

# IoT today & the future

Challenges

Opportunities

Economics

# Pervasive Interconnectivity

Explosion of IoT-Data

Real-Time

Unstructured and Dark

90%

Of data created over the last 10 years was never captured or analyzed

60%

Of valuable sensory data loses value in milliseconds

# Innovation is being driven by a common set of technological enablers around the Internet of Things

Sensors → Connectivity → IoT Platform → Artificial Intelligence → Value  
Across all Industries

Visual Inspection



Acoustic Signal Processing



ML & Cognitive Advisor



Connected things now transmit data, interact with each other, and communicate with humans. Enabled with AI this will bring insights.



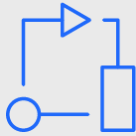
Right now, every  
business is seeking a  
competitive advantage  
through **data**.

# Harnessing your own Industrial IoT data and applying AI can help you unlock new business value.



## Maximize operational efficiencies

Optimize performance, to lower costs, increase output, maximize utilization



## Create new products and services

Improve quality, deliver faster time to market, and increase revenue



## Launch new business models

Capitalize on new opportunities and generate new revenue streams



## Enhance the customer experience

Personalize customer experiences and generate insights into customer needs

Clients across asset-intensive industries maximize value from their connected assets, leveraging insights from applying AI





# IBM Studio

Prototyping & Design Sprint

Master Classes IBM Experts

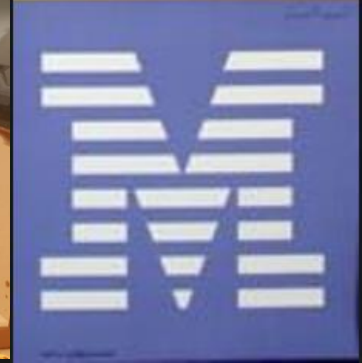
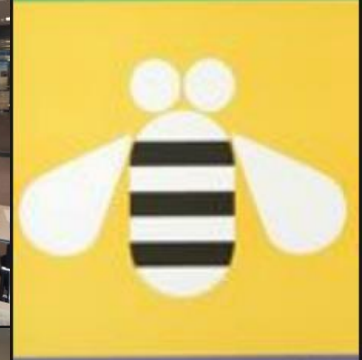
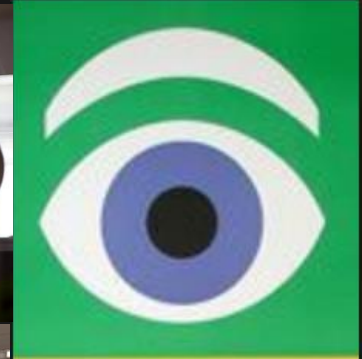
Programming and building prototypes

Art of the possible

Think out of the box

MVP for PoV

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# Thank you!

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