Adopting the IoT Paradigm: Challenges and Opportunities

Erick Stephens
Chief Technology Officer APAC
Microsoft, Public Sector
#estepmen

Microsoft

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iDA
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5 tech trends
driving the
digital revolution

DEVICES
>50%
information workers across 17 countries using 3+ devices

THINGS
26B
IoT units by 2020, creating large amounts of data and generating >$300B in revenue

APPS
25%
external app implementation spend will be on mobility, cloud, analytics & social by 2016

DATA
40ZB
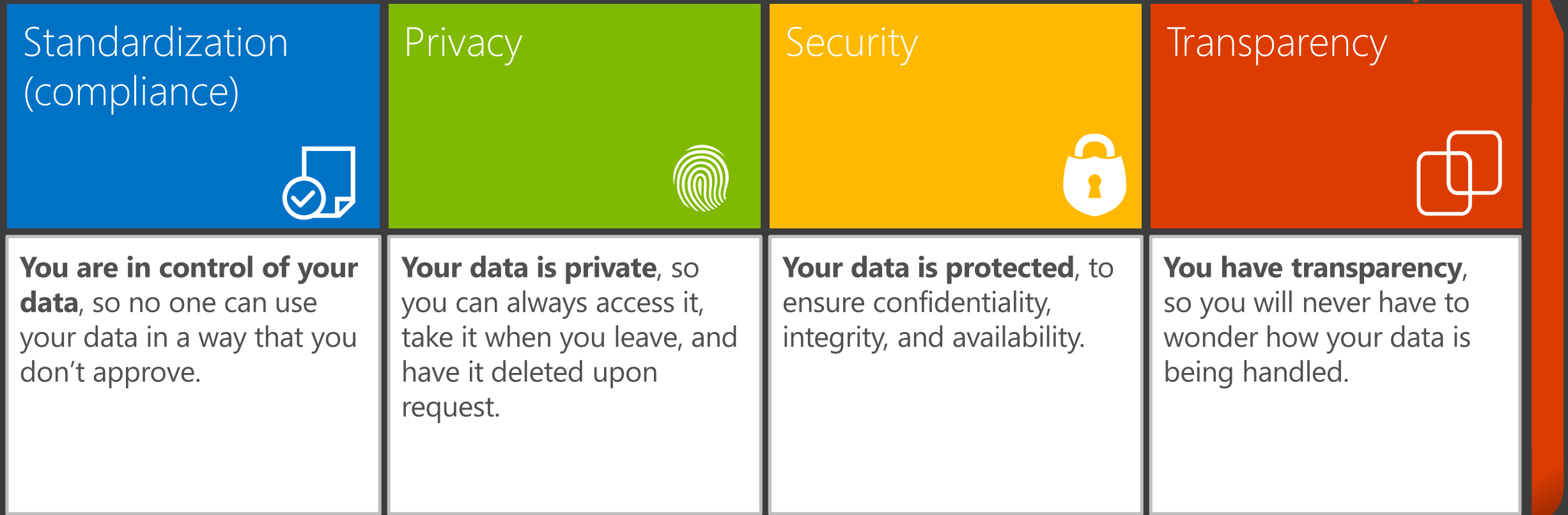the size of digital universe by 2020, of which 90% will be unstructured data

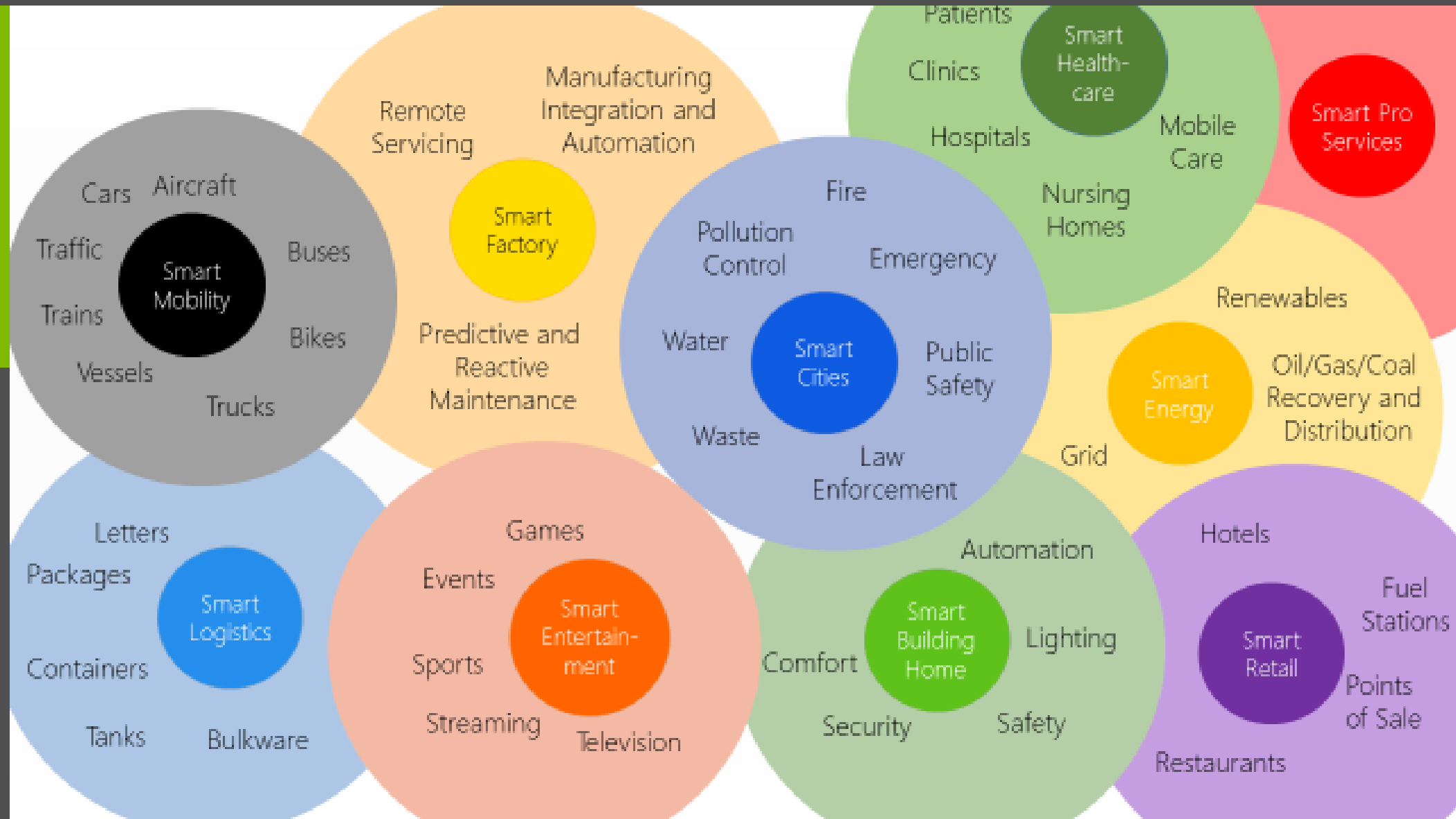## INFRA
~50%
total IT spend will be cloud-related by 2020

10101
01010
00100

Infrastructure: "Prepare For 2020: Transform Your IT Infrastructure And Operations Practice." Forrester Research. Oct. 24, 2012
Apps: Gartner: "Predicts 2013: Business Impact of Technology Drives the Futures Application Services Market." Nov. 21, 2012
Devices: "Info Workers Will Erase Boundary Between enterprise And Consumer Technologies." Forrester Research. August 30, 2012
IoT: Paraphrased from "The Impact of the Internet of Things on Data Centers." Gartner Research, Feb 27, 2014
Data: Big data: Compiled from IDC digital universe forecasts

Challenges for IoT Adoption

Standardization, Security, Privacy

Standardization (compliance)	Privacy	Security	Transparency
You are in control of your data, so no one can use your data in a way that you don't approve.	**Your data is private**, so you can always access it, take it when you leave, and have it deleted upon request.	**Your data is protected**, to ensure confidentiality, integrity, and availability.	**You have transparency**, so you will never have to wonder how your data is being handled.

Opportunities for IoT Adoption

Opportunities for IoT Adoption

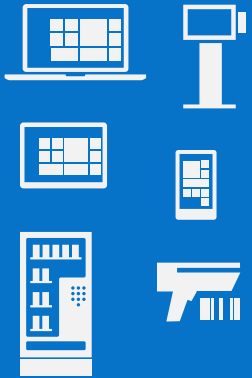|			
Gain insight and agility	Build competitive edge	Open new business opportunities	Redefine customer service
Real-time visibility into your processes	Gain an edge to become a leader	Spot trends, innovate faster	Anticipate your citizens' wants and needs

Bringing the Internet of Things to life

You have things...

Windows devices

Other devices & line-of-business assets

Windows

Things produce data...

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Services help you make sense of the data:

Improve efficiency

Enable innovation

Transform your business

Get started today!

Explore Microsoft Azure IoT services today at www.InternetofYourThings.com