Internet of Things – Trends and Challenges in Standardization

Geneva, Switzerland, 18. February 2014

Title of Talk: Internet of Things (IoT), Creating new Opportunities for the Enterprise

The focus of this 15 minute introductory talk will be on the key economic and social drivers behind the growth of the Internet of Things and how this leads to new opportunities for the Enterprise. Examples of the drivers that will be addressed: healthcare, sustainability, quality of life, remote management, and the new business models that are being enabled with IoT. These trends lead to rapidly growing sources of new “big data” and software solutions to support these newly automated and extended processes that are creating new and valuable ecosystems.