



Build your business case for an IoT project

Join the conversation:

 #admbe - @admteam

 @admshareconnect



Plug into the Internet of Things



Agenda :

18.45 **6 stepstones** to build your business case

1. **Where to get started**
Francis Duvivier - Proximus
2. **Which building blocks do we need**
Tom Sorgeloos - Orange
3. **Sourcing these building blocks : where and how**
Geert Baeke - Xylos
4. **How to get value out of the acquired data**
Kris Van der Hoeven - Econocom
5. **"Change or die"**
Gonda Storms - Threon
6. **"Help my coffee machine ordered a television"**
Gert De Wever – Hewlett Packard Enterprise



Agenda :

- 20.15** **Interactive Q&A Market:** each of the 6 topics will have it's own discussion area where
- ask the specialist **more details**
 - **share your own knowledge** with others
 - **benefit from the experience** of the others
- 20.45** Networking drink
- 21.30** End



Step 1:

“Where to get started”

By **Francis Duvivier**

Business Development & Solutions Manager IoT
Proximus



**Where to
start?**

Internet of Things

Digital Transformation

Cybersecurity

**Virtual
Reality**

**Artificial
Intelligence**

**Machine
Learning**

Blockchain

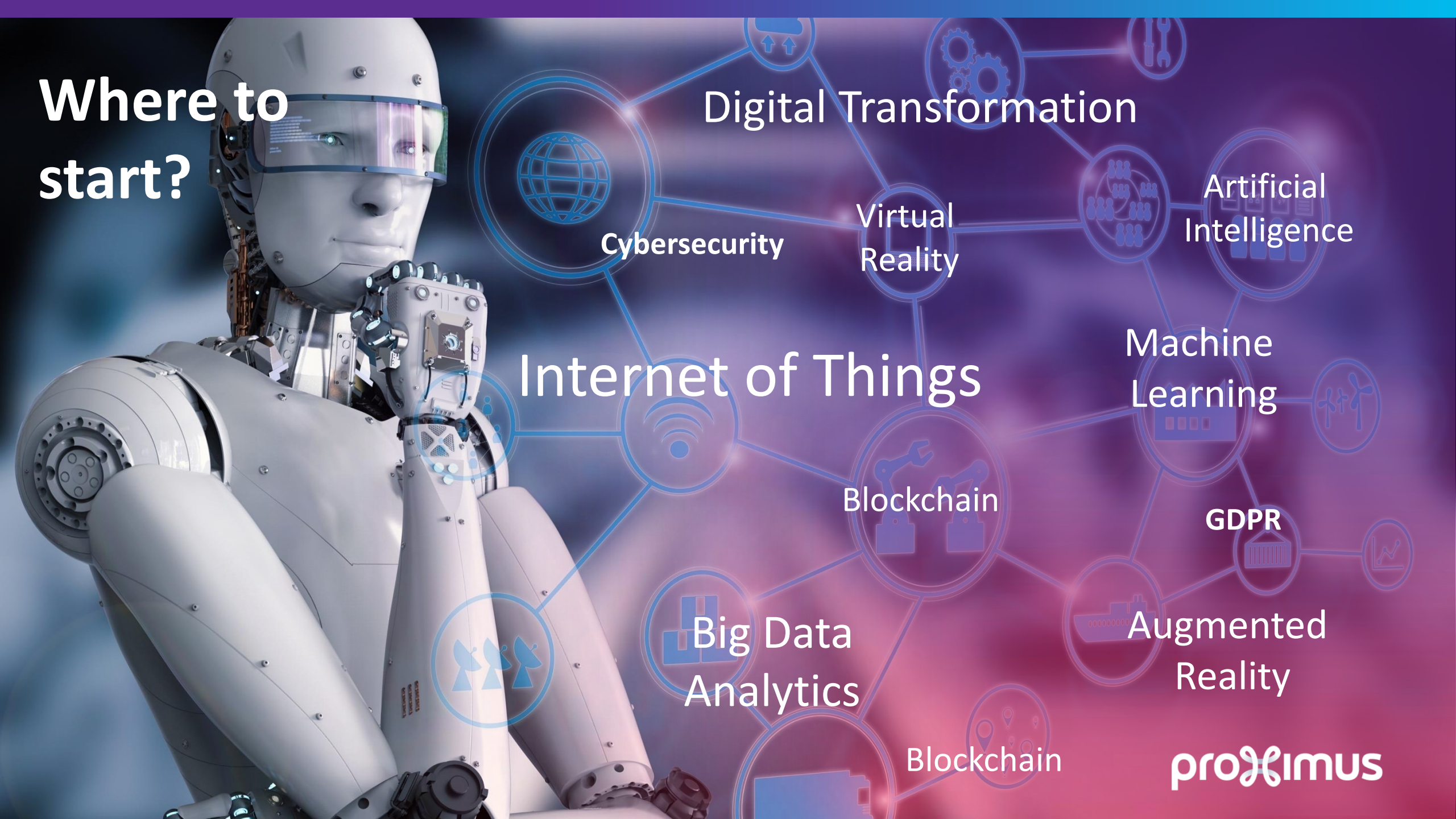
GDPR

**Big Data
Analytics**

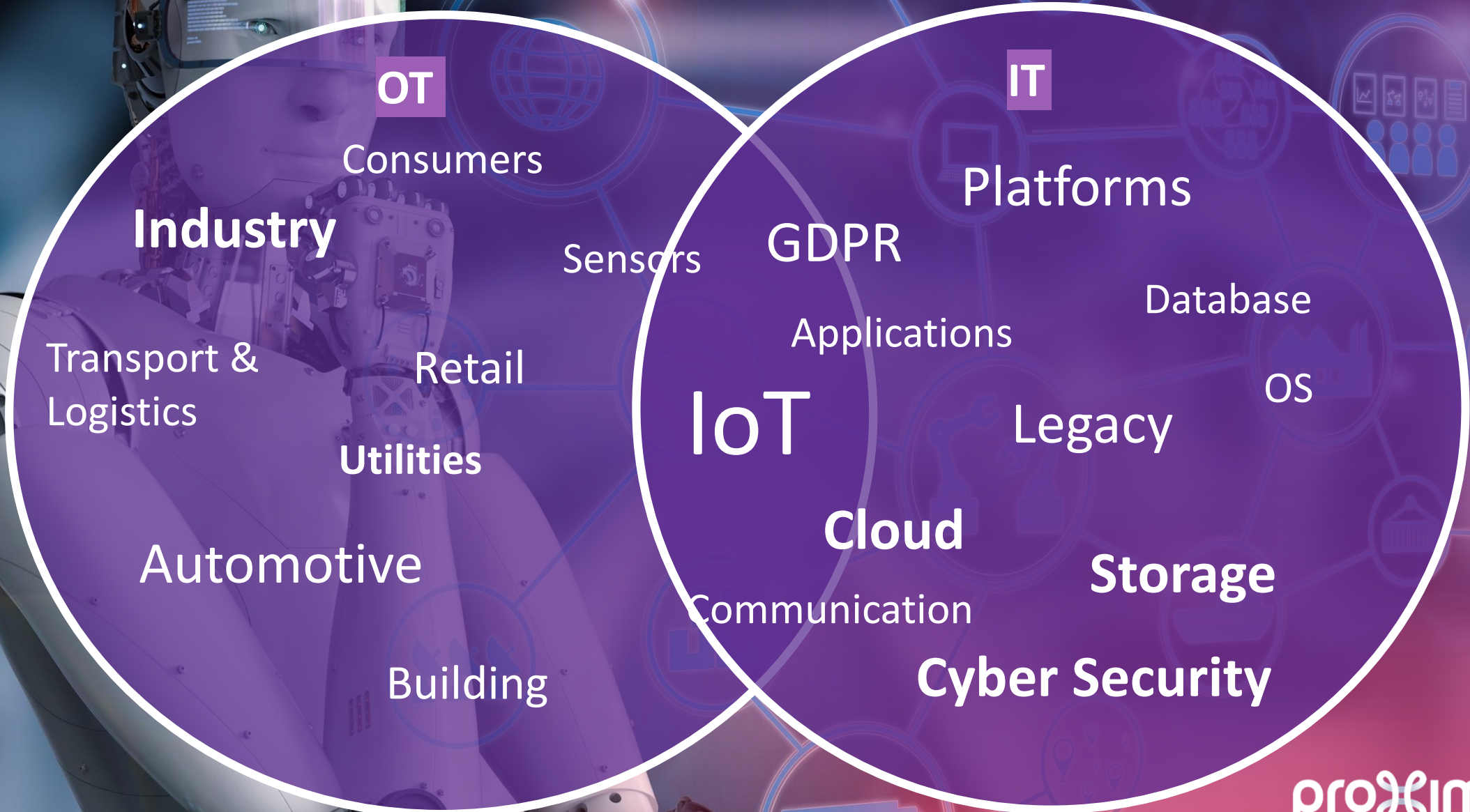
**Augmented
Reality**

Blockchain

proximus



Where OT meets IT



Opportunities for companies to drastically re-invent themselves

Always start here

Increase Customer Experience



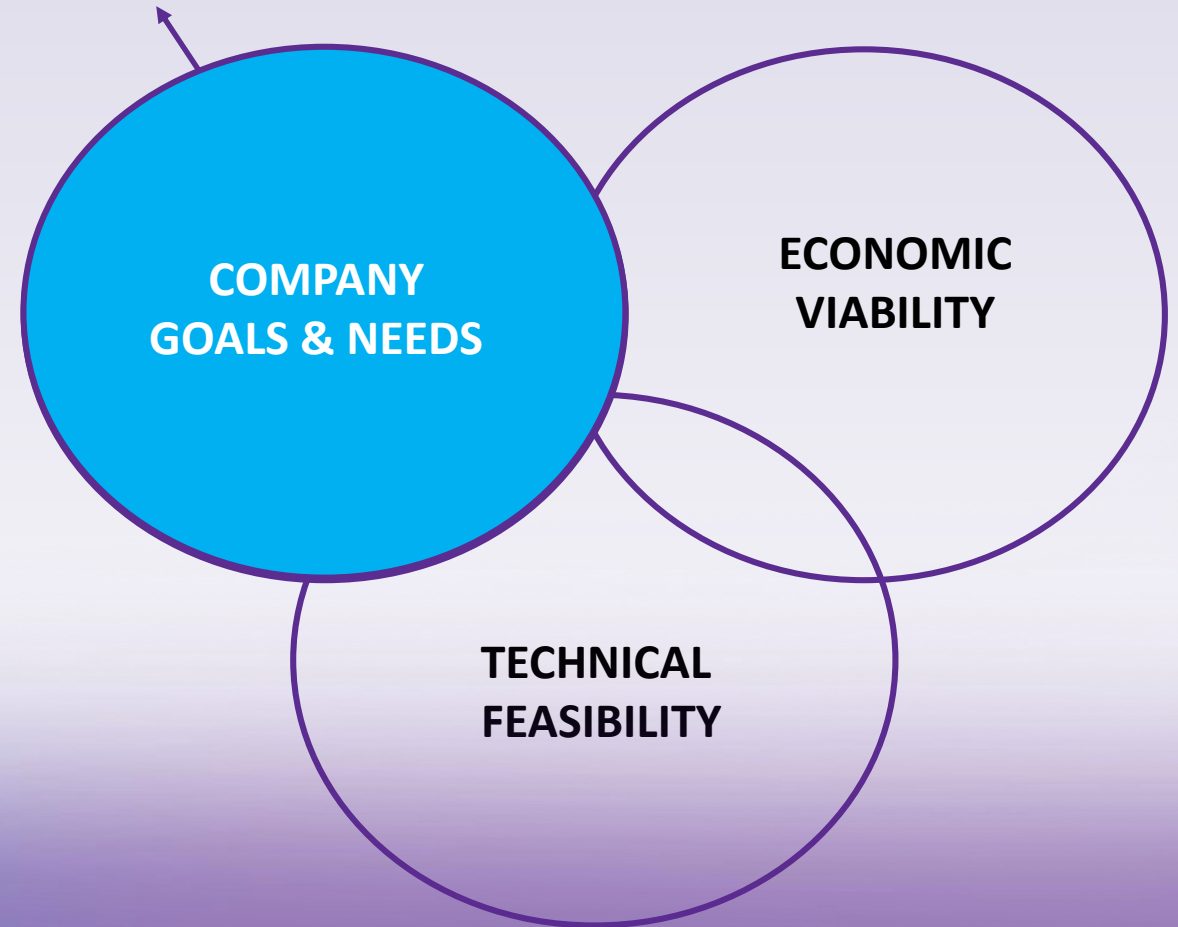
New business models



Be more effective & efficient



Better decision making



Ideate

Validate

Understand

Concept

**First find the right
opportunities, then find the
right solutions**

Pains

Opportunities

Design Thinking



Step 2:

“Which building blocks do we need?”

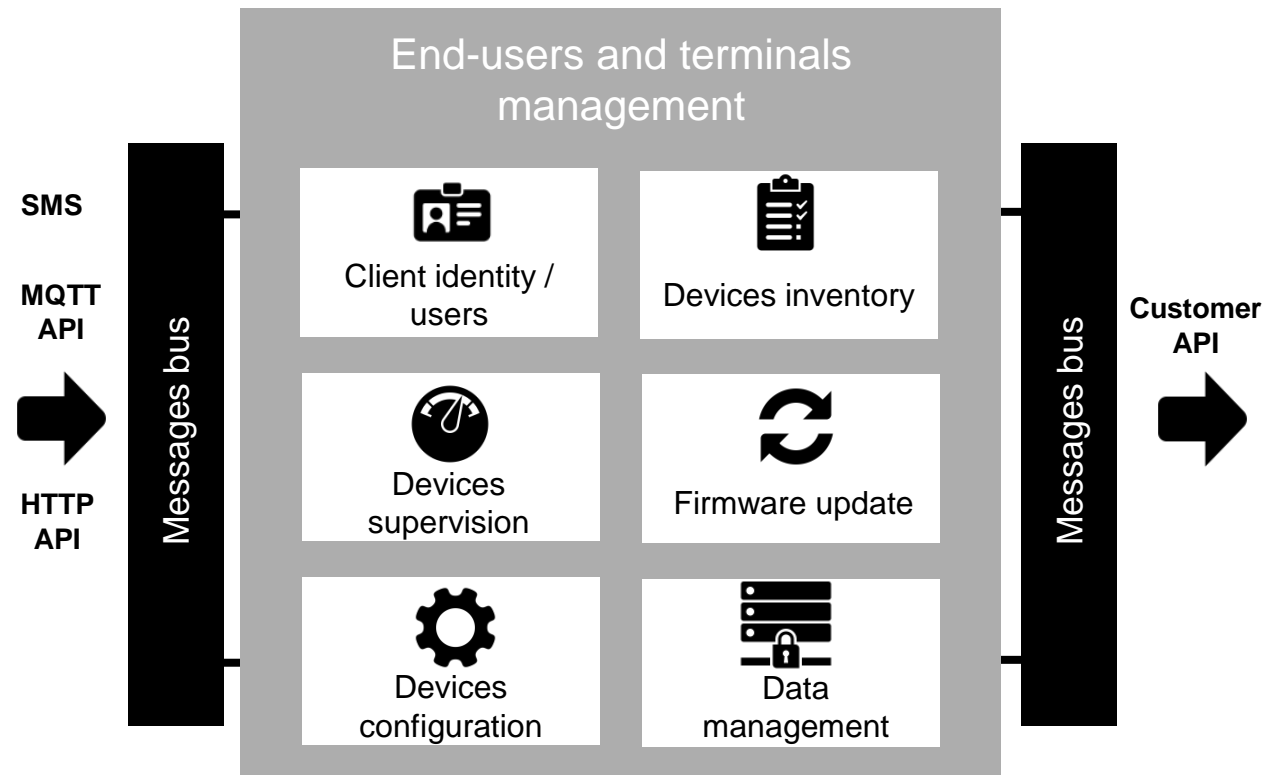
By Tom Sorgeloos
Business Development Manager IoT
Orange

An....IoT platform

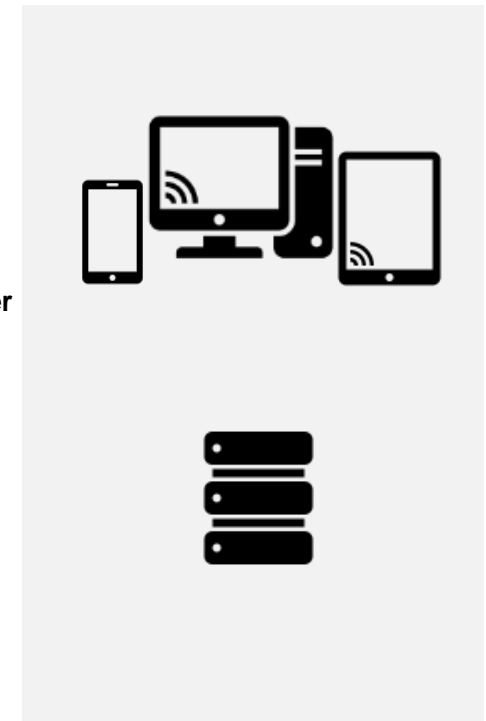
your connected
equipment



IoT platform



your business
applications & data centre



Real Cases Today

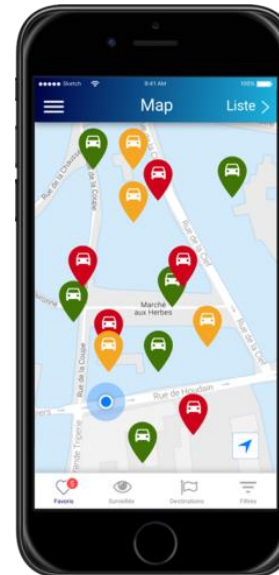
BIKE TRACKER



SMART PLUG



SMART PARKING



FLEET MANAGEMENT





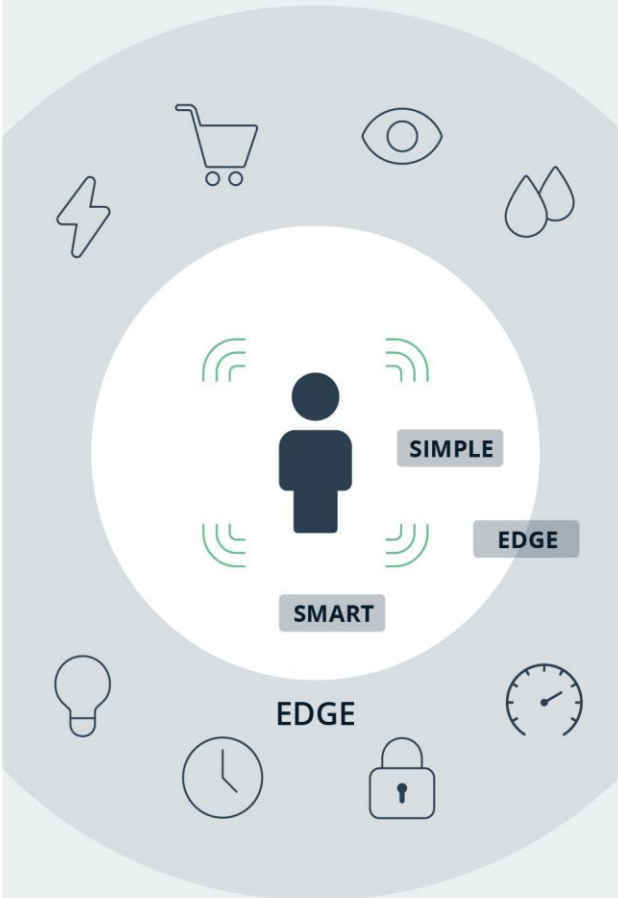
Step 3:

"Sourcing the building blocks"

By **Geert Baeke**
Technology Manager
Xylos

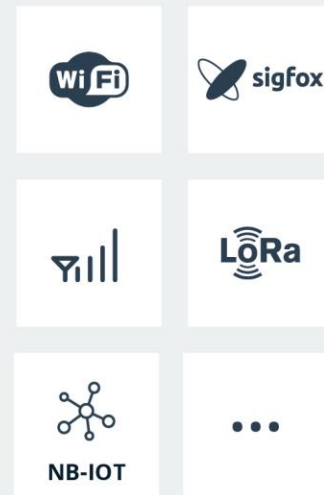
1

HARDWARE



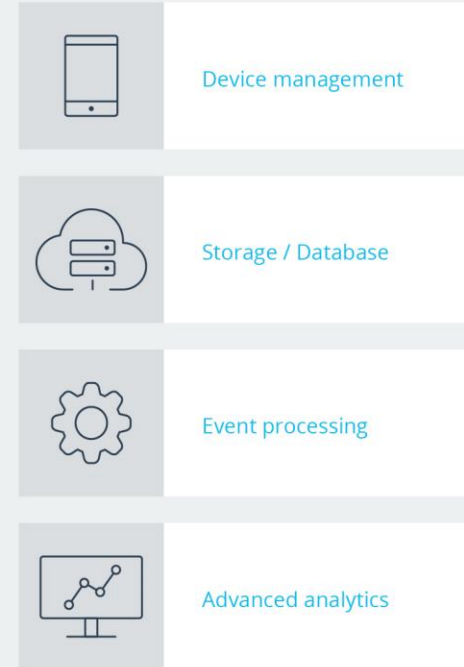
2

COMMUNICATION



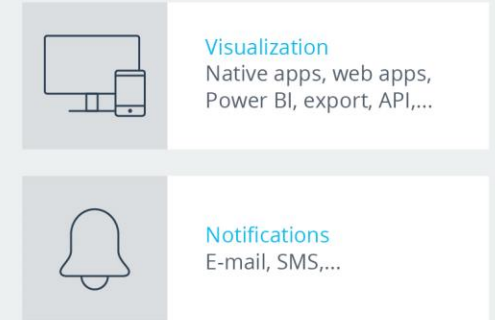
3

CLOUD SERVICES



4

APPLICATIONS



SECURITY

Physical Protection
Firmware
Attestation

E2E encryption of data
& Communication

Privacy management
Data at Rest

Application identity
& Access management



Step 4:

"How to get value out of the acquired data"

By **Kris Van der Hoeven**

Business Development Digital Industry & IoT
Econocom

IoT DATA





real

ity

$$1+1=0$$

$$1+1=345$$

mom



dad



gran



sis



True love



IOT is a company project not a department project



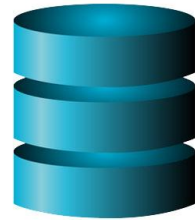
Integrate in ERP

Reporting

Dashboarding

Data analytics

Applications or microservices



SERVICE TEAM

PLANNING

LEGAL

MARKETING

SALES

PURCHASE

CUSTOMER

BILLING

SECURITY



GET THE MOST OUT OF YOUR IoT DATA
PROJECT

GET EVERY
ONE'S INPUT

MANAGE
OBJECTIONS

CREATE VALUE
PROPOSITION
and roadmap

BE AGILE





Step 5:

“Change or die”

By **Gonda Storms**
Executive Partner
Threon

It's about learning, discovery & creativity

An iterative learning oriented lifecycle

Discovery



Design Thinking



Prototyping



Try-out



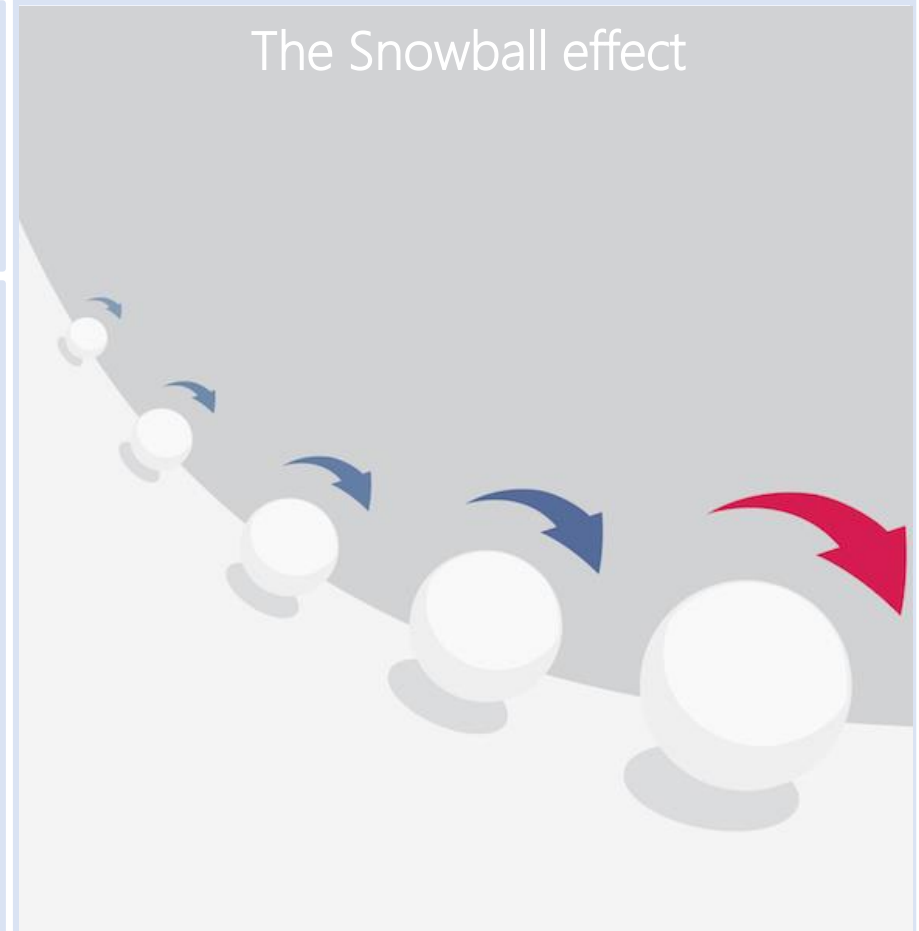
Evaluate



An IoT project isn't finished once it is implemented.

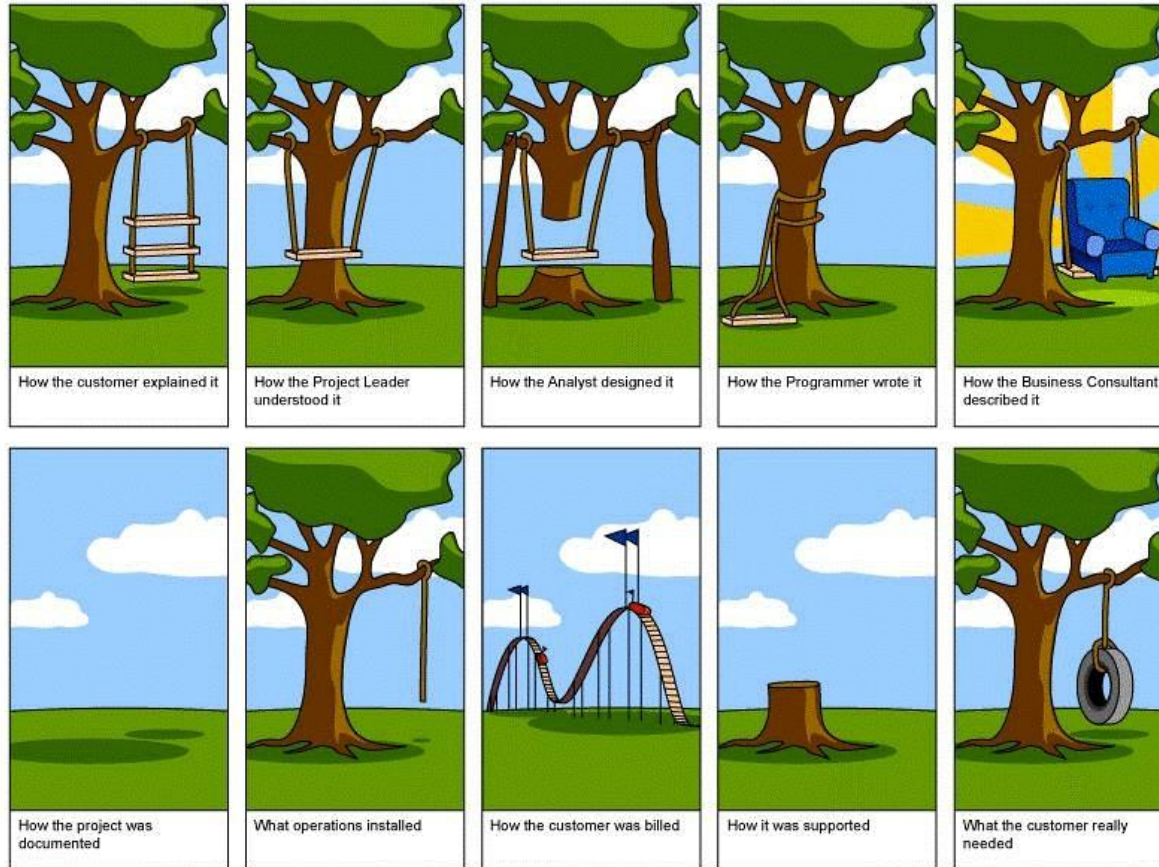


The Snowball effect



It's all about the Business...

Creating business scenarios for the future



- Impact of data gathering on business processes and the **employee roles**
- Gathering business requirements with a moving target
- Deliver business value each cycle

It's all about the Business...

Creating business scenarios for the future



- Understanding major disruptive trends
- Redefine business ecosystem
 - Expand the solution beyond known customers & partners

It's about people ... not about things

Internet of Things is Internet of people

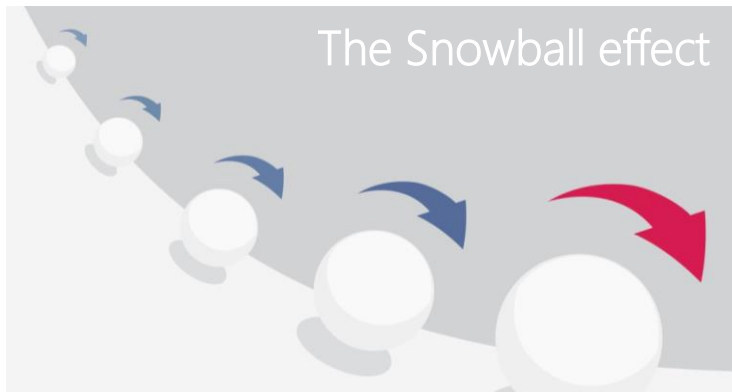


- Working **cooperatively in the team** is a must
- Required **interpersonal skills** to understand each other
- Support **the human change** on the path of digitalization
- **Broad business knowledge** is key for the (Business) project manager

The challenges to remember

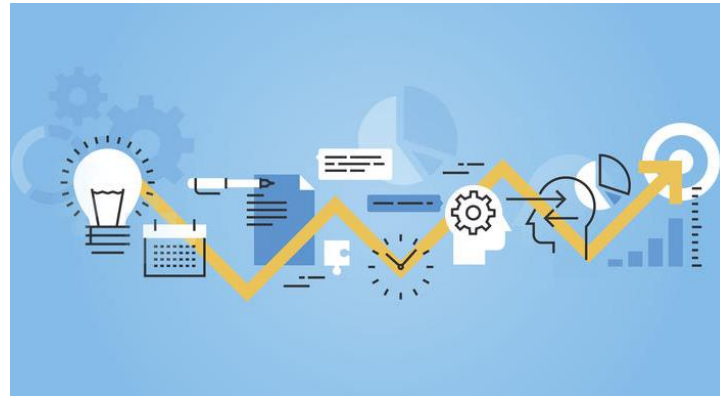
It's about learning,
discovery & creativity

An iterative learning oriented
lifecycle



It's all about the Business...
not about IT

Creating business scenarios for the
future



It's about people ... not about
things

Internet of Things is Internet of
people





Step 6:

**"Help my coffee machine
ordered a television"
(security concerns)**

By Gert De Wever

**Senior Systems Engineer
Hewlett Packard Enterprise**

Rapidly Evolving Security Landscape



360° Secure Fabric

Visibility – Policy – Authorization - Enforcement



Open Multi-Vendor Solutions

Aruba 360 Security Exchange

Status Quo

Siloed products that do not communicate and vendor lock-in

With Aruba

API-level access to 360 Secure Fabric for 120+ partners



MobileIron



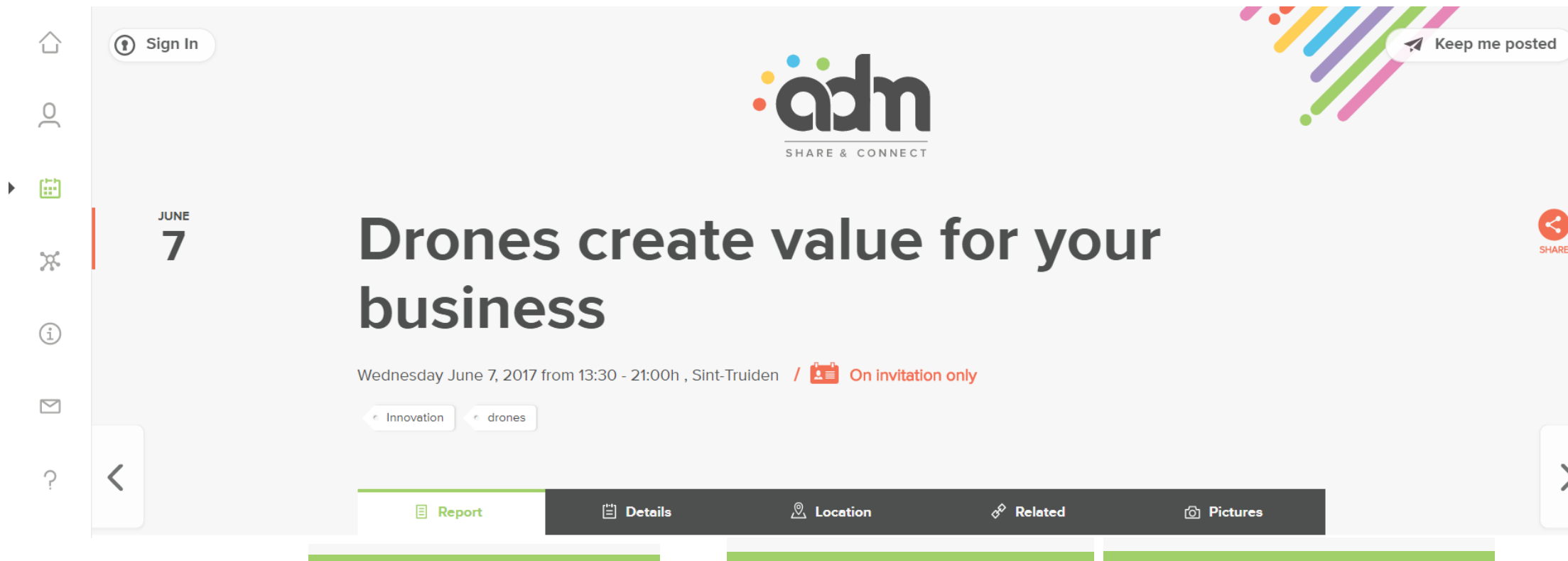
paloalto
NETWORKS

McAfee®

Thanks for Sharing!

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Sharing more info on the ADM site



The screenshot displays the ADM website interface. On the left is a vertical navigation menu with icons for home, profile, calendar, network, information, mail, and help. The main header features a 'Sign In' button, the ADM logo with the tagline 'SHARE & CONNECT', and a 'Keep me posted' button. The central content area shows a post dated 'JUNE 7' with the title 'Drones create value for your business'. Below the title, it specifies the event date and time: 'Wednesday June 7, 2017 from 13:30 - 21:00h , Sint-Truiden', followed by a red 'On invitation only' label. Two tags, 'Innovation' and 'drones', are visible. A horizontal navigation bar at the bottom of the post area includes links for 'Report', 'Details', 'Location', 'Related', and 'Pictures'. A 'SHARE' button is located in the top right corner of the post area.

 Report

 Related

 Pictures



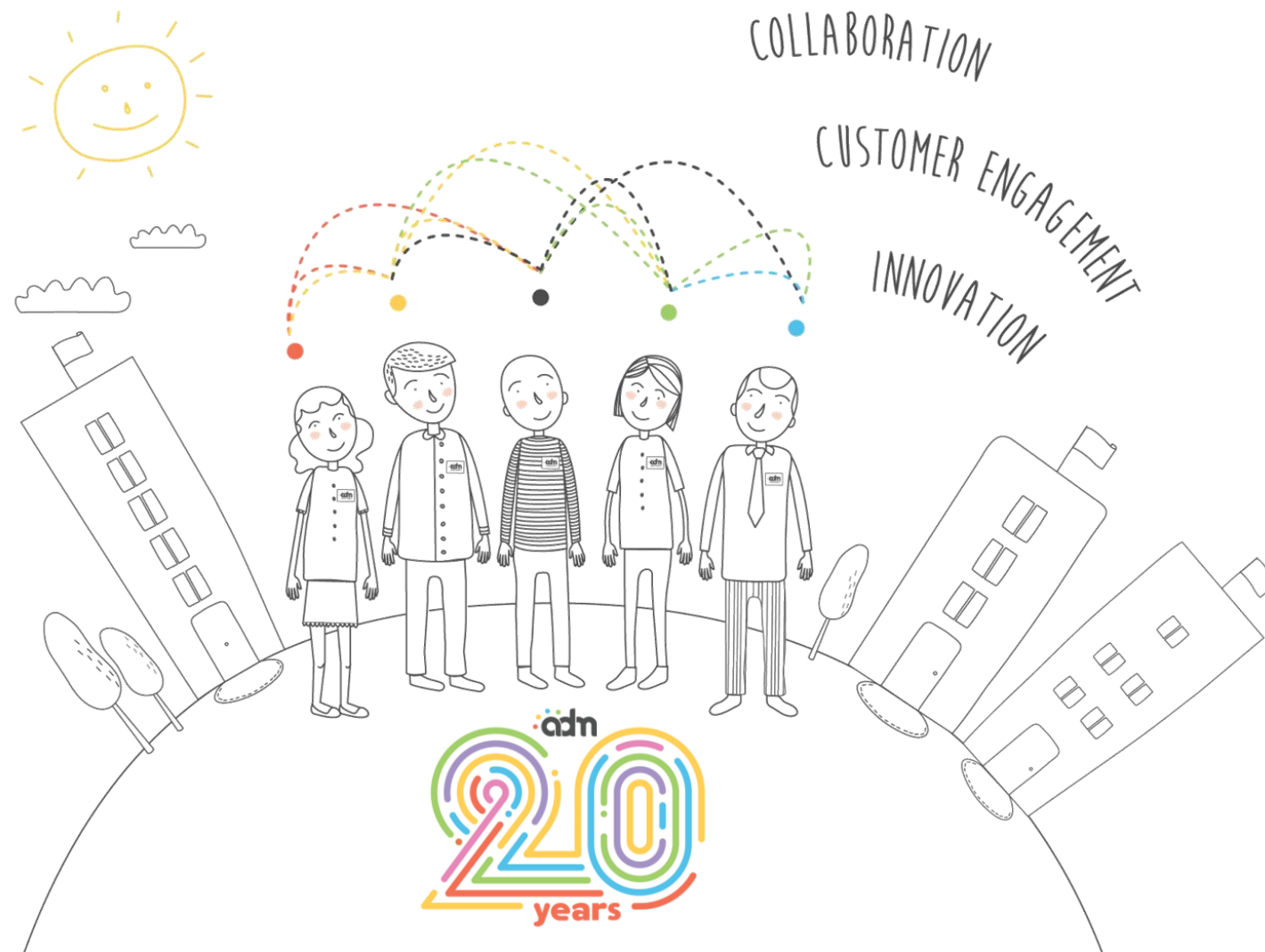
Join us again soon!

15-05-'18: How **Social Technologies** can help you create a **New Culture**

07-06-'18: ADM Annual Reception: Celebrating **20 years ADM!**

13-06-'18: ICT Young Lady 2018: **Dare to dream** (Y-ADM)

Let's connect now!



Our contributing partners

Every ADM partner contributes to the evolution and growth of our organisation in their own unique way, strengthening our ability to 'Share & Connect'.

