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Announcing

Internet of Things WORLD

17th & 18th June 2014
Crowne Plaza Palo Alto,
Silicon Valley, USA

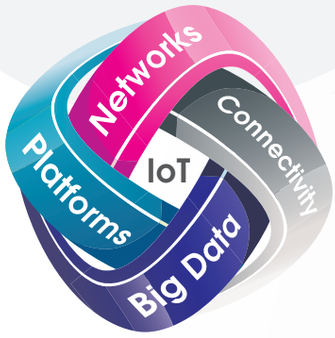
Creating Partnerships and Developing Ecosystems to Make the IoT Service Vision a Reality

Why the Internet of Things?

The Internet of Things is fast becoming the biggest buzzword in the converged communications & IT industry. A wide range of communications and device players are promoting their interest in the area, which, they suggest, will be the next generation of the internet, bringing increased volume to networks, applications and data processing and enabling the transformation of everyday business.

Uniting Ecosystems, Creating Value

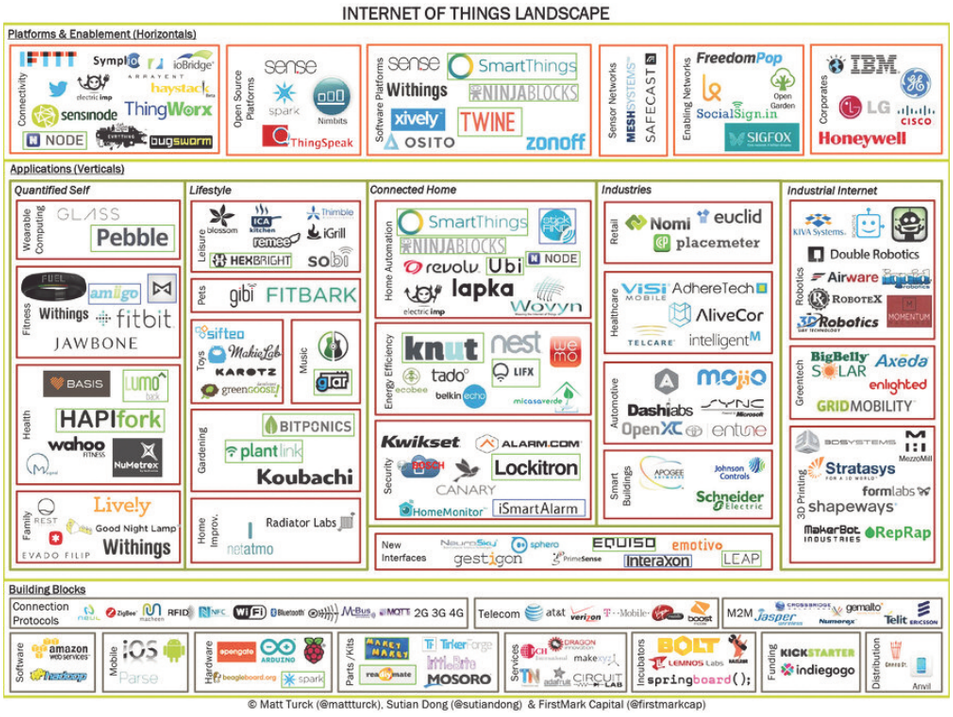
Whilst the IoT seems diverse and complex, fundamentally it is about networks and applications. The Internet of Things is at the intersection of four major vendor ecosystems:



A $14 Trillion Opportunity?

The Internet of Things will...
"bring together people, process, data and things, to really make up what we believe will be the ***fourth wave of the internet....****It will in my opinion be bigger than the first three waves.... ...The first wave with simple communications - email, the second wave with e-commerce, the third wave which we are in now, which is really social, video, cloud bringing it together, and the fourth wave which is involved in not just bringing together 50 billion individual connections in the internet by 2020... it will completely change every business, every healthcare, every education system for the better. The opportunity for profit contribution to companies.... is* ***US$14.4 trillion*** *over this next decade."*
John Chambers, CEO, Cisco

Analysing the IoT Landscape



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Analyst Viewpoint

Man vs. machine:
It's old history

Camille Mendler,
Principal Analyst
Informa Telecoms & Media

Humans have a tense relationship with machines.

Consider the back story: For more than two centuries, machines have eliminated human jobs. Machines first revolutionized agriculture, and then factory work. They've progressively taken over routine, repetitive manual tasks.

Even China, that stronghold of proletarian labor, lost 16 million manufacturing jobs between 1995 and 2002. Marx and Engels would be shocked.

Whether parts assembly or filing, a machine can now get it done. And driving is set to follow: The state of Nevada's motor vehicles department just issued a license to a driverless car.

The past isn't prologue

Yet the 21st century is soon to be populated with machines that don't resemble their predecessors in size, form or function. And it's going to change how humans relate to them. Machines were once leviathans, like combine harvesters or mainframes. Now, swarms of tiny machines – microchips, environmental sensors, electronic tags and cameras – are being embedded in billions of everyday objects.

These miniaturized machines already outnumber humans, but they're not out to supplant them. The spinning jenny, the focus of Luddite protests in the 19th century, could replace up to eight textile workers. Now, dozens of machines can collaborate to help a single human complete a task.

Embedded machines can locate where a pipeline is leaking, report on a patient's blood pressure, find a traffic-free journey or monitor home energy usage.

The possibilities are almost endless. That's because these machines share a powerful new skill: the ability to communicate – with humans and each other.

A new conversation

As machine-to-machine (M2M) communications multiply, a variety of industries want to profit from them.

Take telecommunication: Operators expect M2M to generate at least 5% of their revenues by 2015, according to Informa and SAP research. If they're right, this equates to a massive US$65 billion or more.

But what, exactly, is the nature of value creation for industries using M2M?

Business guru Peter Drucker gave us the answer many years ago. Drucker, a noted scholar of history and economics, predicted that producing knowledge would become more valuable than producing goods. He foresaw technology's ability to reshape human workforces.

With the help of machines, economic productivity made a quantum leap in the past 200 years. In this century, it will happen again, but in a radically different way. Machines won't replace humans to boost productivity, they will work alongside them to create knowledge.

Knowledge is power

White-collar workers and knowledge workers were once seen as one and the same. But machines are helping disseminate knowledge work – the business of creating, interpreting and acting on information – throughout workforces.

Blue-collar workers, most affected in the past by the rise of machines, are among the beneficiaries. Machines now help them produce, assess, collaborate and act on businesscritical information for ships, oil rigs, highways and track.

As machines converse in their billions, securing their communication flows will become a business-critical concern. Likewise, big data from physical machines will spawn the need for virtual machines to interpret colossal volumes of information in real time.

That's the formidable opportunity that 21st century machines now create, as well as the potential for new kinds of jobs in knowledge-centric value chains.

It might just be time to bury the hatchet.

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