

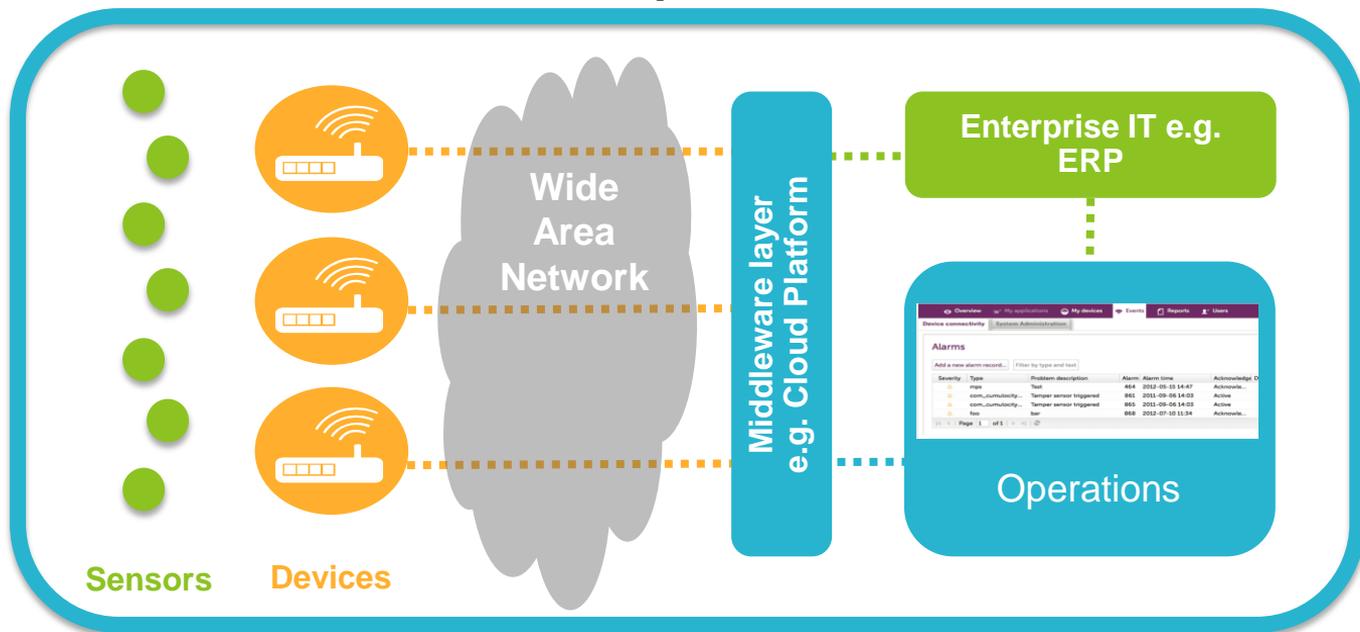
# „Internet der Dinge“ - Chancen und Herausforderungen für bestehende Unternehmen

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# Three categories of M2M Applications (1/3)

## #1 Business Process optimization



Shift moved from large to medium small enterprises

Often requires a Business Transformation Approach (PPP)

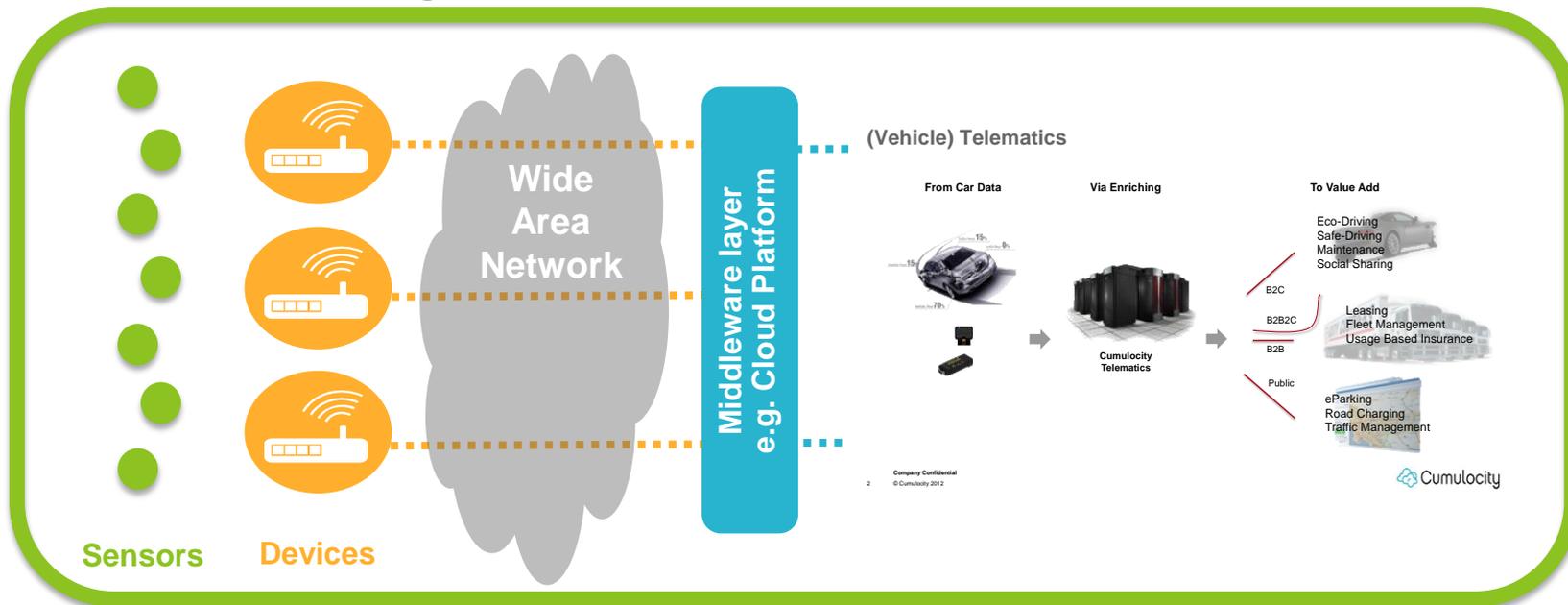
‘Creating a virtual image of the real world’

‘You can only manage what you can measure’

Examples: remote maintenance, smart city use cases, supply chain

# Three categories of M2M Applications (2/3)

## #2 Introducing new Business Model



New Business Model based on usage based pricing,  
event based pricing  
Examples: UBI, Printing, Coffee machine, 'TaaS' etc.

# Three categories of M2M Applications (3/3)

## #3 New Service Offering/ New Revenue Streams (big data emerging)



Example – Connected vending solution with advertising billboard, cashless payment, '30min WiFi access' when purchasing a drink, Telematics data monetization

# And in the future?

**#1 Business Process optimization**

**#2 Introducing new Business Model**

**#3 New Service Offering/  
New Revenue Streams**



# And in the future?

**#1 Business Process optimization**

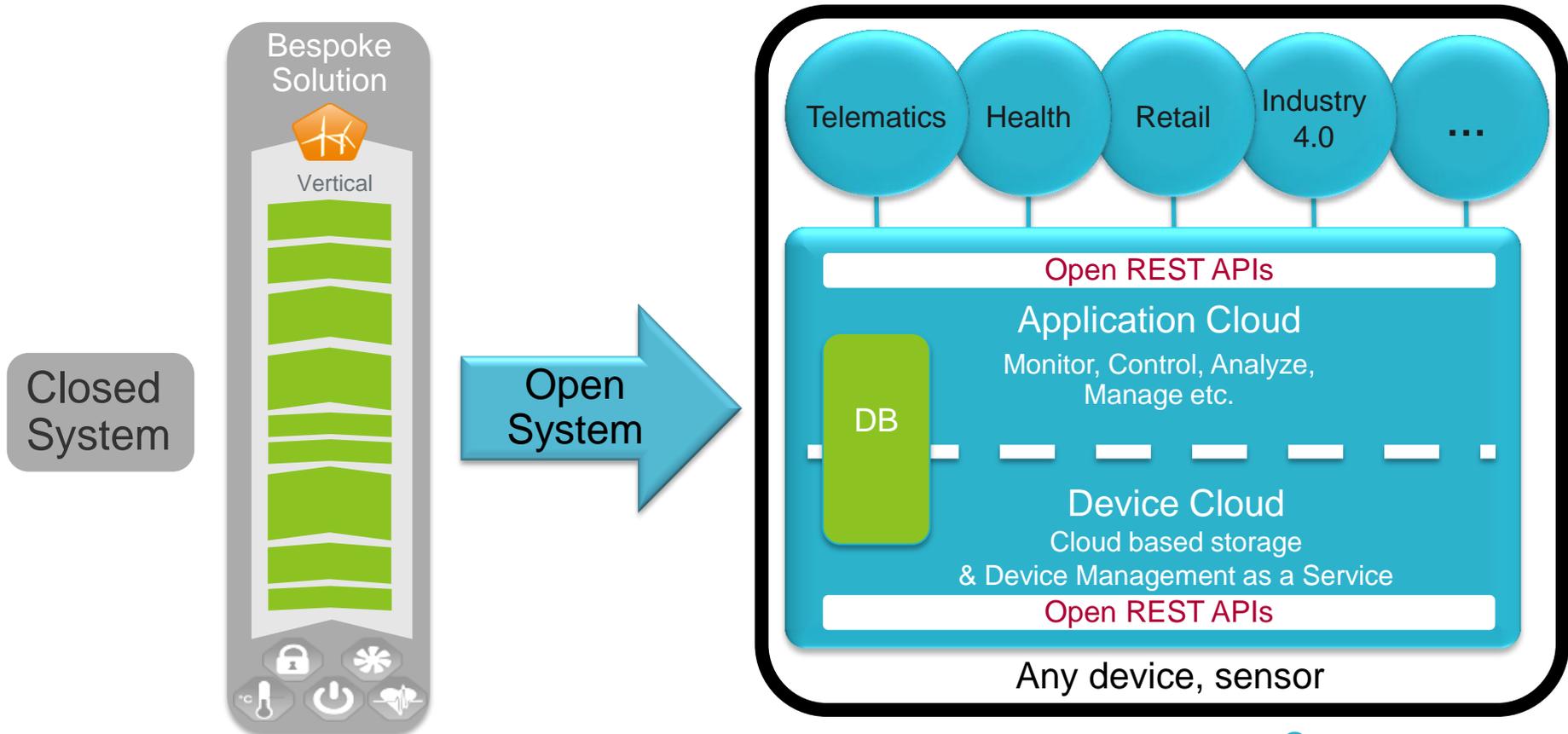
**#2 Introducing new Business Model**

**#3 New Service Offering/  
New Revenue Streams**

**'Internet of Things' =>  
Mashups  
Everything will be  
Connected  
across different  
verticals  
Telematics/ Logistic,  
Energy, Health,  
Industry 4.0, Smart  
City, Retail etc.**



# Shift from Closed Systems to Open Systems



# Thank you!

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