



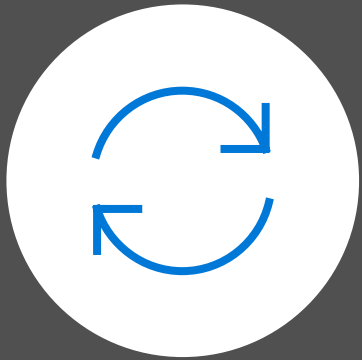
Building, marketing and selling repeatable solutions

Patrick Ward

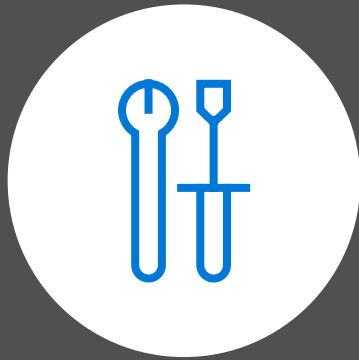
Principal Solution Specialist, IOT EMEA



Here's what we're covering



What is a repeatable IoT solution?



Building repeatable IoT solutions to support a sustainable business model



Microsoft GTM Support Programs



Co-Selling with Microsoft

What is a repeatable IoT solution?

What is a repeatable IoT solution?

Partner-built, device to cloud solutions that address a specific use case either horizontally, cross industry or vertically within an industry.

They get built once, and are sold to many customers.

Start with the business model

Outcomes from a Business Model Workshop

Define value proposition

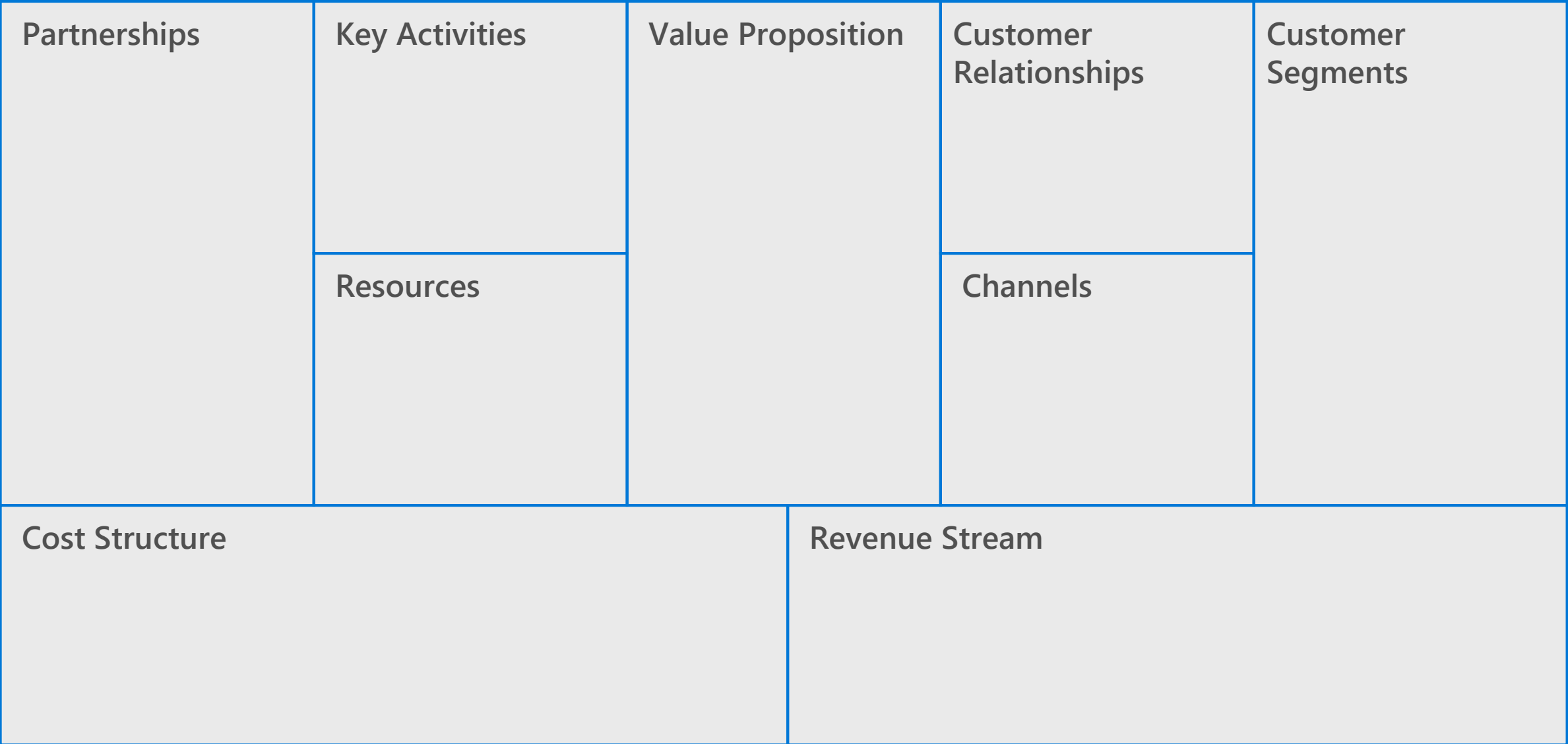
Understand organisational impact

Assess organisational capability

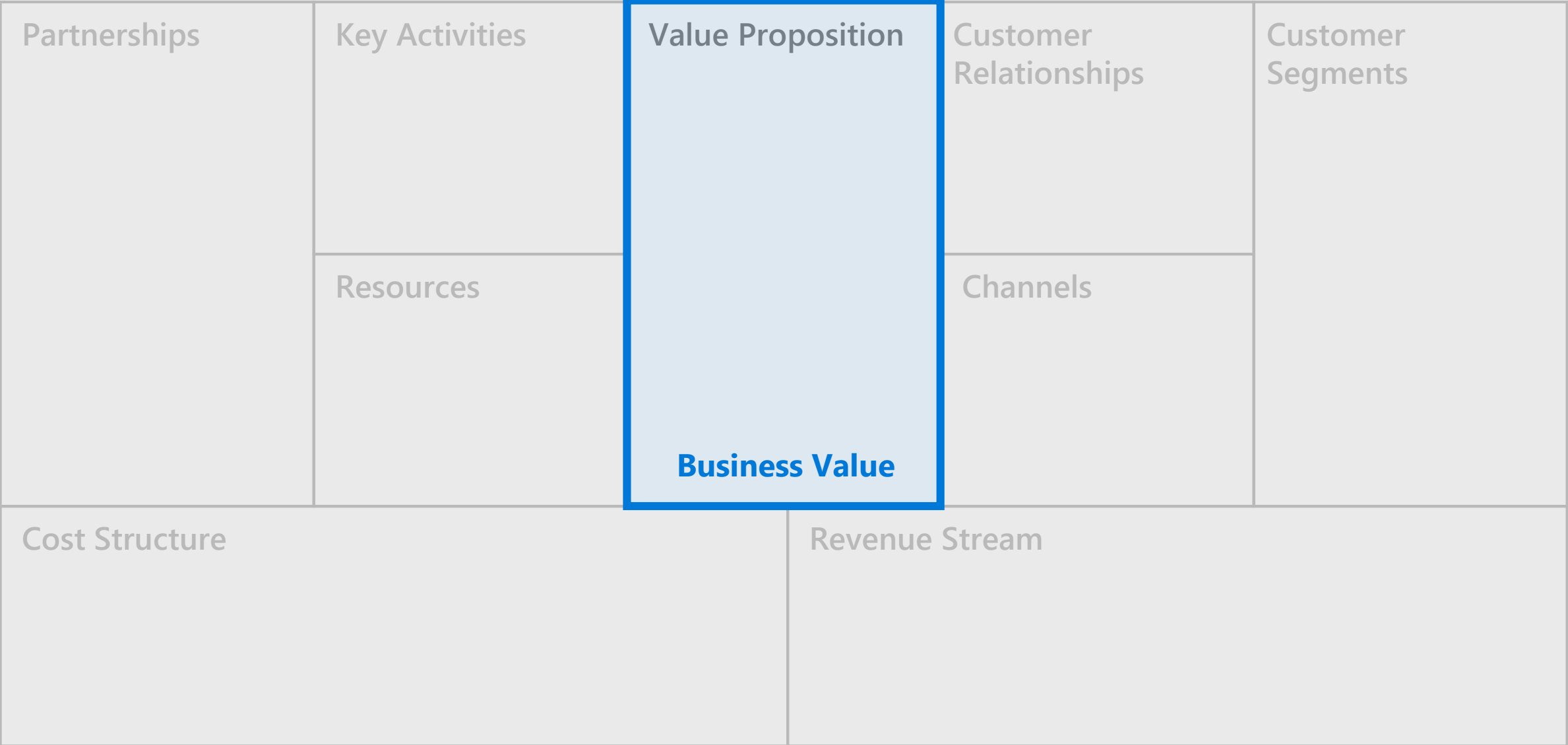
Secure business stakeholder buy-in

Input to Architectural Design

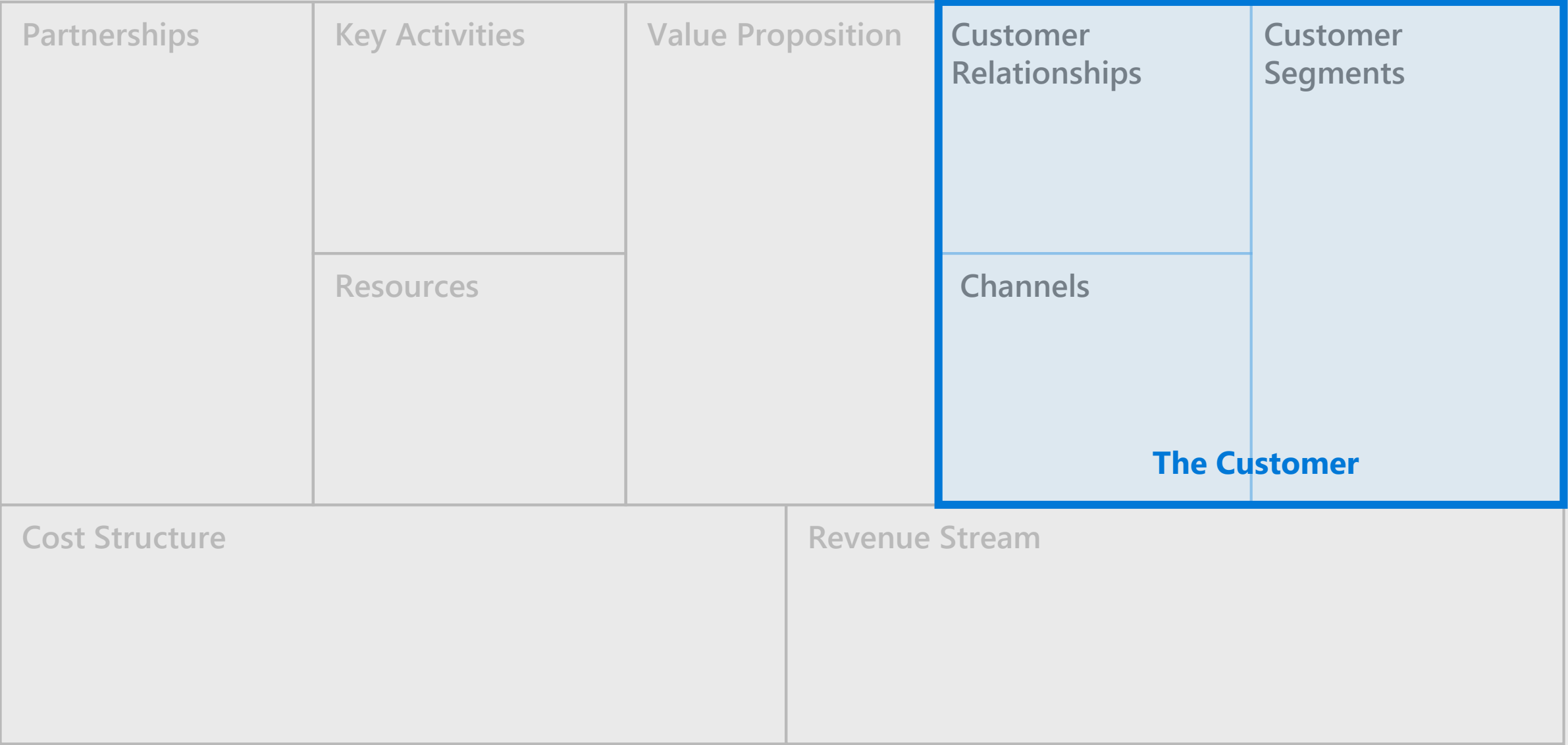
Business Model Canvass



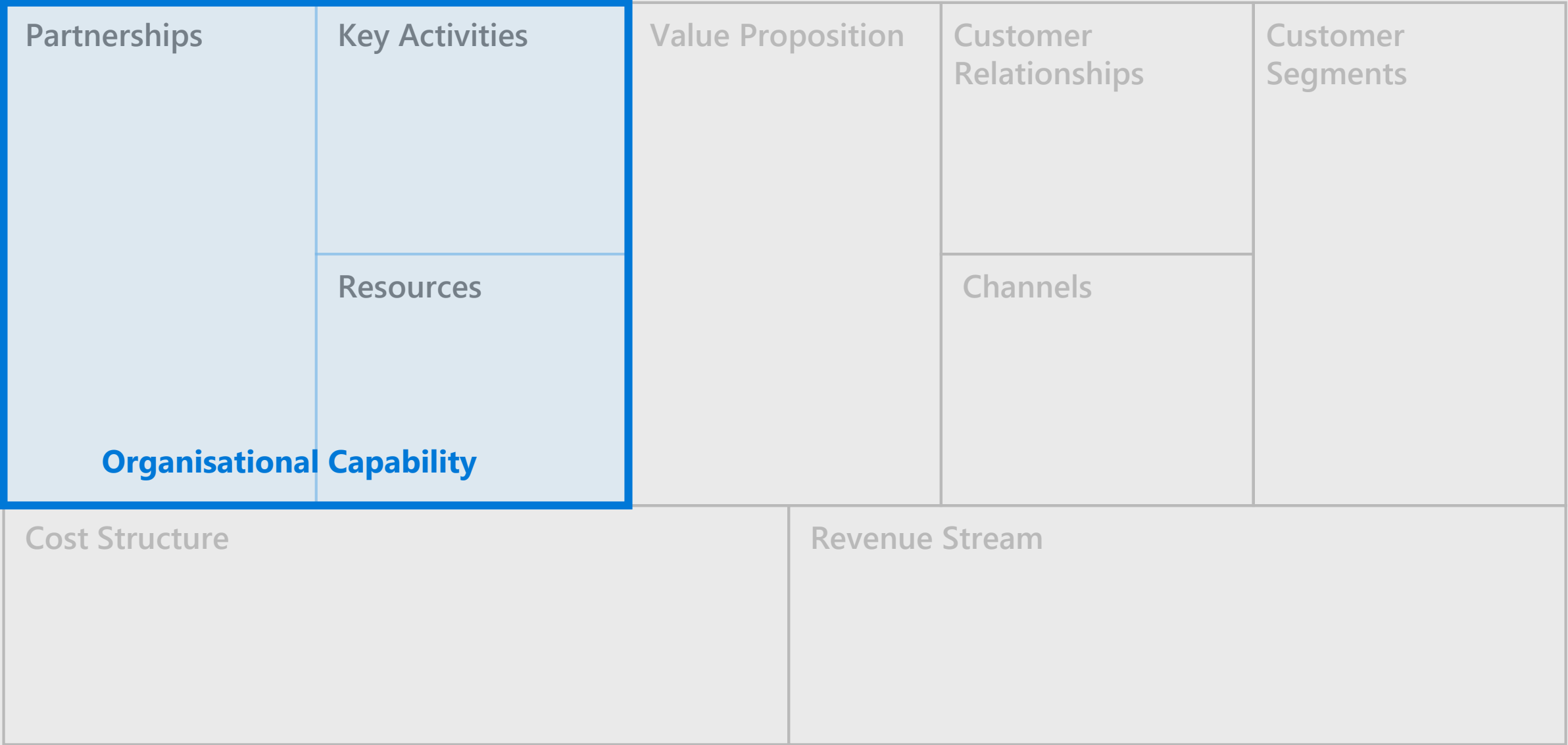
Business Model Canvass



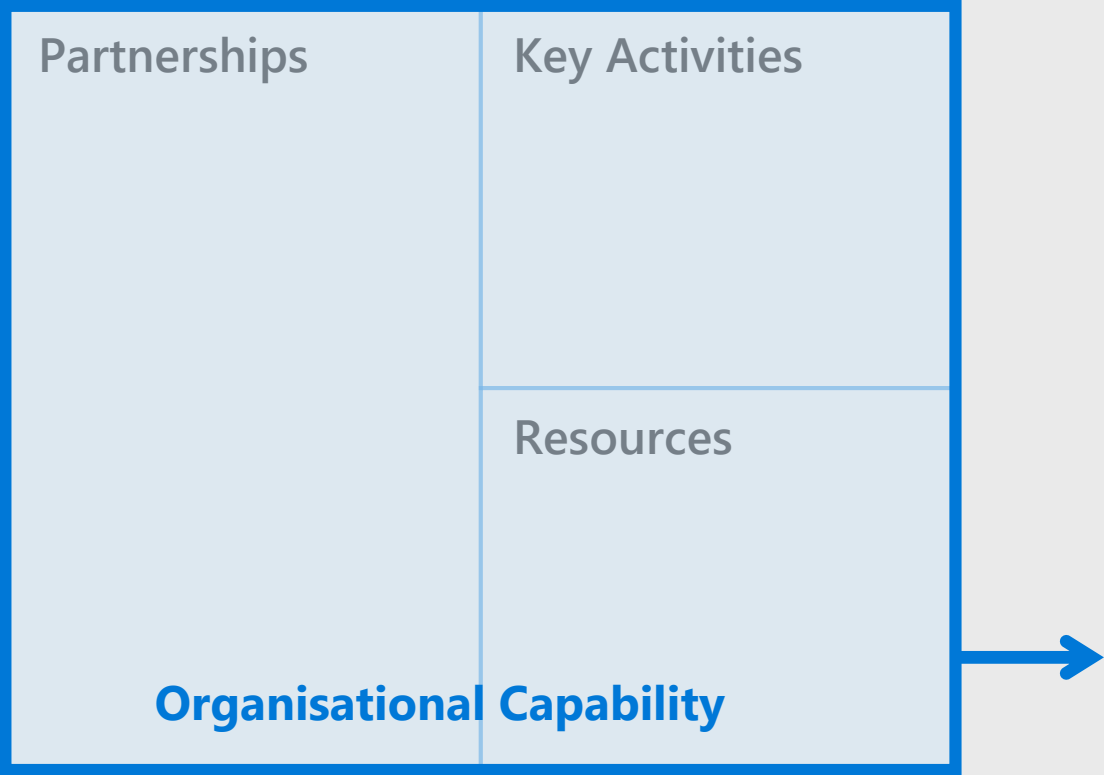
Business Model Canvass



Business Model Canvass



Organisational Capability

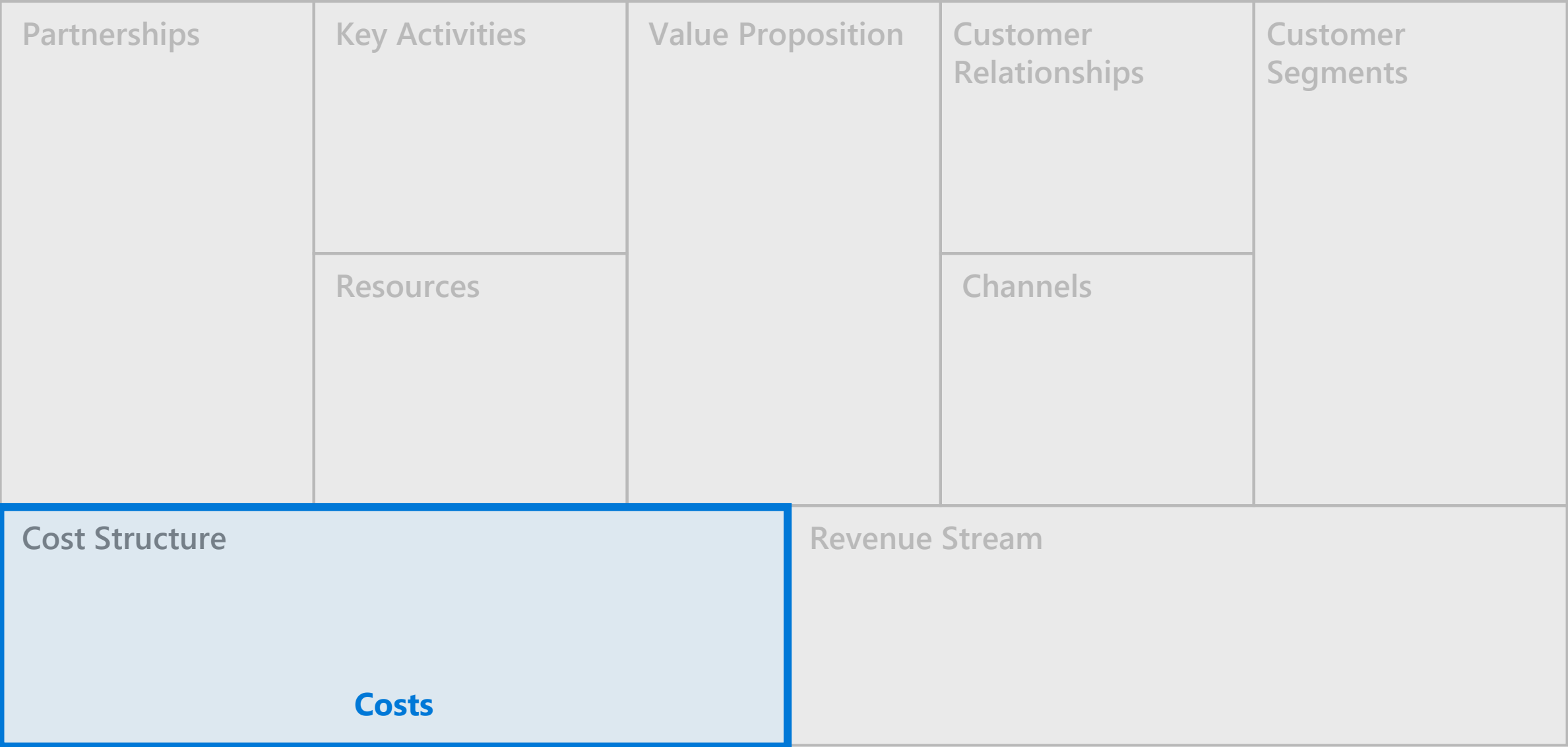


Capability Development Plan

Capability	Skills - As Is	Skills - To Be
Leadership Team		
Sales Team		
Technical Team		
Operations		
Support		

- Upskilling
- Training
 - Certification
 - Recruitment
 - Partnership

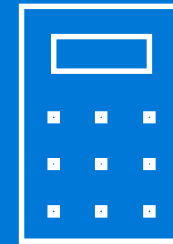
Business Model Canvass



What's the cost of an IoT Solution?

To estimate costs we need **2 things**:

1. **Solution Architecture**
tells us what services will be used
2. **Business Volumetrics**
determines scale of messaging & services



Azure Pricing
Calculator

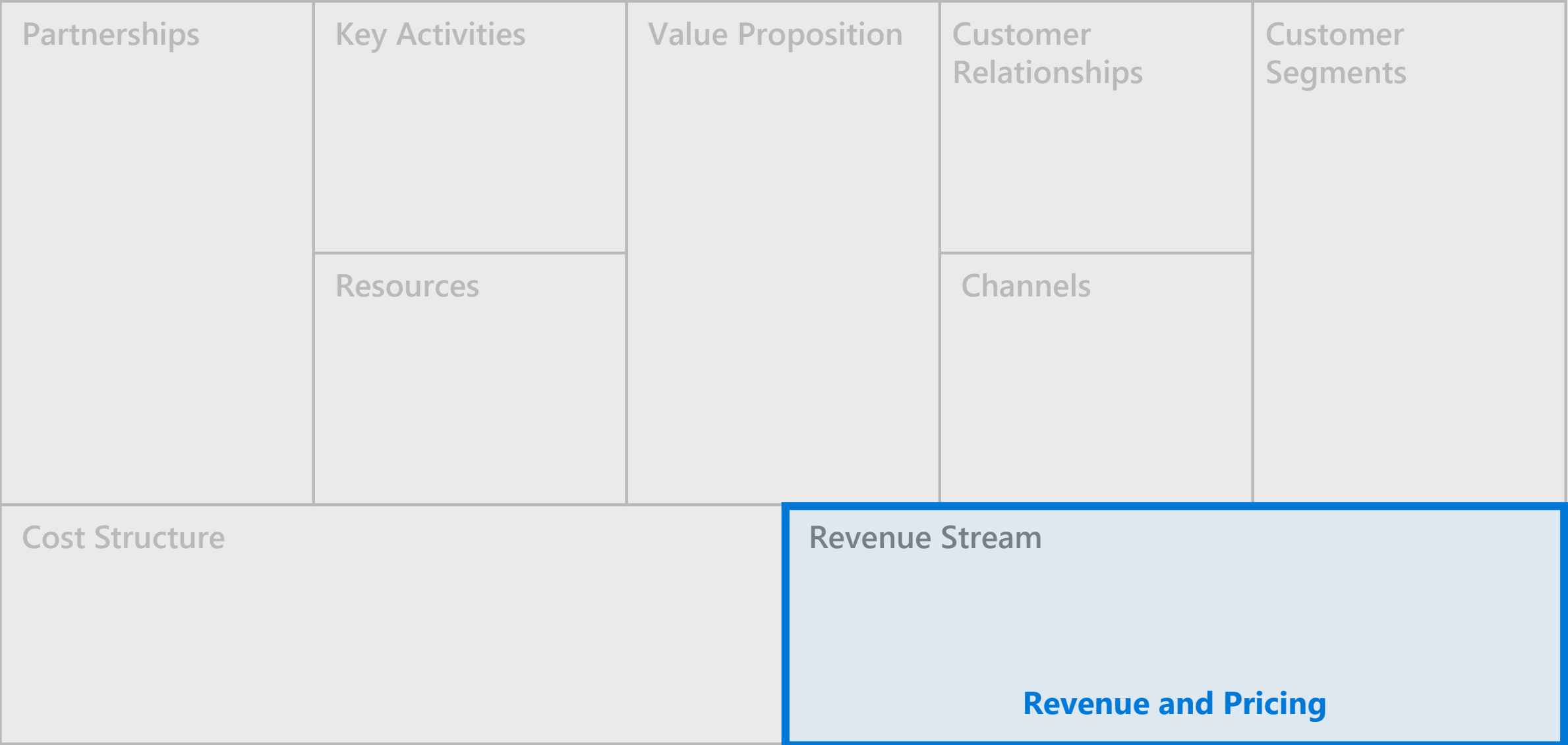


Cost
Model

Cost Structure

Costs

Business Model Canvass



How will I price my IoT solution?

Pricing Models

1. Cost-Plus Pricing

understand my costs,
add my margin

2. Value-Based Pricing

how much value am I bringing to the
value chain?

Revenue Stream

Revenue and Pricing

Technical Architecture

Designing the technical architecture

An Architecture Design Session is a one to multi-day engagement driven by technical sales that maps technical solutions to customer opportunities.

Architecture Design Session Outcomes

- ✓ project scope
- ✓ solution requirements
- ✓ technical implementation approach
- ✓ risk assessment
- ✓ resources needed
- ✓ cost and timeline

What is an ADS?

ADS Types

Solution-focused

Envisioning

Proof of Value (PoV) scoping

Architectural Review

Target Audience

Business sponsors to articulate needs

Technology executive team to understand impact

Lead architects, developers, DBAs, operations, etc.

Key Deliverables

Vision/Scope document

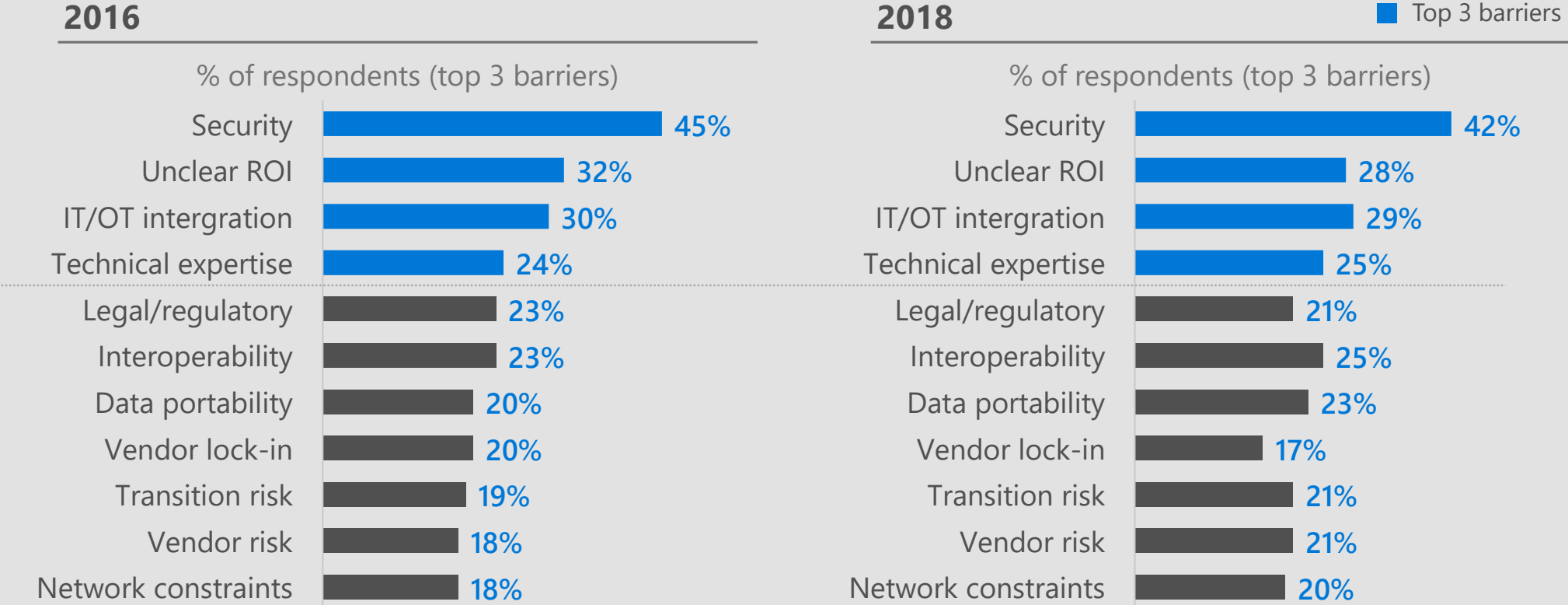
Architecture Assessment document

Proof of Value (PoV) project plan

Proof of value

Vendors need to address customer barriers

What are the most significant barriers limiting you from adopting IoT/analytics solutions?



Source: Bain and Company

Avoiding the POC Trap

Common POC Blockers



Lack of executive buy-in



Lack of resources



Prohibitive cost to scale



Business value is unclear



Difficult to justify short-term impact of pilot

Proof of Value Checklist

✓ Is this a qualified opportunity? Use BANT (or similar) criteria.

✓ Identify customer stakeholders

Executive Sponsor(s)

IT Sponsor(s)

OT Sponsor(s)

✓ Complete the Business Case with the customer stakeholders

Customer Problem in Production (current state)

Examples

Machine X is currently serviced reactively (as it breaks) resulting in production halts whenever it goes offline

Manual-based production scheduling and sequencing generating problems in quality (rework, scrap) that are difficult to trace

Business Outcome (desired state)

Examples

7% increase in production line uptime

12% reduction in rework/scrap

Potential Technical Scenario(s)

Examples

Instrument Machine X with basic remote monitoring to trigger when certain thresholds are exceeded

Add sensors to detect anomalies in production materials

✓ Get commitment ahead of time that if a PoV proves the desired business outcome, steps to progress towards full production.

Microsoft IoT solution support

Microsoft IoT Solution Support



Business Workshop
Architectural Design Session

Build-with

IoT Accelerate



Reference Architecture

Tune-up

Go To Market

Case Studies

Broad Partner Enablement
Amplification



Partner Buy BOM

Seller quota
retirement

Co-Sell

One Commercial
Partner Catalog

IoT Ecosystem Partners - EMEA

System Integrators



Solution Aggregators



IoT Accelerate co-funding

Target verticals



Energy



Retail



Factory/Industrial



Security & Surveillance



Healthcare



Buildings

1

Concept development

2

Proof of Value (POV)

3

Pilot/Proof of Business (POB)

GTM: Microsoft tools to help scale your solution



IoT in Action Webinar Schedule

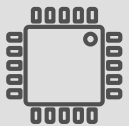
July - September



Energy



Agriculture



Azure Sphere

October - December



Smart Buildings



Technical Bootcamp

January - March



Retail



Healthcare



Manufacturing

April - June



Security & Surveillance



Smart Cities



Technical Bootcamp

All available [on-demand](#)

Co-selling with Microsoft

Why Co-sell?



WIN

Enterprise sellers get to introduce new innovation to their customers



WIN

Partners get introduced to new customers in new geographies



WIN

Microsoft's platform grows as a result

What is a Co-Sell Ready Solution?

Repeatable IoT Solutions, based on Azure

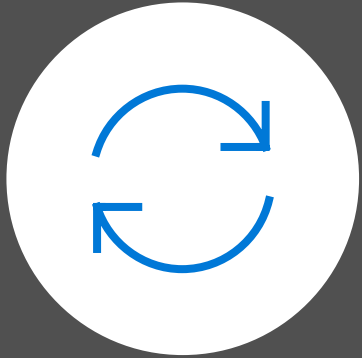
Co-sell checklist

- ✓ Active on MPN and Partner Sales Connect tool
- ✓ Co-sell bill of materials
 - Customer one pager
 - Customer presentation
 - Customer case study
- ✓ >\$8K monthly Azure consumption
- ✓ Qualified pipeline of 10+ opportunities in region

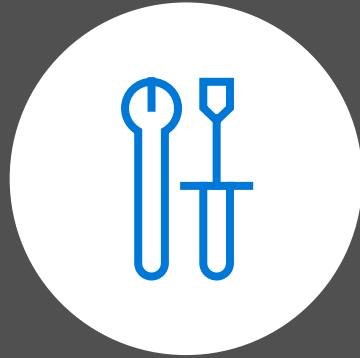
Aligned to Enterprise industry teams

- ✓ Healthcare
- ✓ Manufacturing
- ✓ Smart Cities
- ✓ Transportation & Logistics
- ✓ Retail & Consumer goods
- ✓ Energy & Utilities

Here's what we covered



What is a repeatable IoT solution?



Building repeatable IoT solutions to support a sustainable business model



Microsoft GTM Support Programs



Co-Selling with Microsoft

What's next?



Hear from
partners

Please welcome...



Abel Smit

IoT Consulting &
Customer Success Director
Tech Data Europe

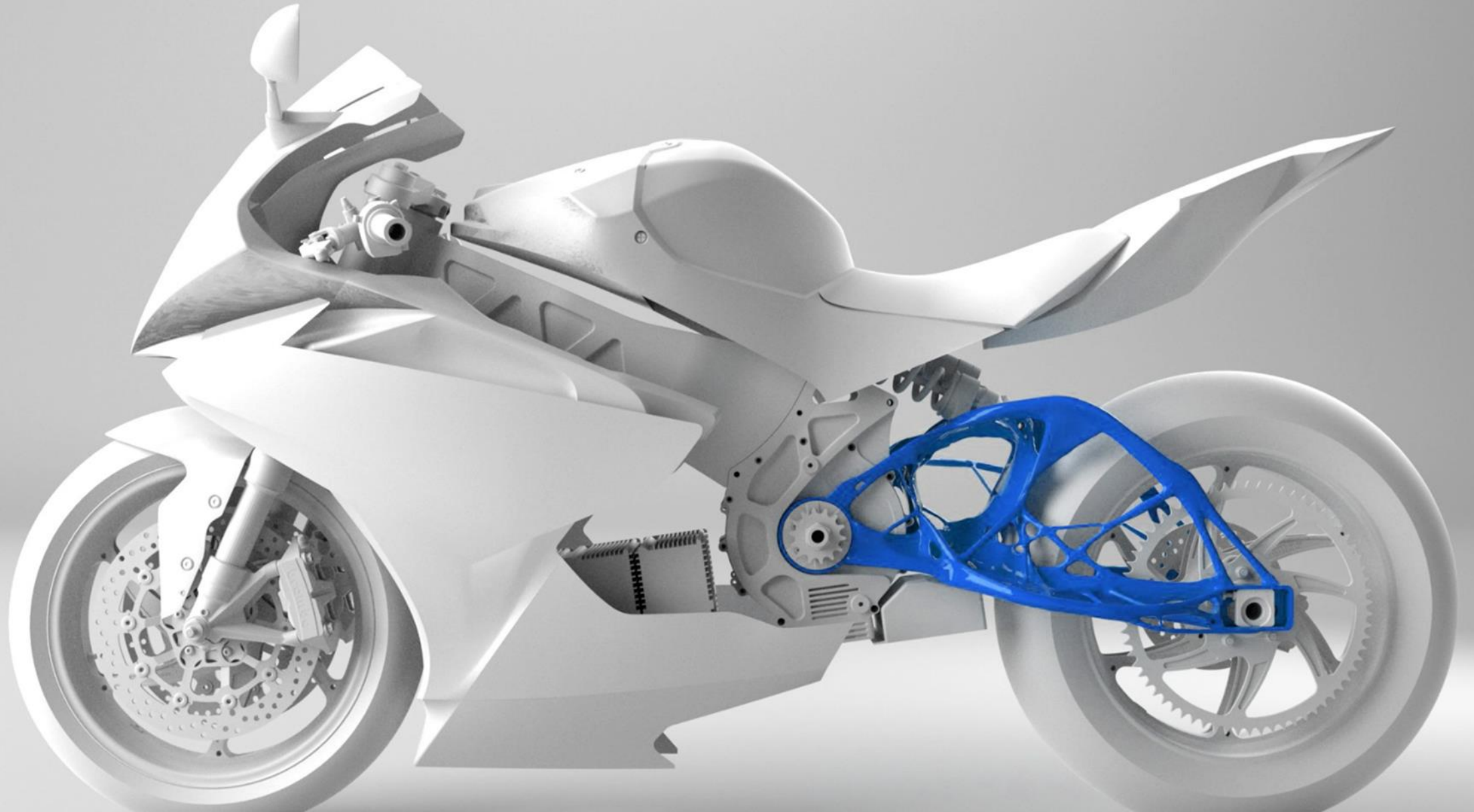


Abel Smit

IoT Consulting & Customer Success Director,
Tech Data Europe



We stopped thinking linearly



We stopped looking at Tech Data customers for leads



We are at the end of the beginning..



How does Microsoft support



Please welcome...



Ivan O'Connor

Head of IoT

Action Point Technology Group



ActionPoint 

IoT for Manufacturing and Industrial Applications

Ivan O'Connor

Head of IoT,
Action Point Technology Group



ActionPoint delivers on the promise of IoT

ActionPoint
IOT-PREDICT

ActionPoint
IDEA Factory

Custom
Engagement

Why IoT-PREDICT? The challenges of smart manufacturing

Unrealized promises

Although there is much rhetoric about its benefits, the reality is that existing IoT solutions have been incomplete and unsuited to harsh industrial challenges.

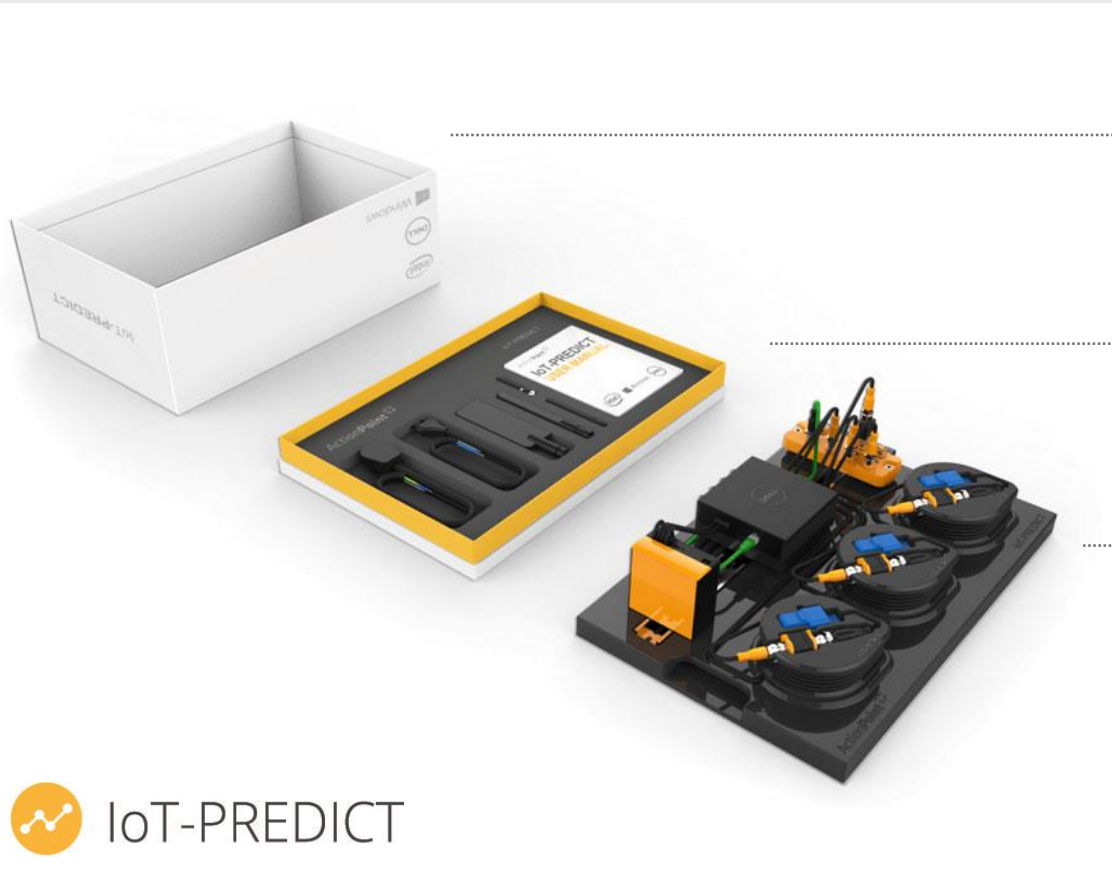
A daunting challenge

Although organizations want to start using IoT solutions, it is a new technology stack and many simply do not know how to get started quickly.

Supporting the Business

Businesses already have massive investments in highly complex systems. Minimizing disruption and impact on day to day operations is critical.

IoT-PREDICT: A plug-and-play, infinitely scalable, end-to-end, industrial grade machine monitoring solution



10-minute setup out of the box



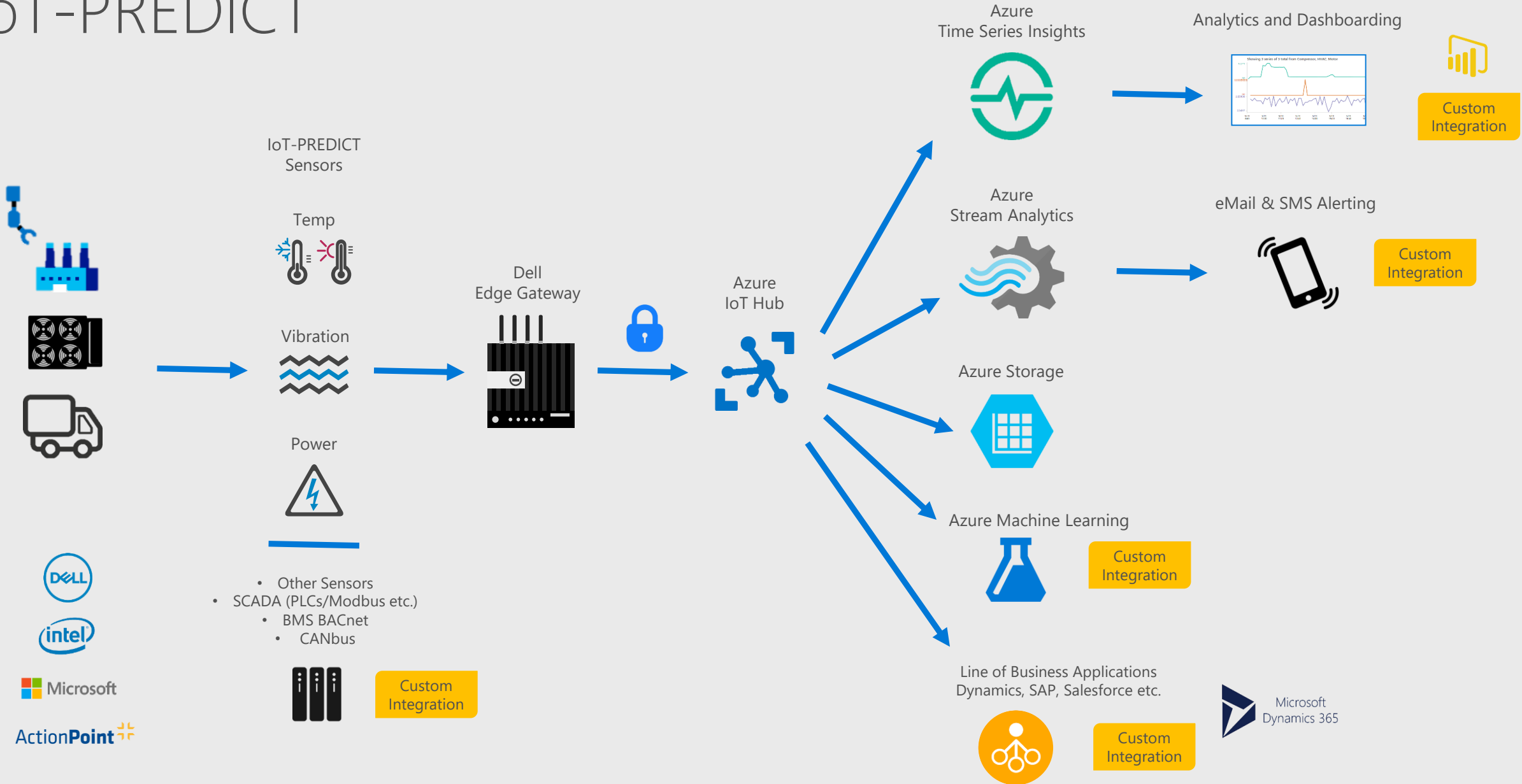
An industrial-grade IoT solution



Smart manufacturing enabler



IoT-PREDICT



ActionPoint IDEA Factory



An end-to-end IoT solution



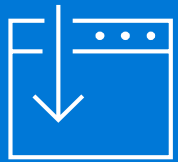
Tailored to your unique business



Full integration with the Microsoft Azure platform

Powered by Azure

ActionPoint IoT solutions are built on the Azure platform, delivering the next-generation of IoT technology to manufacturing environments.



**Full
integration**



**Application
innovation**



**Data and
intelligence**



**Security and
management**



Next steps

To purchase ActionPoint IOT-Predict, visit: www.iot-predict.com

Contact ActionPoint to learn more about ActionPoint IDEA Factory. Email industrialiot@actionpoint.ie or call +353 61 337632

ActionPoint 

 Microsoft

Please welcome...



Evgenia Ostrovskaya

Business Development Director

Genetec Europe



Preparing for Tomorrow

Evgenia Ostrovskaya
Business Development Director,
Genetec Europe



How it used to be...

Who We Are:

Founded 1997 in Montreal, Canada

Genetec is a pioneer in the physical security industry

Video surveillance

Access control

License plate recognition

Leading global provider of IP-based security solutions

Offices and partners on six continents and sales in over 80 countries

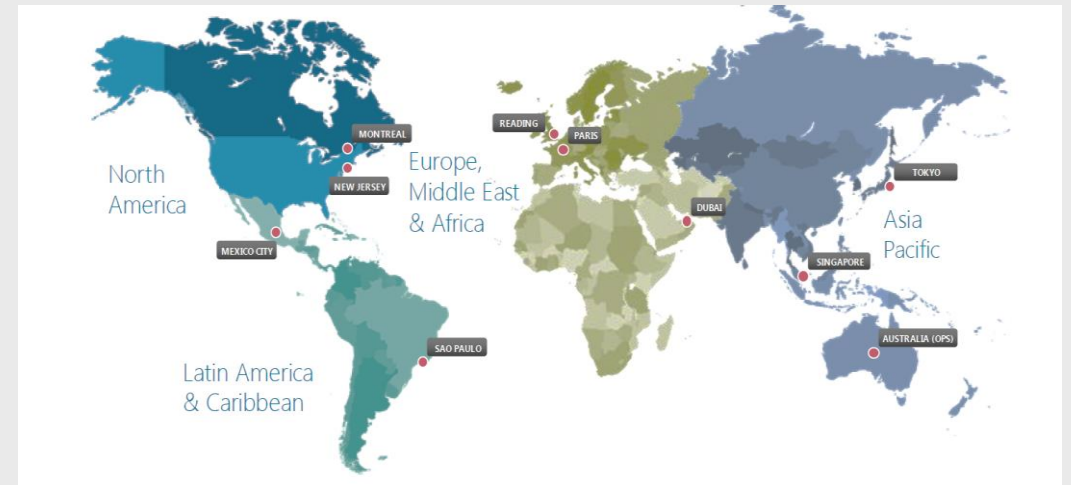
Provide solutions for over 8,000 enterprises & organizations worldwide

Value-added and custom-tailored services

Technical Support, Customs Solutions Development, Technical Training

Over 850 employees worldwide

Privately-held company; organic growth through global sales efforts



We help you protect the everyday.



Helping you master your evolving retail environment



Secure
the everyday

Security

Improve
the everyday

Operations

Understand
the everyday

Intelligence

Connected Store

Facial Recognition

Be alerted to known offenders

Intrusion Panels

Integrate panels to Security Center to quickly respond to alarms

GSOC

Feed data and video to central station for problem solving

Keyless Store

Eliminate keys and increase controls with ACS

Clearance

Share evidence with partners in an efficient and secure manner

Stocking & Delivery Area

Monitor inventory handling, manage operations, and control access

Turnkey Network Appliances

Provide unified video and access control in one easy solution

EAS Systems

Connect EAS Alarms with video to quickly identify issues

In-store video analytics

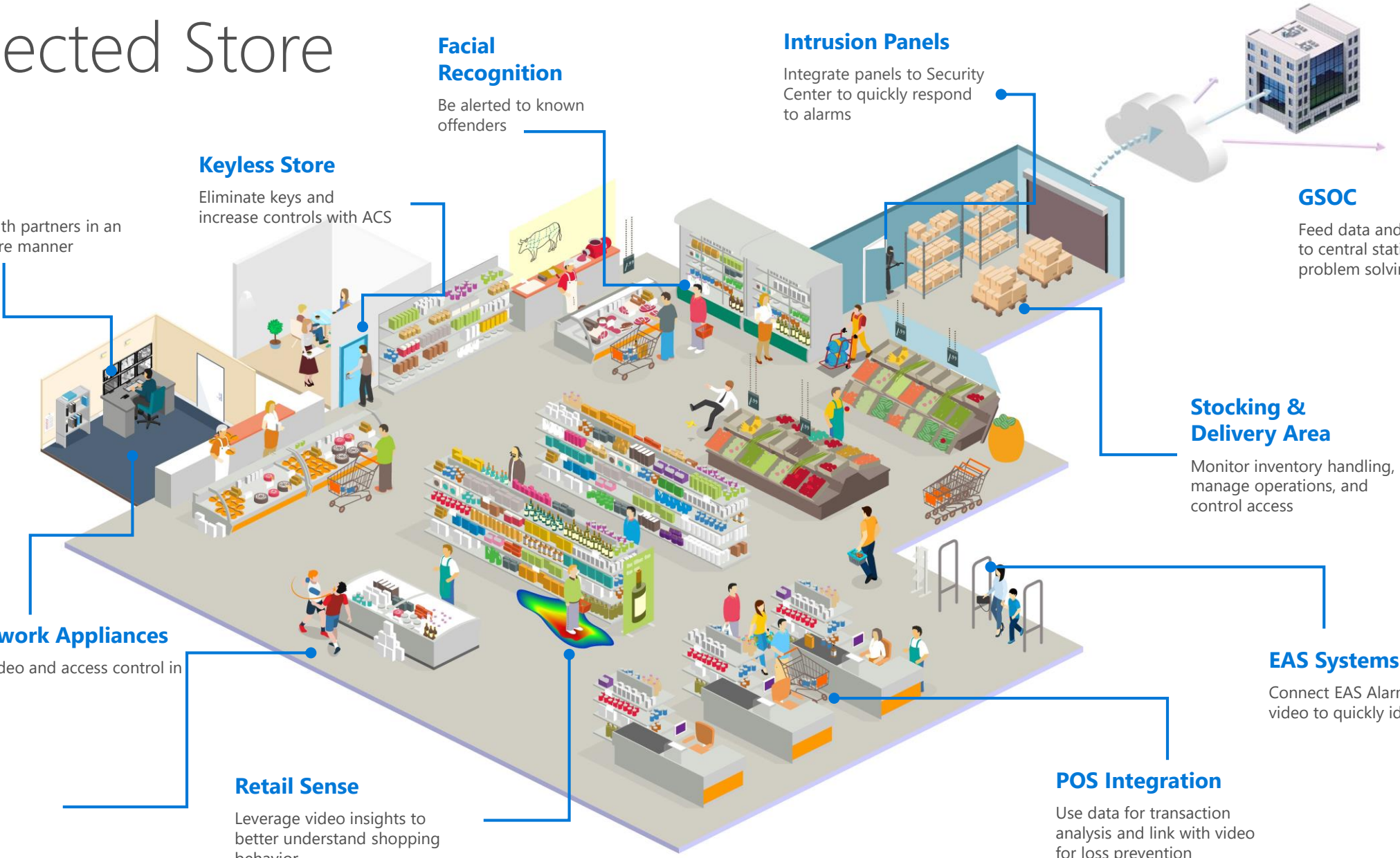
Utilize analytics to better detect exceptional events

Retail Sense

Leverage video insights to better understand shopping behavior

POS Integration

Use data for transaction analysis and link with video for loss prevention



Banking Scenario



Microsoft EMEA IoT Co-Sell



Brandy Moore

France

UK

Germany

CEE & Russia



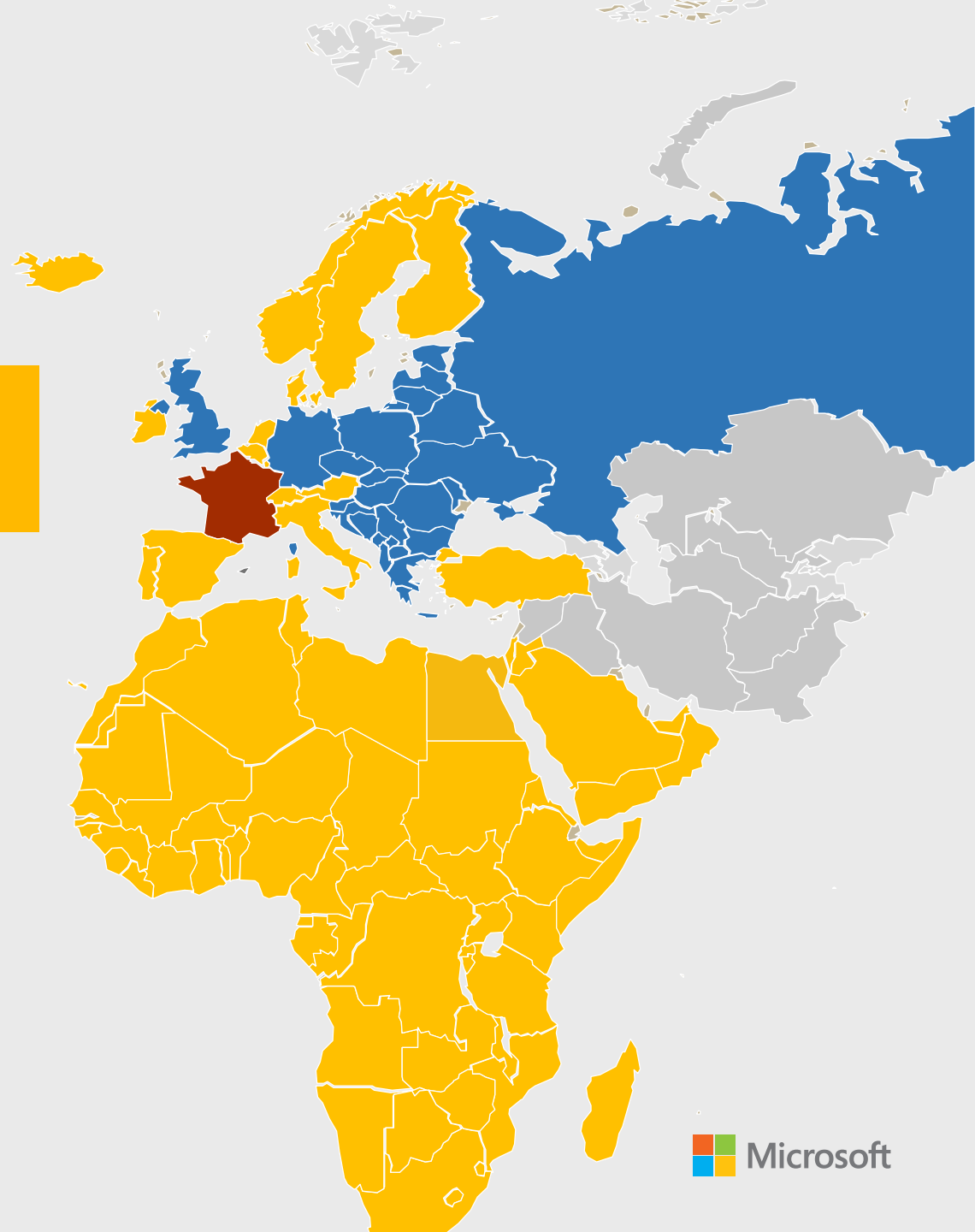
Dominique Bastemeijer

Western Europe

- Nordics
- Ireland
- Benelux
- Swiss / Austria
- Por/Spa/Italy

MEA

- Africa
- Turkey
- Gulf



Thank you!



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Evgenia Ostrovskaya

Business Development Director |
Genetec Europe



Laurent Remont

CTO | Kontron



Soren Lau

GM, IoT Solutions EMEA | Microsoft



IoT in Action Barcelona

Soren Lau, General Manager, EMEA
IoT Device Experience, Microsoft





Thank you!

Key Expectations of the day



Learn



Grow



Connect

Agenda

TIME	SESSION	SPEAKER
9:00-13:00	Keynotes incl. Break	Rodney Clark, Sam George, Galen Hunt Peter Hoffmeister, Sarah Maston, Ben Kotvis, Patrick Ward, Laurent Remont
13:00-14:00	Lunch and Solution Showcase Networking	
14:00-16:30	Break-outs	
	Transforming Your Business (Optional Track 1) Plenary Room M9+10	Patrick Ward, Abel Smit, Evgenia Ostrovskaya, Ivan O'Connor
	Building Your Intelligent Edge (Optional Track 2) Break-out Room M11	Peter Hoffmeister, Maarten Struys, Rui Freitas
	Azure Central Session IoT in a Day (Optional Track 3) – Break-out Room M7+8	Marcello Majonchi
16:30-17:30	Networking Evening	
All-Day	Partner-Customer Matchmaking and Sponsor Partner Solution Showcase	

Thank you



IoT in Action