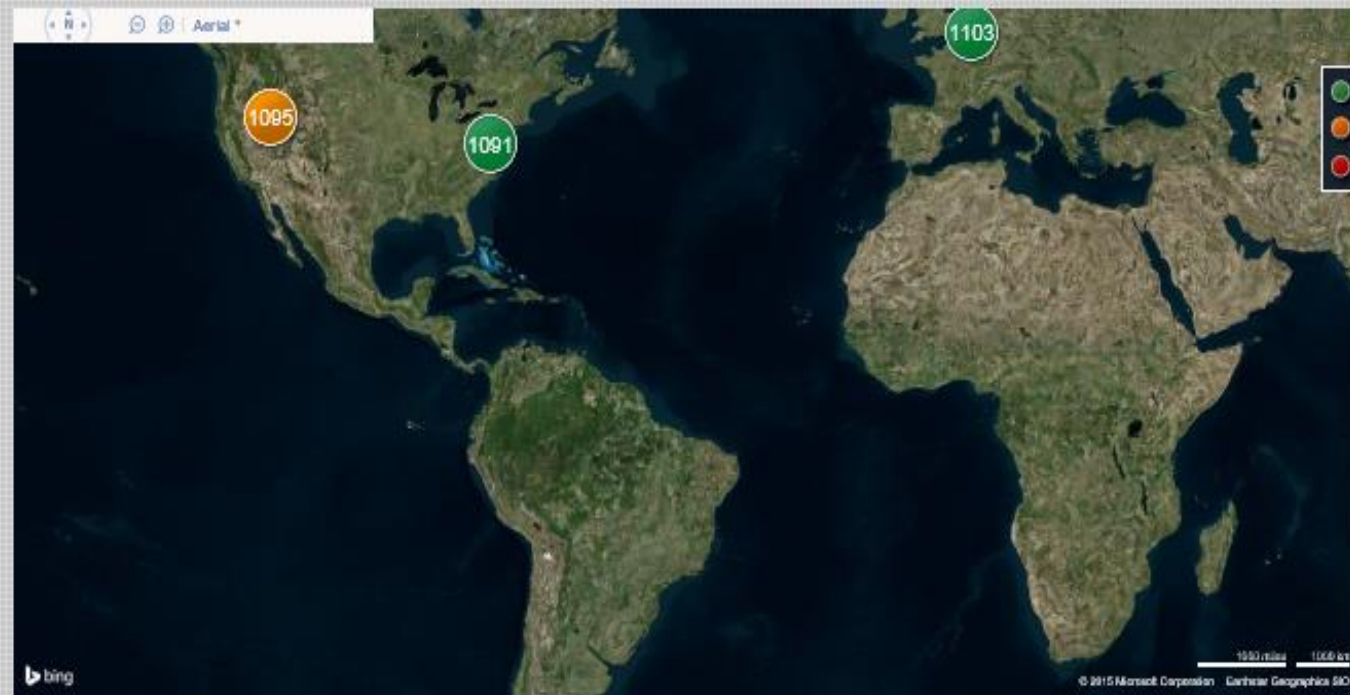
# TKE Remote Monitoring

Powered by Azure IoT services



Jeff Wettlaufer

Sign Out



Assets Registered

12831

Scheduled  
Maintenance

129

Alerts

3978

Resolutions

1925

Service Triage

1027

Locations

3658

Under  
Construction

458

## Buildings

- Virginia Mason Athletic Center  
Assets: 3 Alerts: 1
- PRO SPORTS CLUB  
Assets: 2 Alerts: 0
- GREGG'S BELLEVUE  
Assets: 4 Alerts: 0
- LEXUS BELLEVUE-ELEV  
Assets: 4 Alerts: 0
- PROLIANCE HIGHLAND  
MEDICAL CTR  
Assets: 3 Alerts: 0
- LAKE WA INSTITUTE OF  
TECHNOLOGY  
Assets: 2 Alerts: 0
- LEE JOHNSON CHEVROLET  
Assets: 5 Alerts: 0
- COURTYARD BY MARRIOTT  
BELLEVUE  
Assets: 5 Alerts: 0
- VELOCE-161ST

Home

Customers

Regions

Analytics

Maintenance

Alerts

# TKE Remote Monitoring

Powered by Azure IoT services



Jeff Wettlaufer

Sign Out

Virginia Mason Athletic Center

3 1



Buildings

1

Virginia Mason Athletic Center

Assets: 3 Alerts: 1

2

3

4

5

6

Alerts

Resolutions

Service Triage

Locations

Under Construction

10

5

3

10

2

Virginia Mason Athletic Center

Address12 Seahawks Way, Renton, WA 98058

Contact PersonJeff Wettlaufer

Contact Number(888) 635 4295

Next Service DateTue Jun 30



123

2

G

G

↑

—

—

| Name                  | Model        | Type                  | Scheduled Maintenance | Status      | Predicted Health |
|-----------------------|--------------|-----------------------|-----------------------|-------------|------------------|
| Lobby Elevator        | TKE-TAC20    | Hydraulic / Passenger | Tue Jun 30            | Operational | 83%              |
| Field Access Elevator | TKE-WCRHYDRO | Hydraulic / Freight   | Wed Jul 15            | Warning     | 70%              |
| Office Elevator       | TKE-TAC20    | Hydraulic / Passenger | Tue Jul 21            | Operational | 95%              |

Jeff Wettlaufer  
Sign Out

## Virginia Mason Athletic Center

### Buildings

Virginia Mason Athletic Center

Assets: 3 Alerts: 1

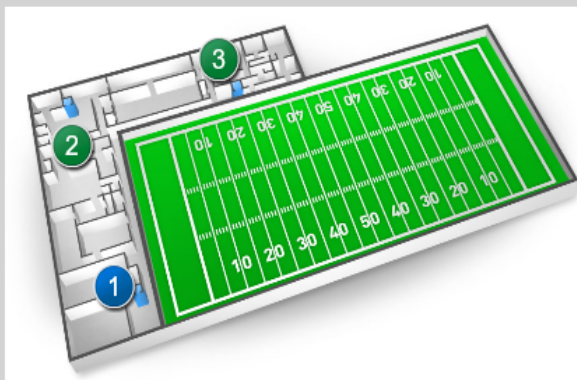
Assets: 1 Alerts: 0

Address 12 Seahawks Way, Renton, WA 98056

Contact Person Jeff Wettlaufer

Contact Number (888) 635 4295

Next Service Date Tue Jun 30



| Name                  | Model        | Type                  | Scheduled Maintenance | Status      | Predicted Health |
|-----------------------|--------------|-----------------------|-----------------------|-------------|------------------|
| Lobby Elevator        | TKE-TAC20    | Hydraulic / Passenger | Tue Jun 30            | Operational | 83%              |
| Field Access Elevator | TKE-WCRHYDRO | Hydraulic / Freight   | Wed Jul 15            | Warning     | 70%              |
| Office Elevator       | TKE-TAC20    | Hydraulic / Passenger | Tue Jul 21            | Operational | 95%              |

## Lobby Elevator

Factory Type

EX6298

Model

TKE-TAC20

Predicted Health

83%

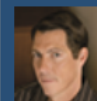


view as

|               | High Speed Run Count | Aver Door Close Time | Aver Up Level Time | Aver Down Level Time | Aver Door Open Time |
|---------------|----------------------|----------------------|--------------------|----------------------|---------------------|
| Mean          | 2921                 | 55                   | 43.5               | 64                   | 43.5                |
| Median        | 2919                 | 51                   | 43                 | 70                   | 49                  |
| Min           | 2909                 | 42                   | 24                 | 56                   | 35                  |
| Max           | 2933                 | 68                   | 63                 | 72                   | 52                  |
| Std Deviation | 12                   | 13                   | 19.5               | 8                    | 8.5                 |

### Asset Feed

012  
Alert verified,  
complete



Franck Halmaert

Fri Jun 08 2012

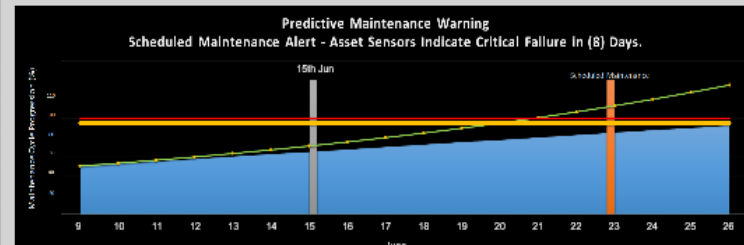
Carried out Scheduled Maintenance.



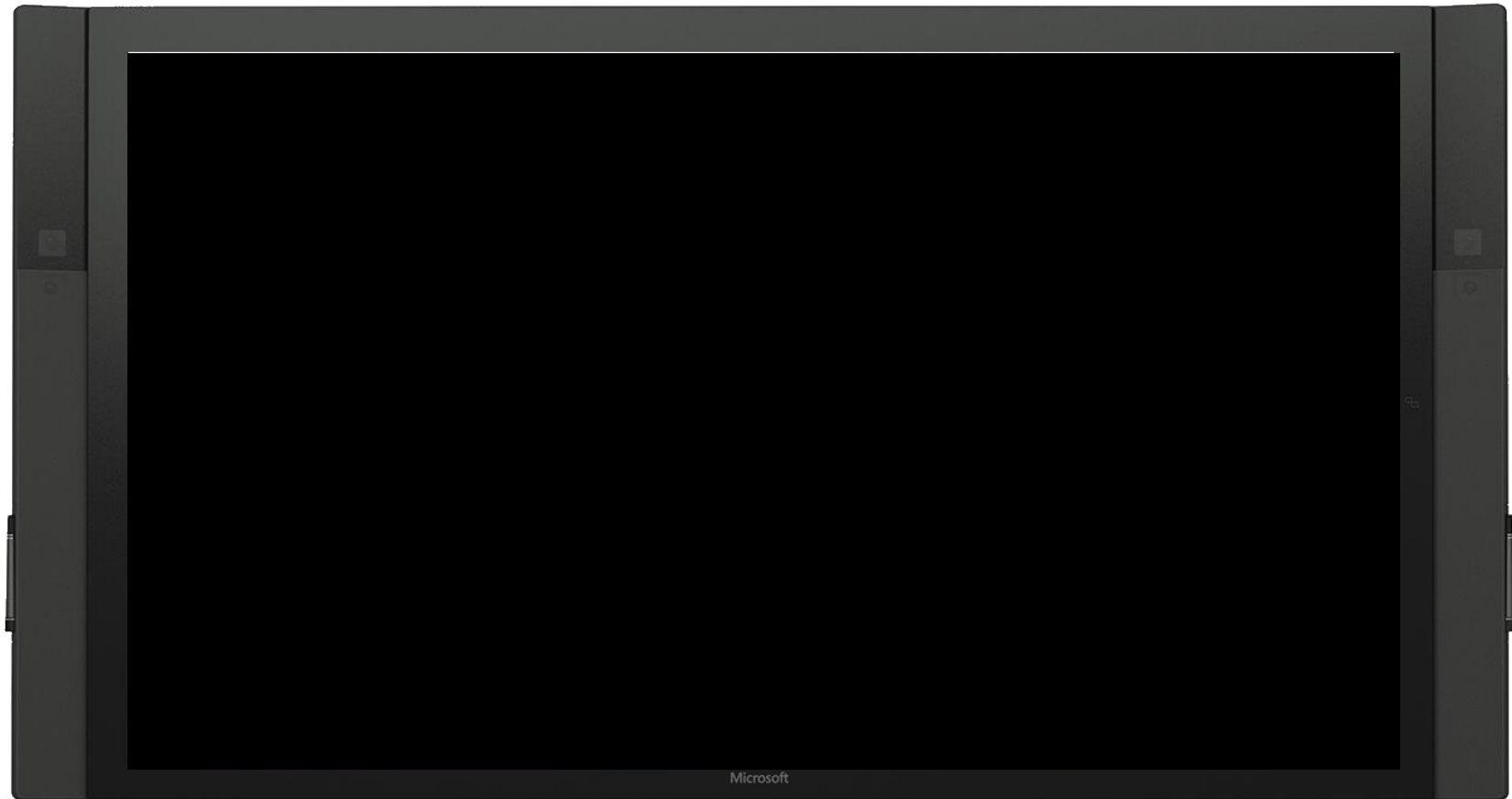
Alfons Parovsz

Mon Jun 17 2013

Carried out Scheduled



# Microsoft HoloLens





Uma nova visão para o futuro





Oportunidades





# THANK YOU



Brought to you by  **OSI**soft.

@dbordini