



Philip Cronin

Director
Asia – Pacific & Japan
Intel Corporation



**50 Years of
Innovation**



**WHAT'S
NEXT?**



**Leadership
platforms**



An Historic Shift is Happening re: Personal Data

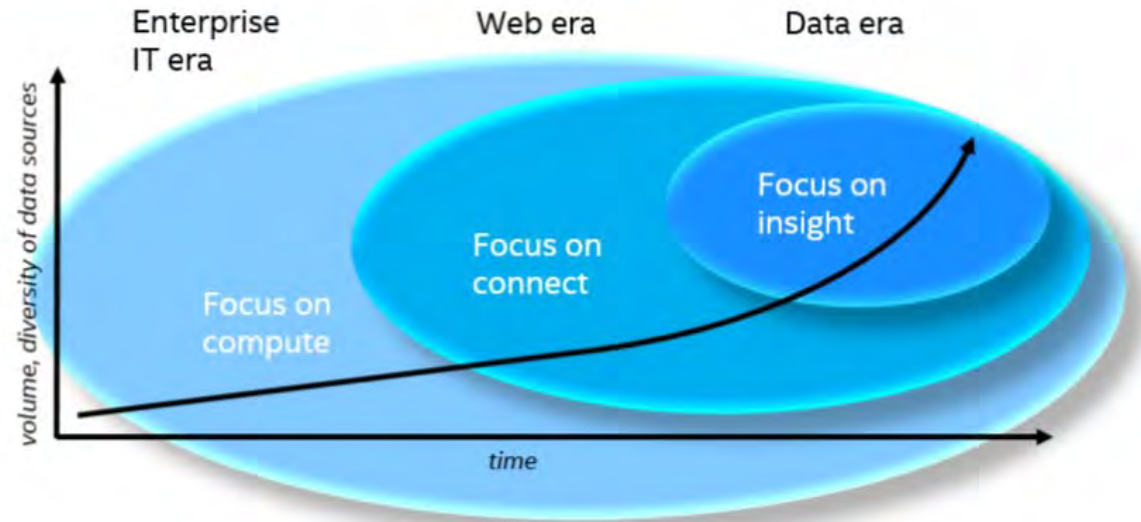
At least \$2T at stake by 2020

"Personal data is the new oil of the Internet and the new currency of the digital world."

Meglana Kuneva, European Commission
Bain/World Economic Forum Report

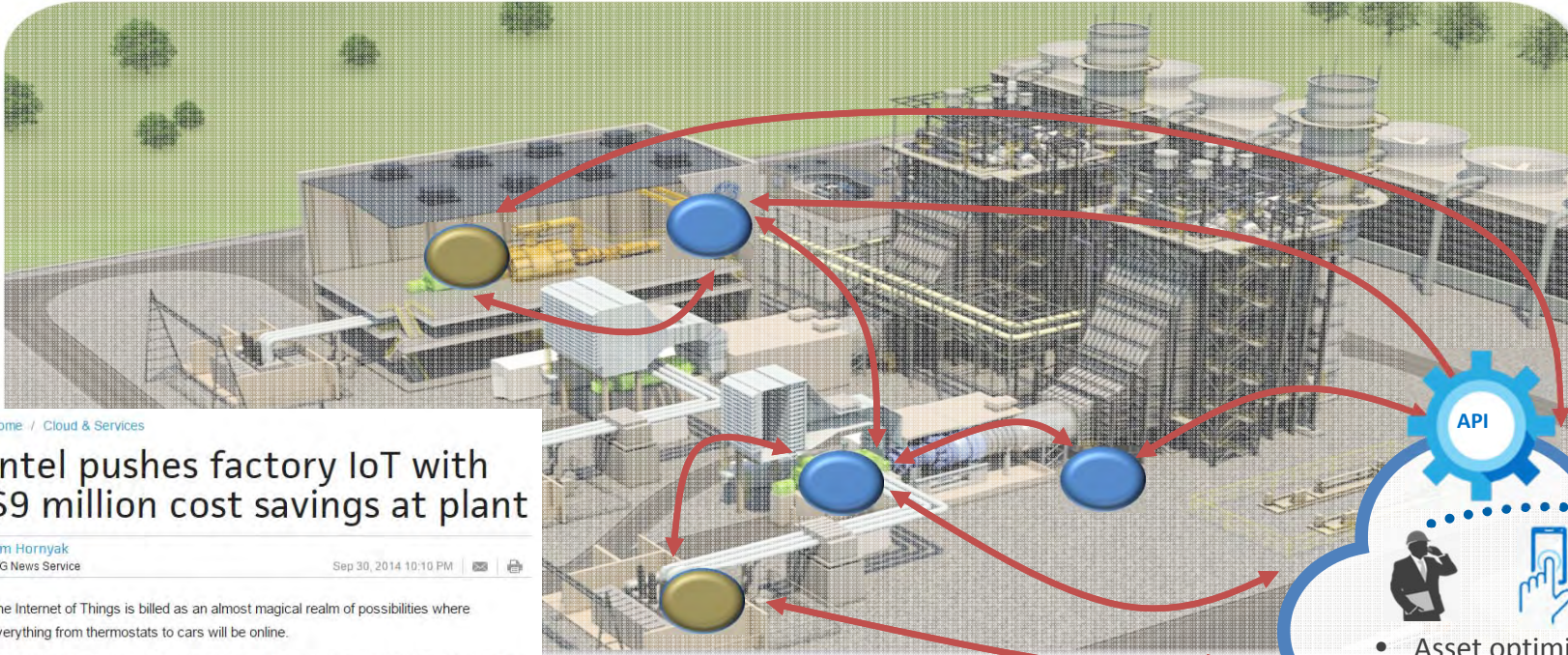
Personal Than.

Another tectonic shift



Source: World Economic Forum, Rethinking Personal Data - Strengthening Trust, May 2012

Operational Efficiency - Factory Production Optimization



Home / Cloud & Services

Intel pushes factory IoT with \$9 million cost savings at plant

Tim Hornyak
IDG News Service

Sep 30, 2014 10:10 PM

The Internet of Things is billed as an almost magical realm of possibilities where everything from thermostats to cars will be online.

Industrial applications are a key proving ground. Combined with big data analytics, plants full of smart things could generate billions of U.S. dollars in cost savings.

But manufacturers will have to see convincing evidence that IoT will benefit them before they sign on to the concept, according to Intel, which makes chips for IoT gateways.

"We'll have to provide proof points for a period of time to demonstrate the value and effectiveness of the capabilities," Intel Asia-Pacific sales director Philip Cronin said in an interview Tuesday in Tokyo.

Cronin was referring to a collaborative pilot project using IoT technology in which Intel generated US\$9 million in cost savings at its plant in Penang, Malaysia.

- Asset optimization
- Operation optimizations

- Brilliant machines that "think"
- "Thing" data that drives optimization
- APIs connecting knowledge and the Enterprise



Intel IoT Case Studies: Results






Smart Retail

Smart Manufacturing

Smart Transportation

Smart Buildings

Smart Consumer

				
<p>Reducing fraud through e2e encryption for POS</p>	<p>Intel's Assembly / Test – sensors and analytics help maintain productivity.</p>	<p>6% increase in fuel economy across 100% of fleet savings of \$15M per Year</p>	<p>Energy Management with IT/OT for Electrical, Steam and Water</p>	<p>Intel new product to alert parents who left their kids in the car</p>
<p>100M credit card numbers stolen in U.S. 2013</p>	<p>Saved \$9M in one year</p>	<p>Reduces of CO₂ Emissions 38MTons in US</p>	<p>Saved \$1M in one Building in first year</p>	<p>Reduces risk of child accidents</p>

*Other names and brands may be claimed as the property of others.



Wake Up to the **Algorithm Economy**

Free Financial Planning

Free portfolio
Management

Core Business

Vehicle Insurance

Avg \$2,000 per year, Ins, CTP, Reg

Avg car drives 2+ hour per day

Real use ~30 days per year

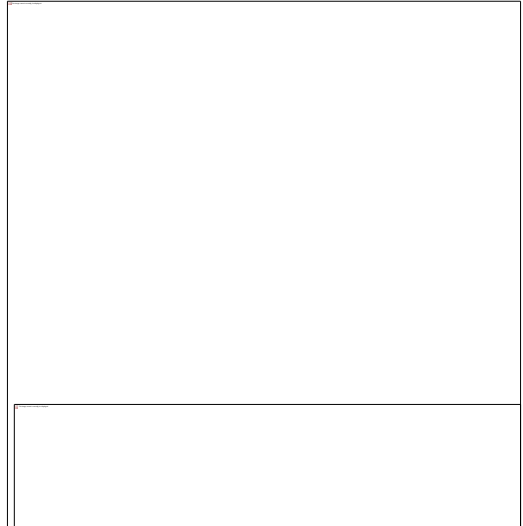
Avg Insurance approx. \$200 per year

What's needed?

What about risk, profit pools, roads, XYZ

Why do we think this will not happen?

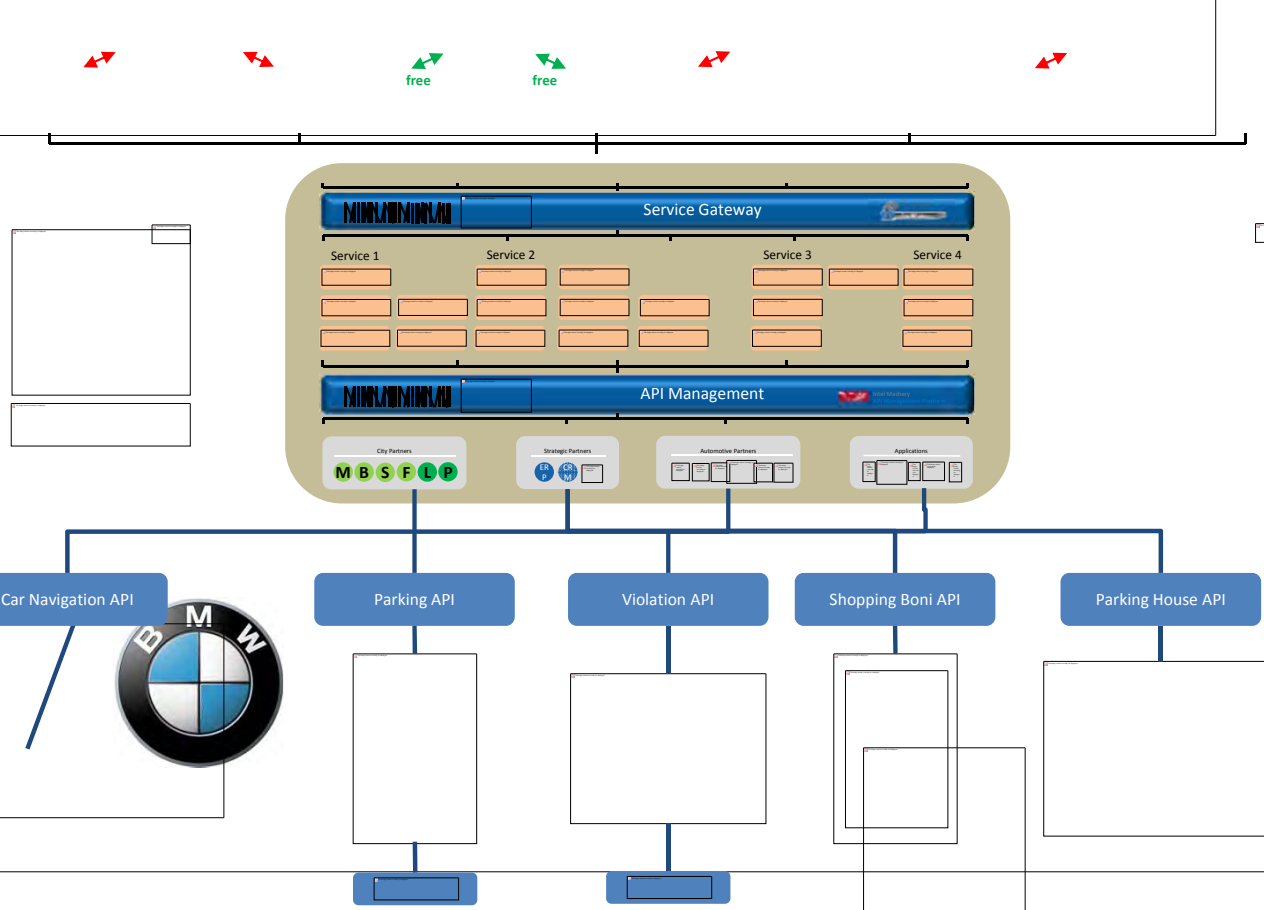
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Incremental Revenue - Smart Cities: Traffic Management



Customer Challenge

- How to reposition Siemens Smart Parking solution from an OPEX-saving / efficiency proposition towards a value-creation and revenue-generating solution for its customers

Value Proposition

- City personnel can rapidly build and deploy new services, combining multiple data sources
- Valuable parking data and services can be monetized, via flexible business model design and multi-party settlement
- Cities can develop business relationships with third parties, to enable use cases such as retailer-sponsored parking and enhanced in-car navigation

INTERNET OF THINGS:

Challenges that could slow IoT grow...

Security & Privacy

Fragmentation of Vertical Markets

IT/OT & Control/Data Integration

Legacy Infrastructure

Interoperability & Standards

