

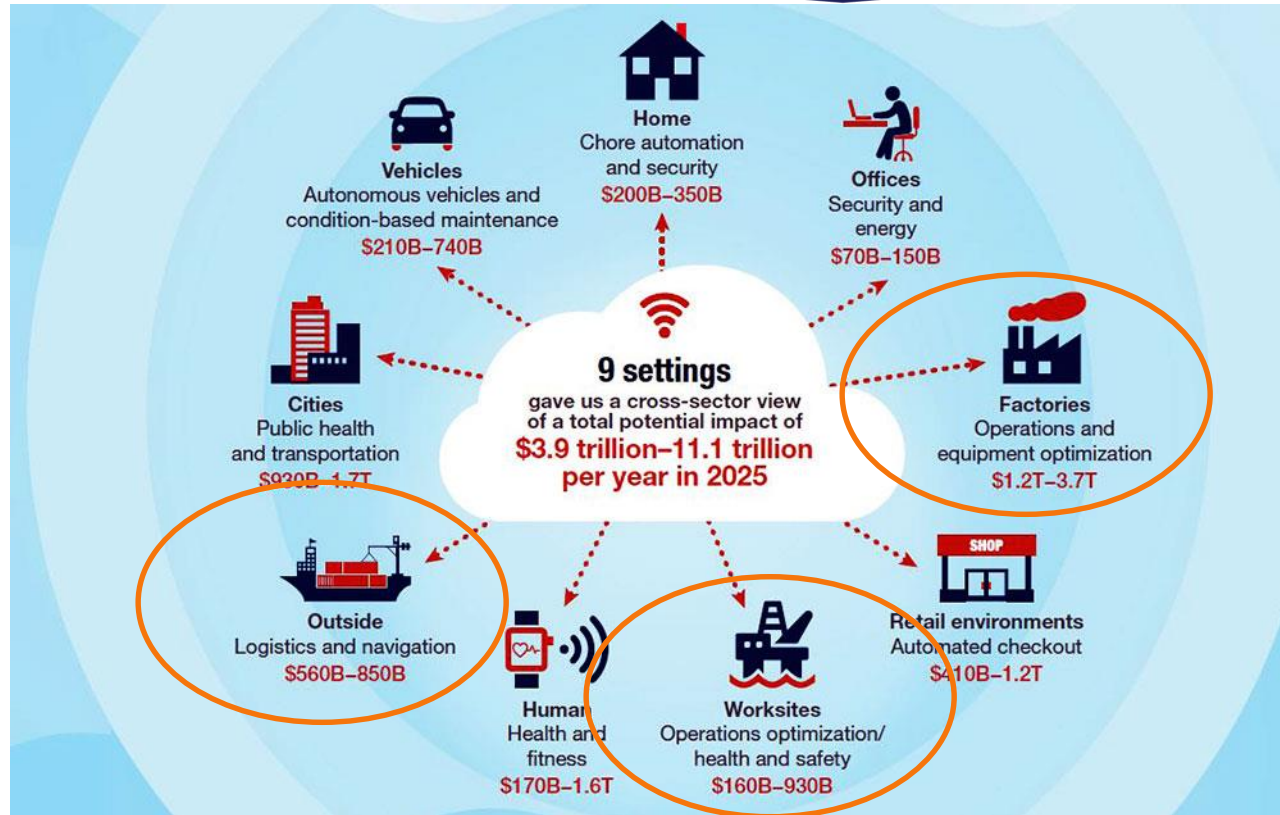


Industrial IoT

Why isn't it happening to SME's?

Internet of things – Evolution in Action – Athens, 8th December 2016

Market size 2025



Is there a market you should consider?

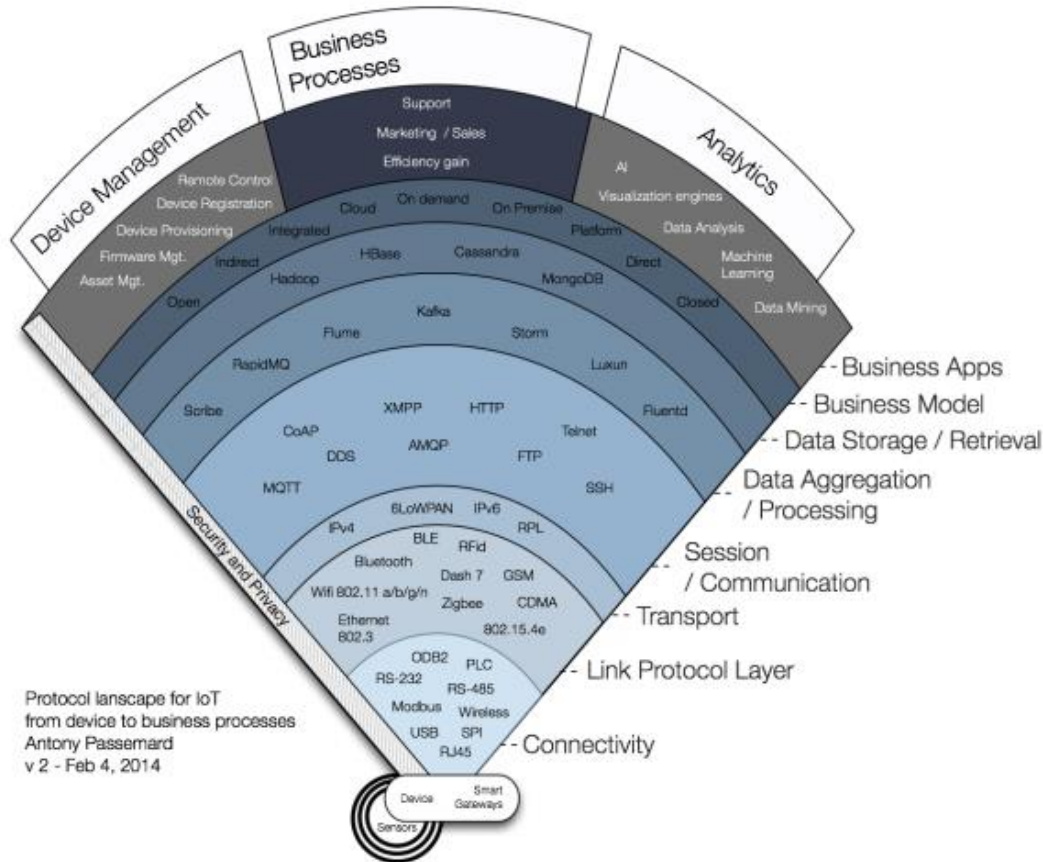
What are the high level Use Cases?

- Customer integrated engineering
- Resilient factory
- Networked production
- Predictive Maintenance
- Technology Marketplace
- Logistics

Our Study explained why companies are reluctant
implementing Smart Manufacturing



The protocol stack



Looks complex?

You also have to consider:

- Hardware (Edge devices)
- Router
- Database
- Rules Engine
- Programming Language
- Process Engine
- Maintenance
- Support

Results of the study

1. SME's (up to 100 mil € revenue) in most cases only have 5-10 employees in IT – these are covering daily business
2. For industry usage you need to show an ROI to get approval to implement
3. If you build custom hardware you have to think how to maintain that over the years

What can you do then?

- Deliver a solution that requires NO IT project
- Have a clear vision and a clear ROI
- Have fast implementation times



We enable companies to jump start into
Smart Manufacturing

All of our solutions follow 5 principles





Each solution solves an existing problem!

Set up time lies in the region of five minutes



Solution pays back in less than half a year



Standard solutions delivered as „System as a Service“



SYNERGY

$$1 + 1 = 3$$

The solutions are interoperable

Currently we have three standard solutions

- **SINFOSY** – „Telemetry“ box for manufacturing
 - Connects to 60.000 sensors
- **SCIP** – Digitazation of the production- / CIP board
 - Information up- and downstream without effort
- **SINTRA** – find everything within any space
 - Available at 10 % of next cheap solution

Business Model SINTRA

SINTRA	Silver	Gold	Platinum
Common	Portal, 3 Apps, (Cloud)Speicher, Tags, Label, Ersatzbatterien		
Localisation Device*	Android	Android	Android
Mobile Device**	Android, 7 ''	Android 10 ''	Android, 10 ''
Support	5 x 8 h	5 x 12 h	7 x 24 h
Subscription***	2,5 € / month/bin	3,50 € / month/bin	5 € / month/bin

* 1 localisation devices for each 100 units, additional devices: from 10 €/month for Android

** 1 mobile devices for each 100 units, additional devices: from 10 € / month

*** Based on an initial 12-month subscription, minimum order: 200 units

Takeaways

- Do think from a customer perspective
- Try to avoid complex (to implement) solutions
- Try to deliver end to end solutions
- Think about scaling upfront
- Never forget the ROI

***We are looking forward
to your question***

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