Microsoft

IoT: A New Wave of Recurring Revenue for MSP's

Anthony Joseph
Director, Sales and Marketing
Data Pros

Data Pros

Let’s Get Started

- Introductions
- IoT is so much more than IoT
- IoT and Digital Transformation
- Live Customer IoT Solutions

Microsoft

Anthony Joseph

- Joined Data Pros in 2016
- Currently Director of Sales and Marketing
- Directly involved in Digital Transformation of current client base
- Works for IBEW Local 1212 in Newark, NJ as a lighting and projection engineer for the New Jersey Devils NHL team.

Data Pros

A cloud solutions provider and Microsoft Partner, Data Pros offers enterprise grade technical solutions to small and midmarket businesses.

Customer Focused

Our customers come first. We provide the same proactive support no matter the customers size.

Improving Efficiency

We remove downtime and offer predictable costs

Promoting Digital Transformation

Educating and implementing unique solutions that can save time and money

Securing Your Data

Data is everything, that is why we pride ourselves on securing it and offering valuable analytical insights

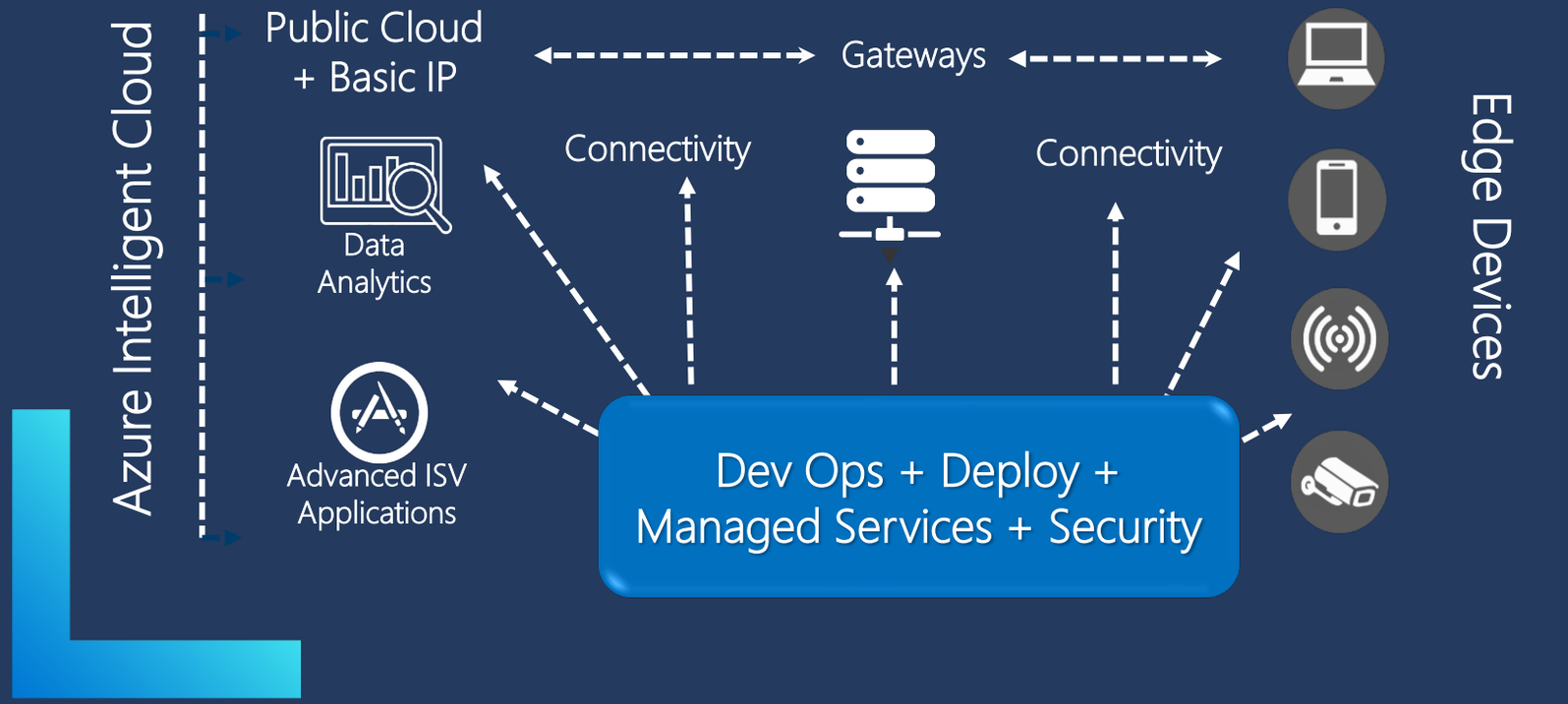
“Your Data is Your Business, Trust Your Business with The Pros”

- Think of Synnex as your General Contractor for IoT solutions
- Augment your capabilities to deliver high quality solutions
- Extend our partnerships with Microsoft and others, to you, as we did with Data Pros
- We don't work with customers directly without a partner

IoT is all about…

SOLUTIONS…

*…that use connectivity, cloud, and edge devices/sensors and **solve a business problem or initiative in a new way***



IoT Opportunity

Globally

- 21B connected devices by January!*
- $457B global opportunity*

Locally

- Hundreds upon hundreds of affordable solutions for SMB, Corporate, EDU/Gov
- Azure IoT consumption is the fastest growing Cloud segment at Synnex

* Per Gartner

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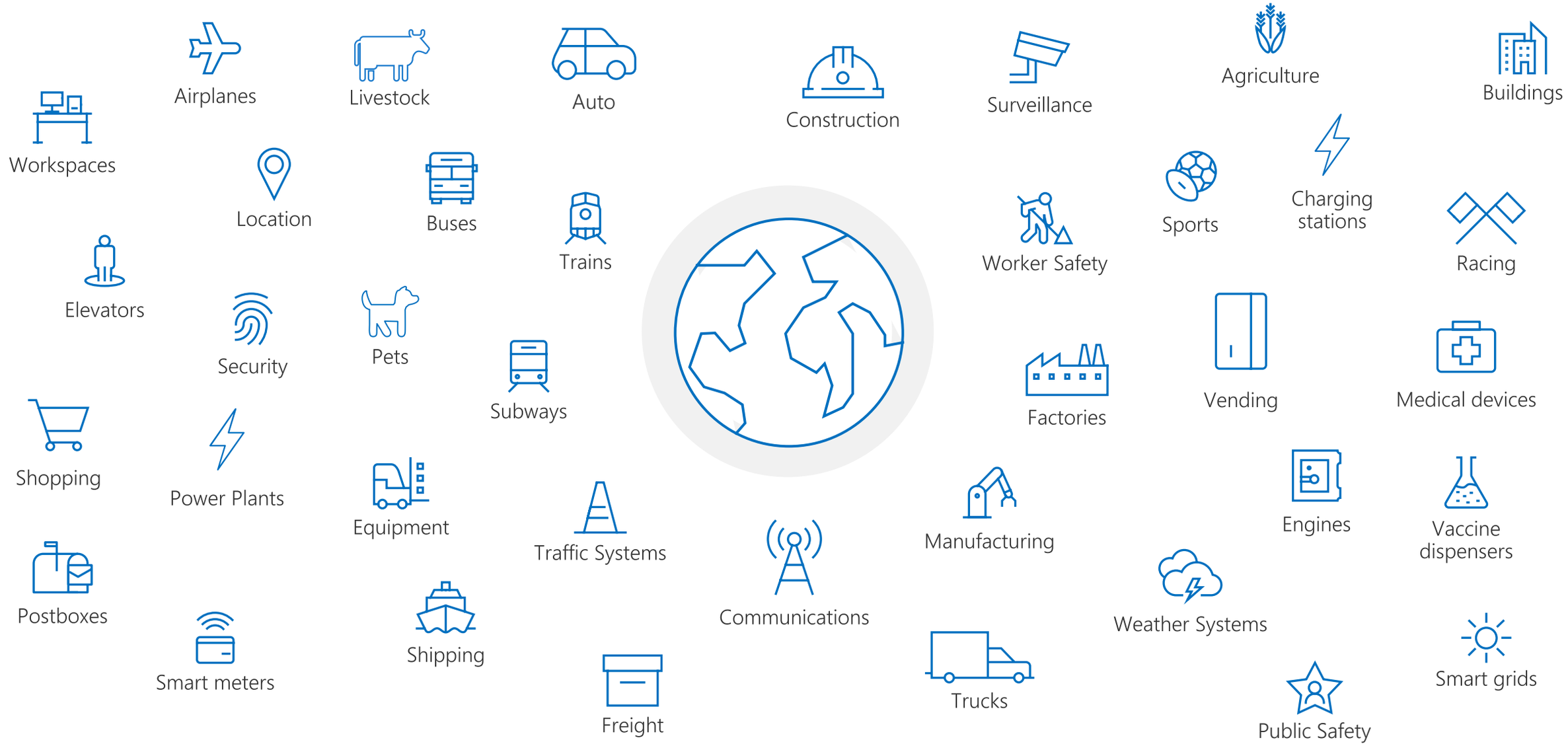
What can IoT do for my business?

- Build new revenue streams
- Create IP with custom built solutions
- New vertical opportunities
- Integrated solutions
- Gain customer loyalty
- Boost Azure Consumption

Innovation at work – real IoT use cases



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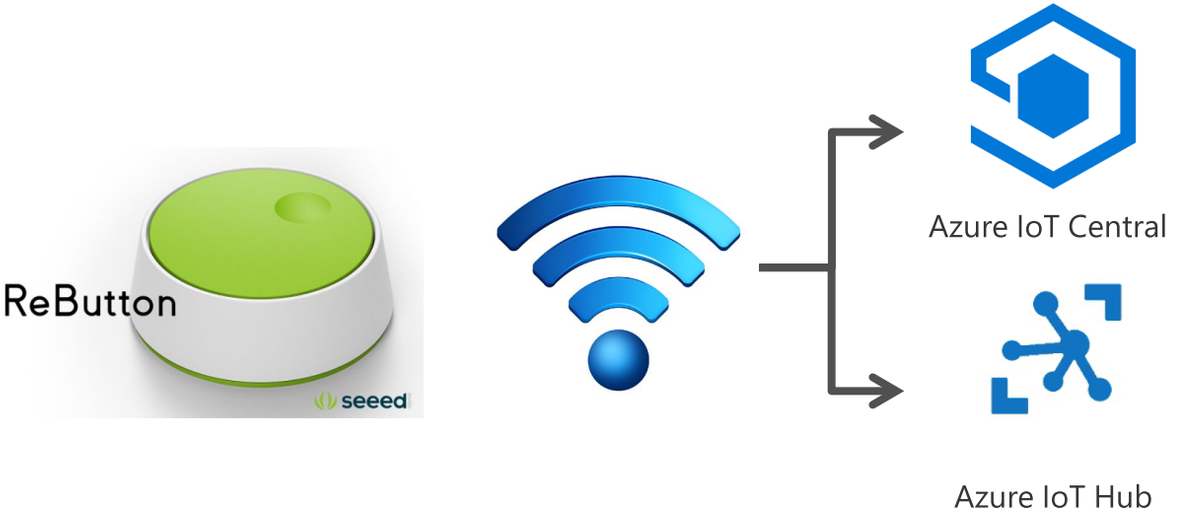
- Create the Modern Workplace
- IoT Solutions
- Data Analytics
- Artificial and Business Intelligence

Data Pros Win – Smart Building

Solution: Employee Comfort/Environmental Control

Partner Benefits

- Simple configuration
- Accumulation of data
- Easy to configure and implement
- Recurring Azure Revenue

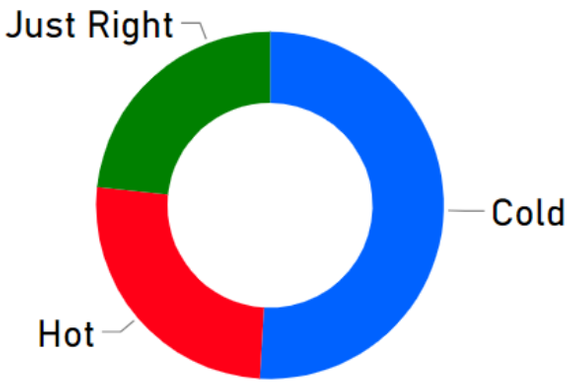


Customer Benefits

- Insights on data for smarter business decisions, employee wellbeing
- Real time reporting and actions
- Small Azure footprint – highly cost effective

Customer Insights via Power BI

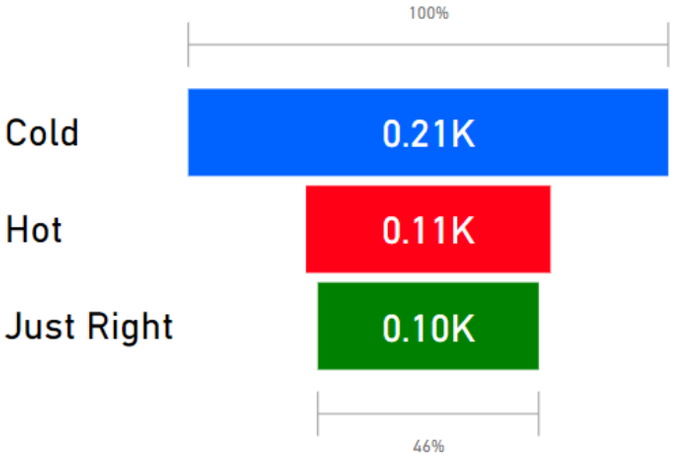
Temperature Sentiment



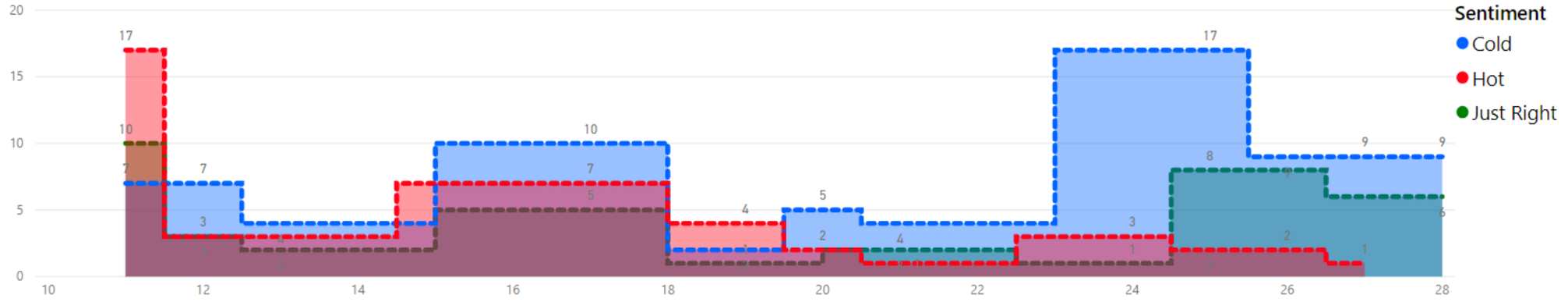
Raw Data Feed

Time	Sentiment	Voltage
6/11/2019 5:59:55 PM	Just Right	2.58
6/11/2019 6:00:19 PM	Hot	2.57
6/11/2019 6:01:10 PM	Just Right	2.57
6/11/2019 6:01:21 PM	Cold	2.56
6/11/2019 6:06:12 PM	Just Right	2.59
6/11/2019 6:06:37 PM	Cold	2.58
6/11/2019 6:07:08 PM	Cold	2.57
6/11/2019 6:09:03 PM	Hot	2.58
Total		**420.70**

Voltage Usage During Sentiment



Temperature Sentiment by Time of Day



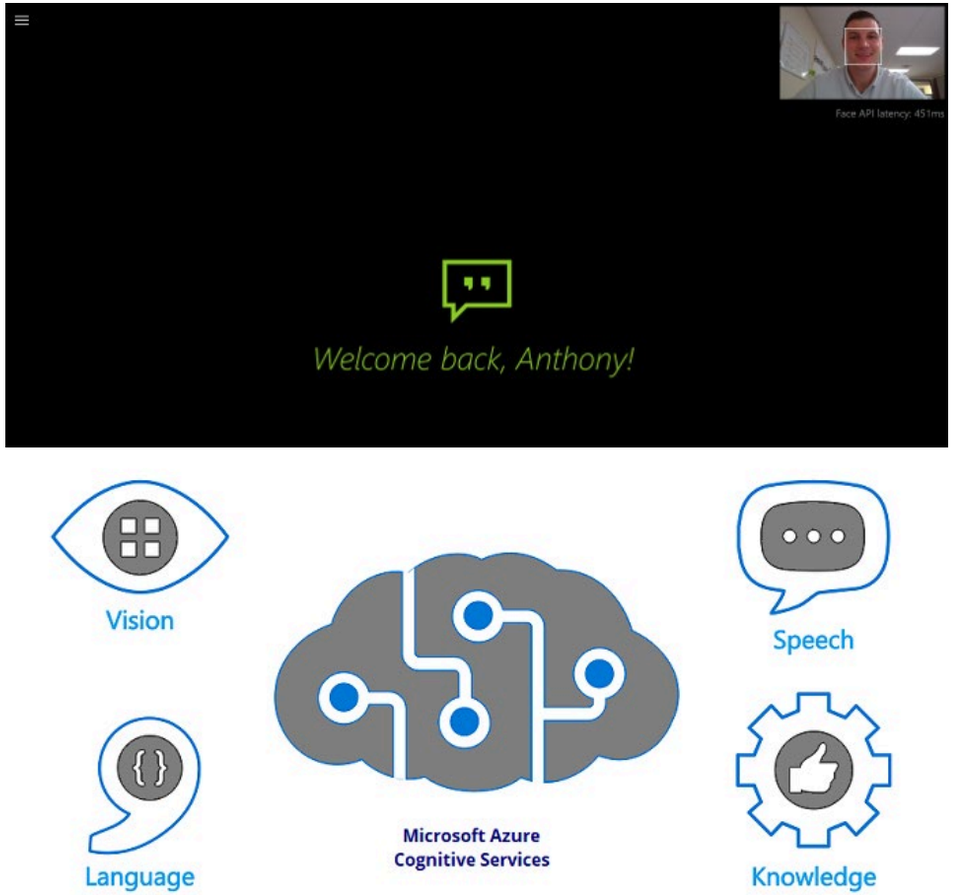
Solution: Identity and Security

Partner Benefits

- Wide vertical use case
- Unique solution to develop IP
- Multiple Azure components

Customer Benefits

- Unique security solution
- Added insights on crowd traffic
- Smarter business decisions



Artificial Intelligence

- Azure Cognitive Services APIs allow detection of:
  - Vision
  - Speech
  - Language
  - Decision
  - Search
- Powered by Azure Machine Learning the Realtime Crowd Insights app can detect:
  - Age
  - Emotion
  - Gender
  - Facial Verification

Solution: Digital Signage on Azure

Partner Benefits

- Recurring revenue stream
- Minimal configuration
- Vertical marketing

Customer Benefits

- Cuts cost
- Dynamic content managed by Customer
- Extremely scalable

- Scalable solution for sending dynamic visuals to multiple displays
- Create device groups and playlists to syndicate content throughout the workplace
- Powered by Windows 10 and Azure IoT, this solution is created to be cost effective and simple to deploy

Highlights from the Pop-Up