



IoT: Klein anfangen und Großes erreichen – nicht nur ein Buzzword

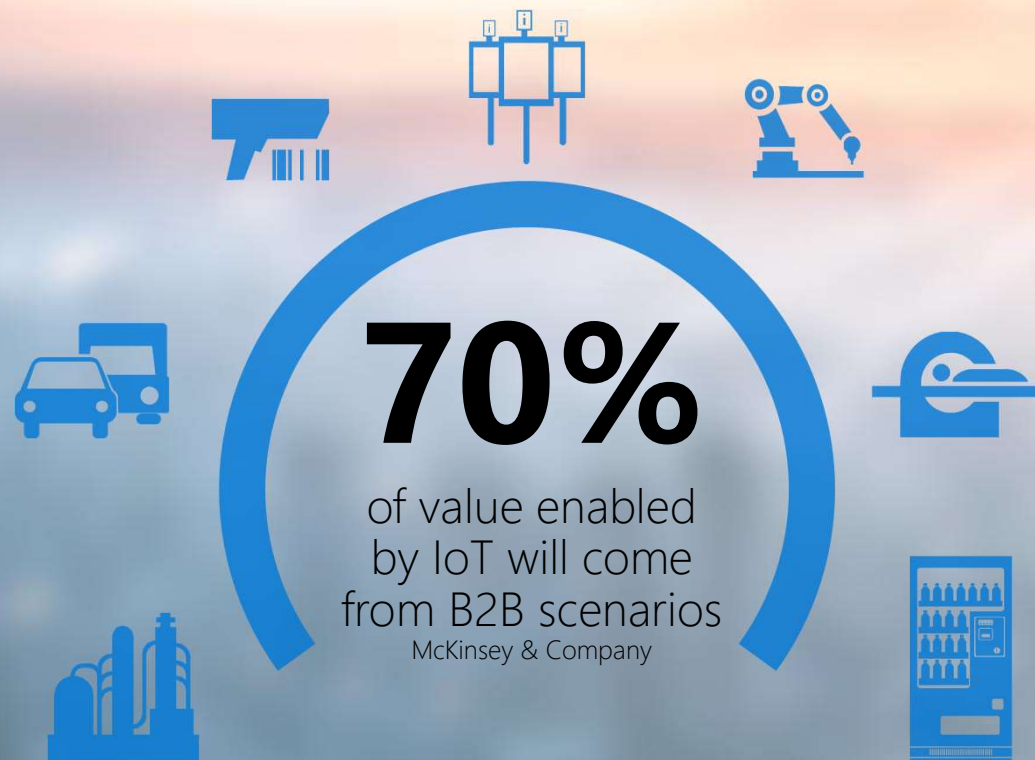
Simon Mattes, Digital Strategist/ Advisor

Microsoft Industry 4.0 Day

▲ München; 2018-02-19



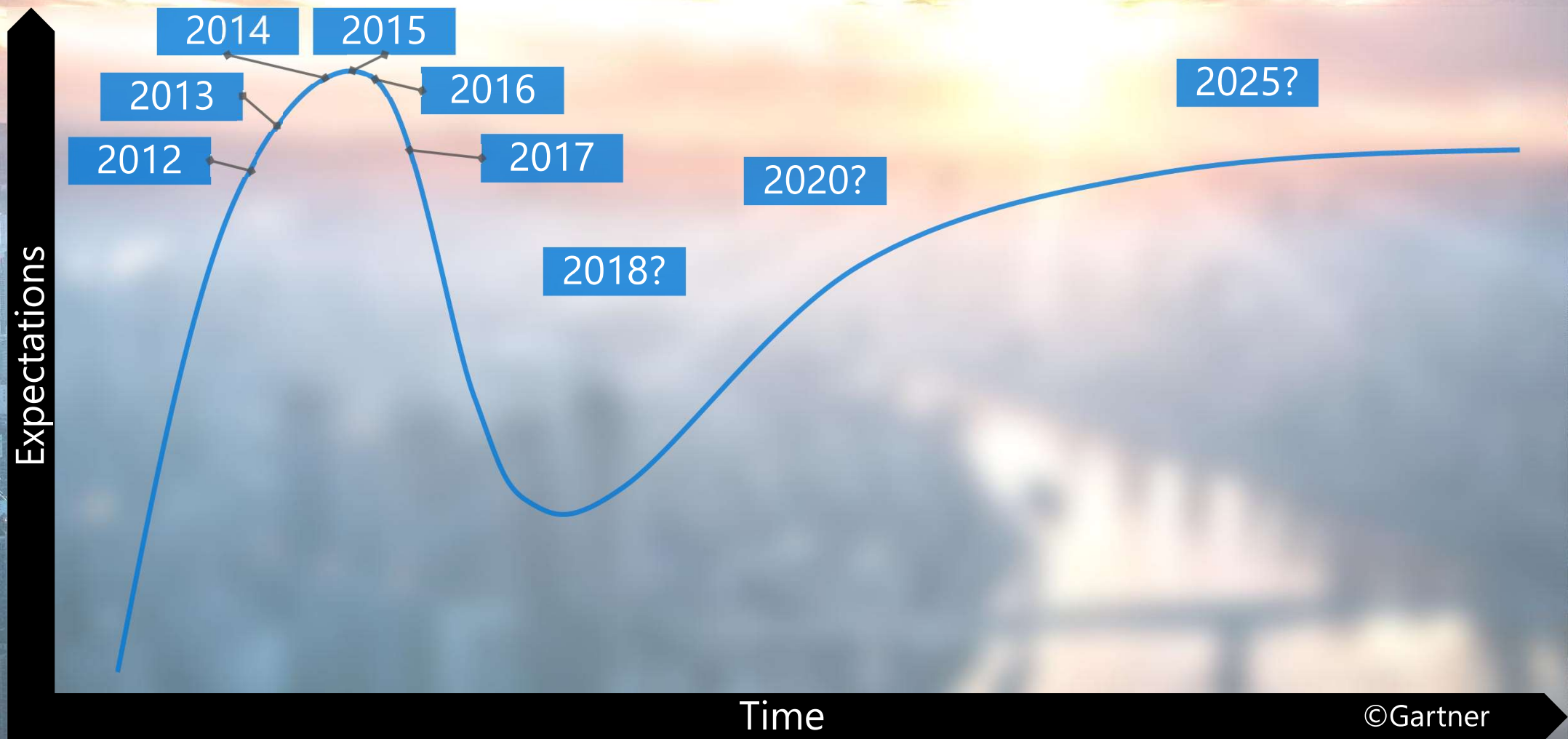
Was ist das "Internet der Dinge"?



21 billion

Connected "things" by 2020
—Gartner

Ist IoT mehr als ein Hype-Thema?



Was bedeutet die Digitalisierung für Deutschland?

Fokus auf digitale Erfahrung

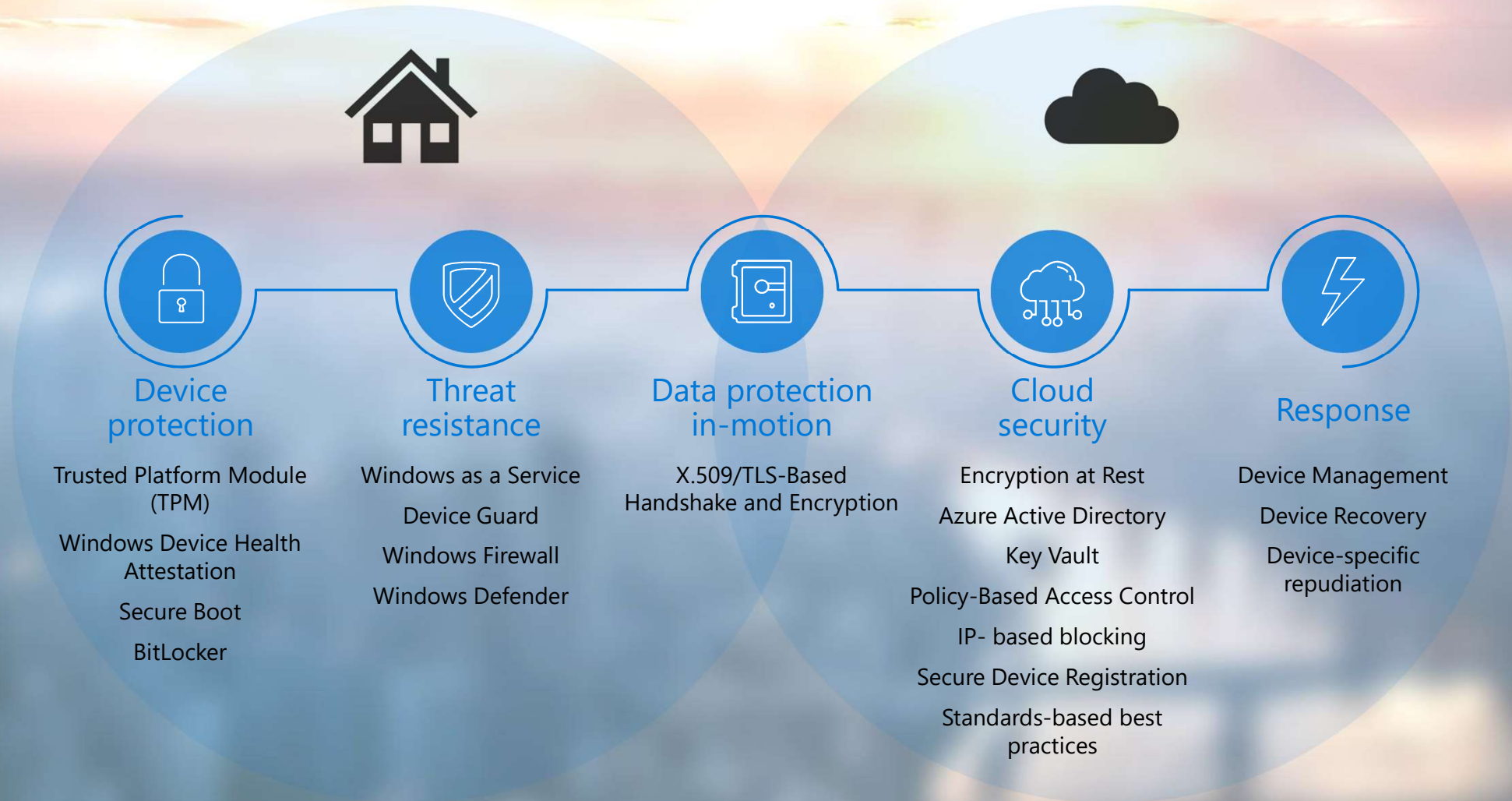
Fokus auf Kerngeschäft

(Internet)
Startups

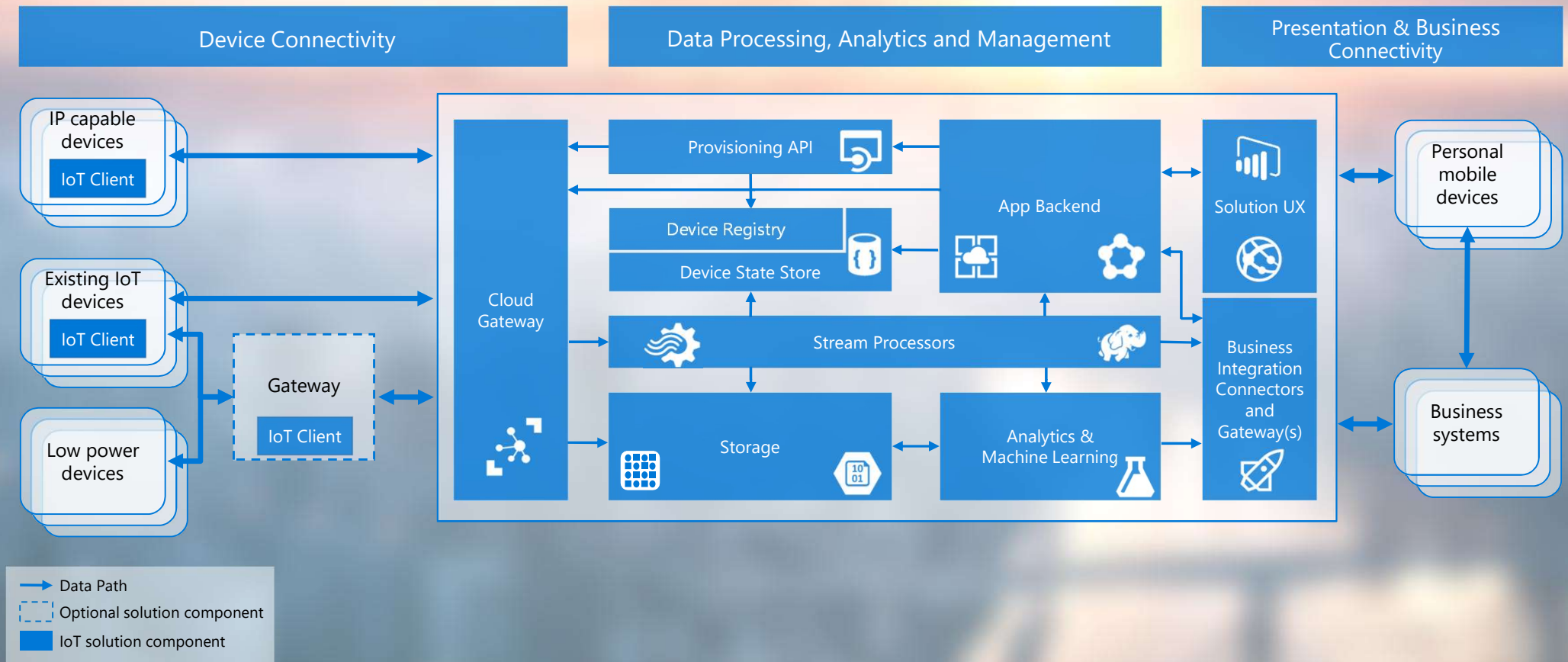


Etablierte
Unternehmen

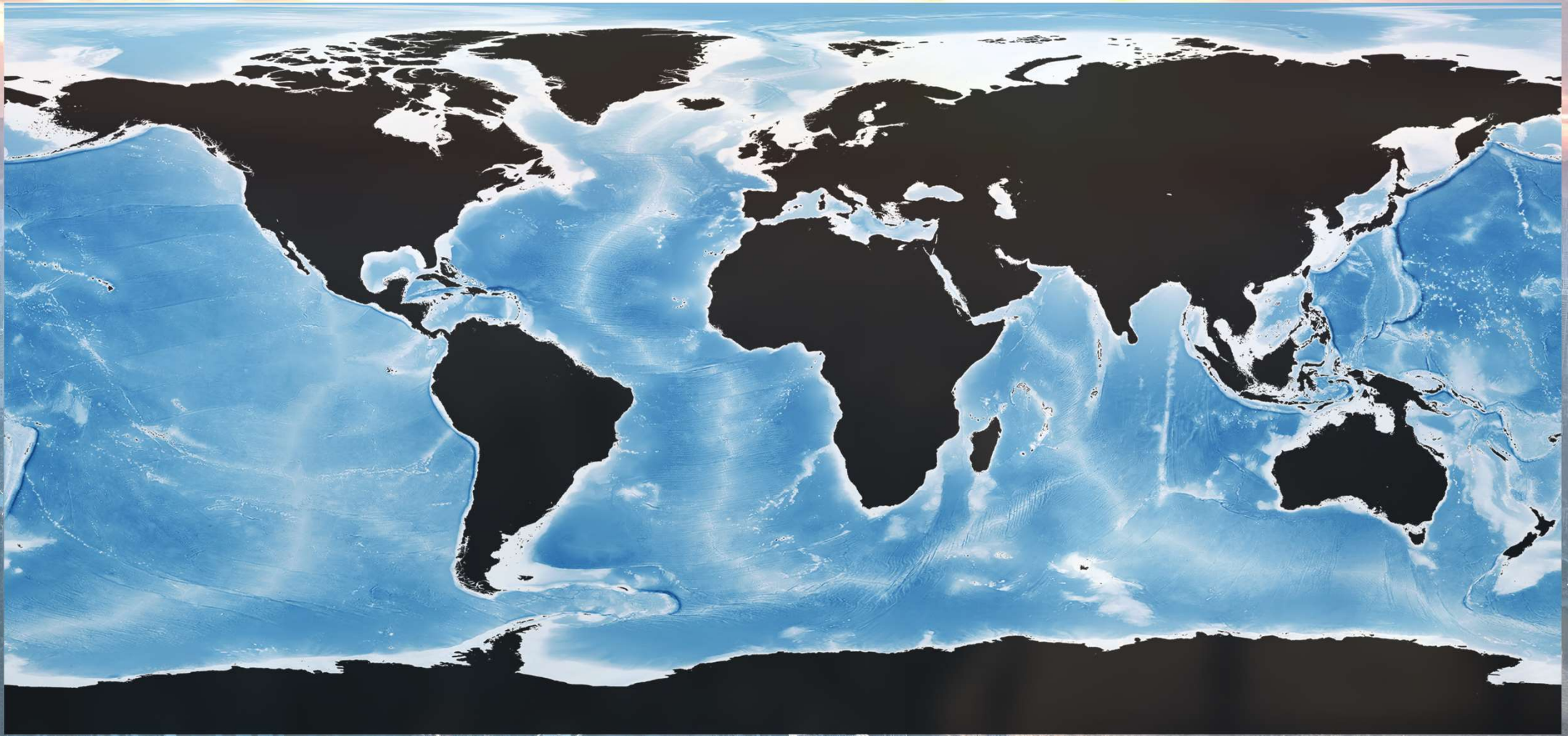
Betrachten wir auch das Thema Sicherheit?



Ist das Thema IoT wirklich relevant für Microsoft?



Live Demonstration



Klein anfangen und Großes erreichen?

Nachhaltige
Lösungsgestaltung



Prädiktiv

Konzentration auf stark **visionäre** Aspekte
Etablierung als **Marktführer**
Fachliche **Erweiterung** der vorhandenen Plattform



Erweitert

Kontinuierliche **Integration** zusätzlicher Systeme
Akquise erster **Kunden**
Ausbau der Plattform

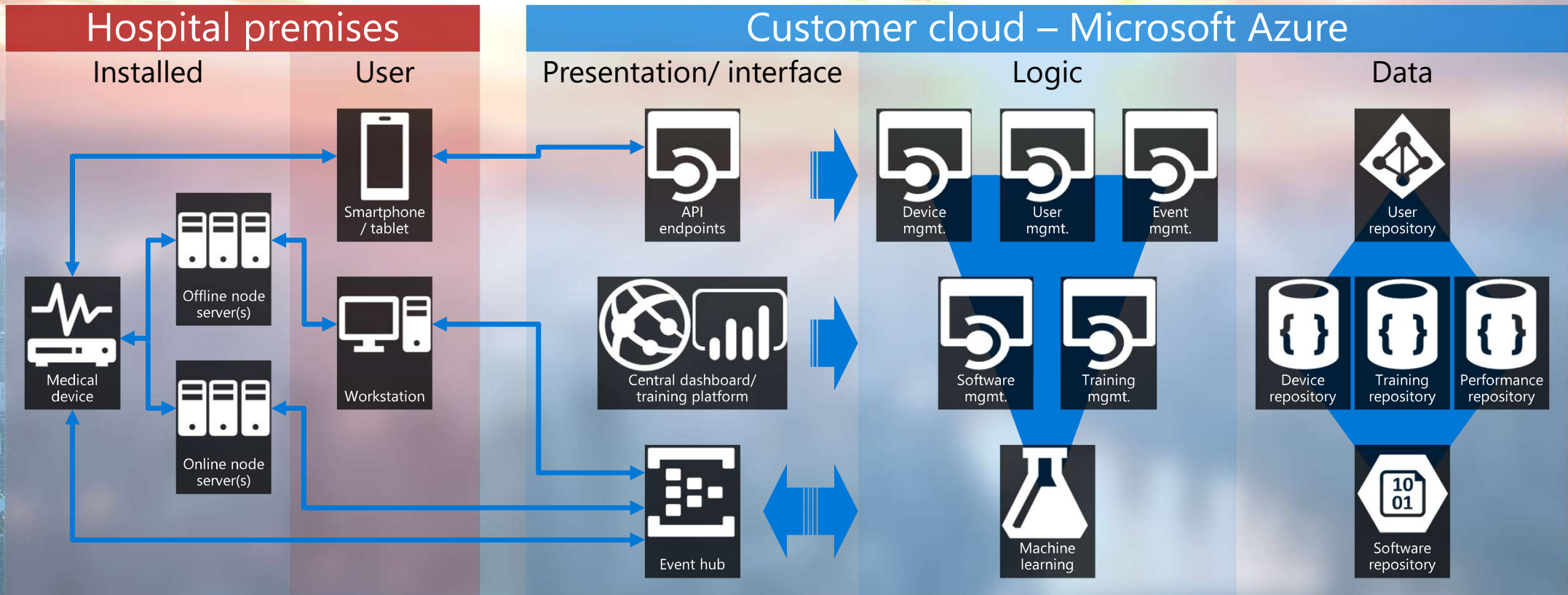


Simpel

Schnell **aufregende** Lösungen zeigen
Sicherung von **Investitionsmitteln**
Erstellung einer **zukunftsfähigen** Plattform

...und was bedeutet das genau?

Aktuelles deutsches
Kundenbeispiel



Phase I of the cloud implementation **focuses on core services** that enable the platform and the initial set of use cases and **enables simple and quick extensibility**

...und wie kann Microsoft mir konkret helfen?

Ideate, and document your
digital transformation journey.
Your Book of Dreams

Build a **digital innovation lab.**
Bring your Book of Dreams to life.
Your Digital Dream Factory



Recruit and form your
digital transformation unit.
Your Digital Dream Team

The dream phase; not just some buzzy words...



Dream

Ideate, and document your digital transformation journey. Your **Book of Dreams**



Design

Build your desired state and roadmap. Form your **Digital Dream Team**



Deliver

Bring your Book of Dreams to life. Your **Digital Dream Lab**



Trends and Insights

What are the key trends and insights that are relevant to your organization?



Digital Vision

How do you envision the future reality of your organization?



Digital Journey Map

How do your customers engage with your organization?



Scenario Planning

What three ideas will you try?



Scenario Narrative

What are the pains, needs, and desired outcomes of your customers?



Solution Storyboard

What solutions would address your scenarios?



Value Scorecard

What's the value of the new outcomes?



Roadmap

What are the phases and milestones to get there?

Mapping ideas with technology; your design



Dream

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Your Book of Dreams



Design

Build your desired state and roadmap. Form your **Digital Dream Team**



Deliver

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Economic Justification

How will this drive revenue?



ACM Plan, and Roadmap

How can we address implementation challenges through an adoption and change management plan, and roadmap?



Prototype

What will the future look like?



Digital Transformation Unit

What team will get us there?

A dream remains a dream without delivery



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Agile Storyboarding

What are the project features' sequence and interconnectedness?



Value Engineering

Are we making the right tradeoffs to deliver the lowest cost consistent with required performance, quality and reliability?



Value Delivery and Management

As we deliver, how will we monitor and control?



Rapid Prototyping

Can we see it in action?



Transformation Roadmap

How will we move forward in a prioritized manner?



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