



Moving M2M to the Next Phase: What is the Internet of Things?

May 14, 2013

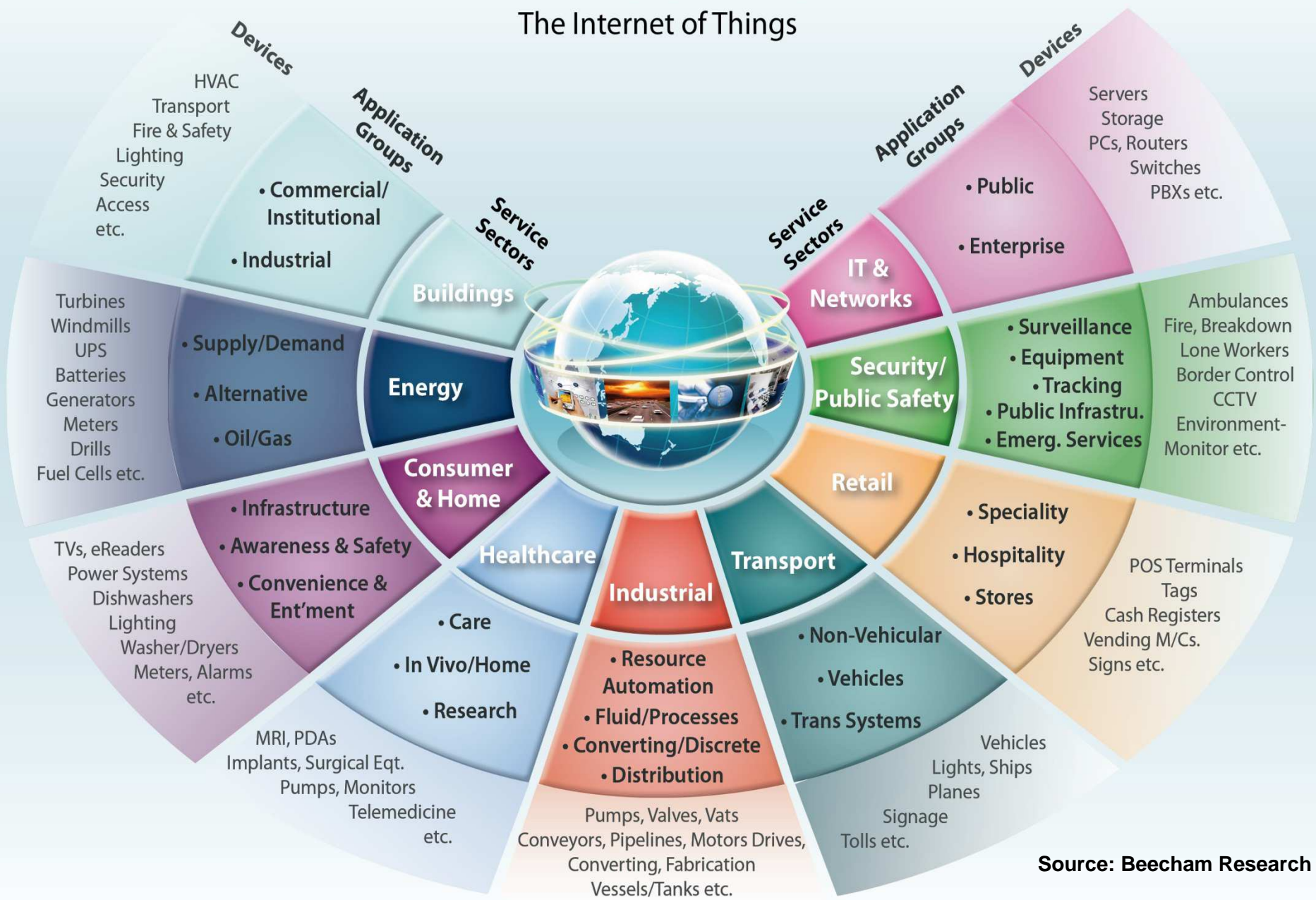
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Internet of Things – Do We Need to Define It?

1. Lots of hype
2. Lots of different definitions
3. Is it an important development?
4. Not down to one market player to create – needs to be a worldwide effort
5. If we can't agree what it is – how can we build it?
6. Needs to build on what's already there
7. Not starting from scratch . . .

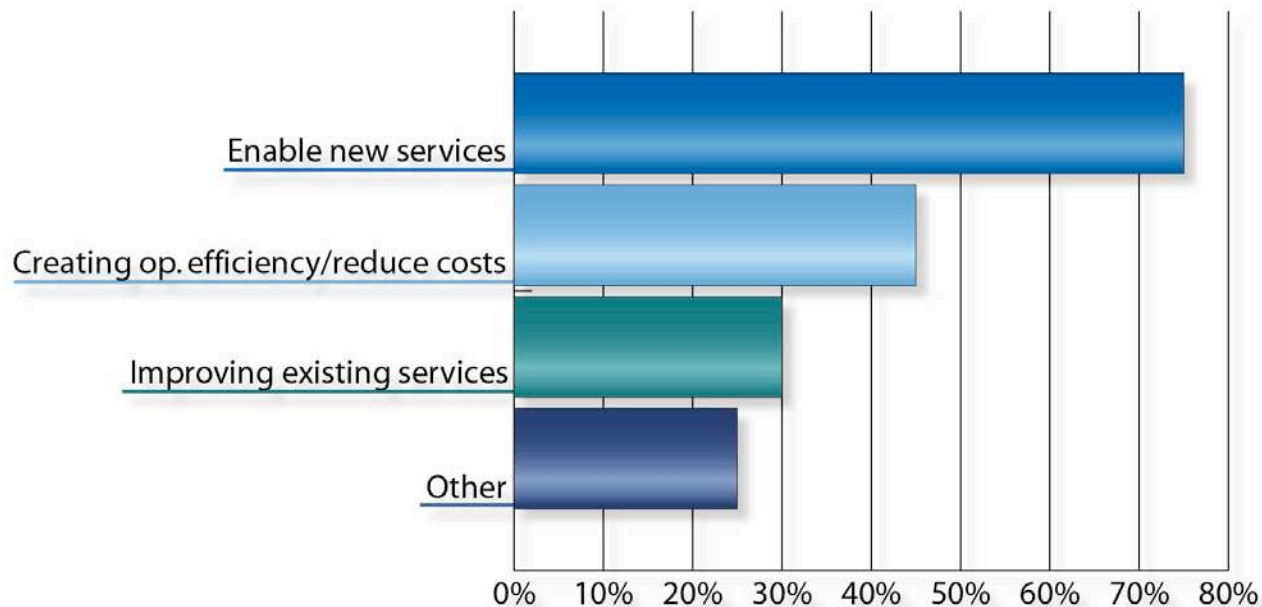
M2M World of Connected Services

The Internet of Things



What are the primary drivers behind your M2M projects now?

Survey of M2M Solution Providers published November 2012:

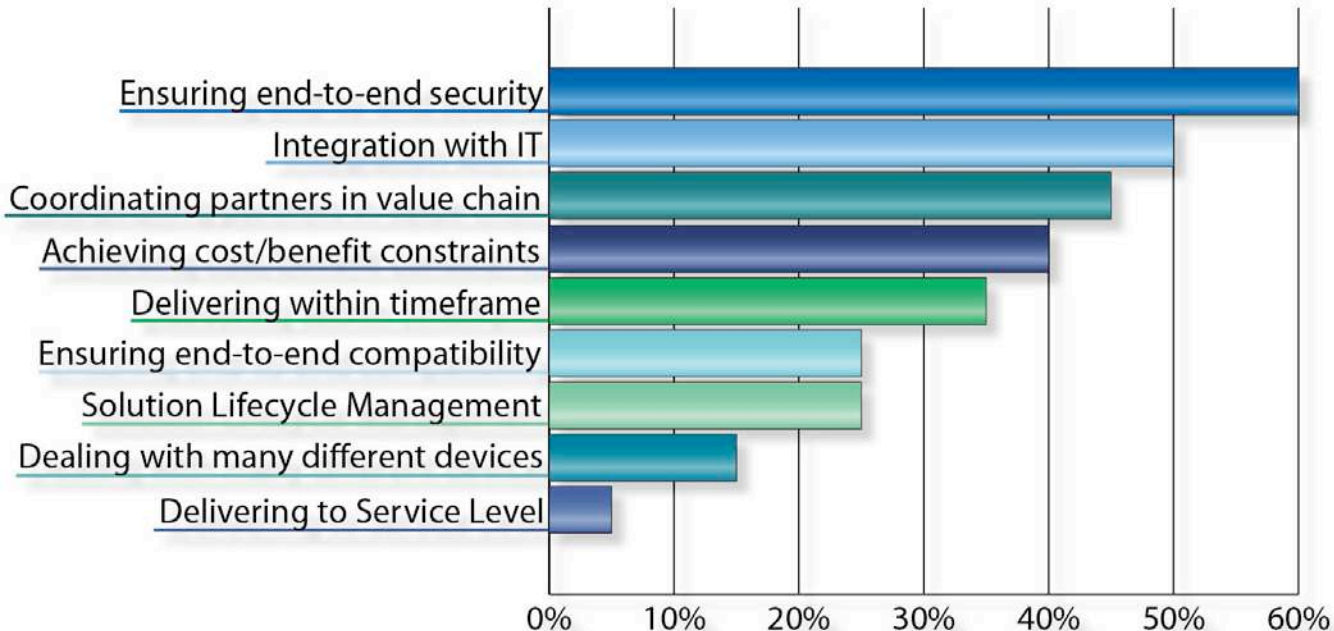


Source: Beecham Research Sept 2012, for Oracle

- M2M has always been about creating new differentiation in the market
- M2M used to be about operational efficiency, and reducing costs
- Now increasingly seen as enabler for new services

Which of these are top 3 priorities for delivering M2M projects?

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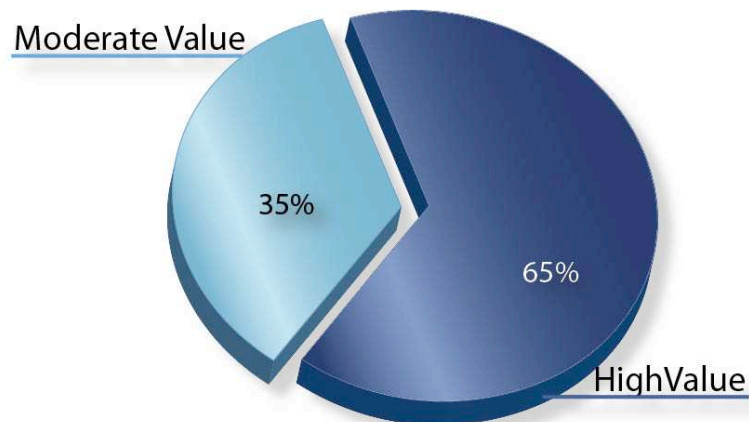
Source: Beecham Research Sept 2012, for Oracle

- Top 3 priorities seen as:
 - Ensuring end-to-end security
 - Integration with IT
 - Coordinating partners in value chain

What value can be gained from Complex Event Processing?

Survey of M2M Solution Providers published November 2012:

- Not so much from existing M2M applications: major opportunity for future B2B and especially B2B2C applications
- Insight from real-time intelligence “can open up a whole new world of solutions” . Next generation of applications



Source: Beecham Research Sept 2012 for Oracle

- Examples: several data sources contributing to a decision process without human intervention:
 - Weather conditions in agriculture management
 - Predicting performance/failure of large population big generators in the field
 - Pollution management
 - Traffic management
 - Real time human behavior profiling, facial recognition

M2M is:

1. B2B, B2B2B . . .
2. Very broad - Covers many sectors and sub-sectors
3. Very silo-based. Service providers sector-based . . . typically sub-sector based
4. Efforts to reduce cost and time to market – M2M platforms (M2M Service Enablement Services)
5. Looking for greater enterprise integration
6. Opportunity to use cross-sector and cross-company data to create new services
7. Focusing more on use of data, less on connectivity: Opportunity to make greater use of more data
8. Opportunity to move from “monitoring” to “optimisation”
9. Industrial Internet . . . “M2M on steroids”

Consumer-relate: One piece of data – multiple sectors

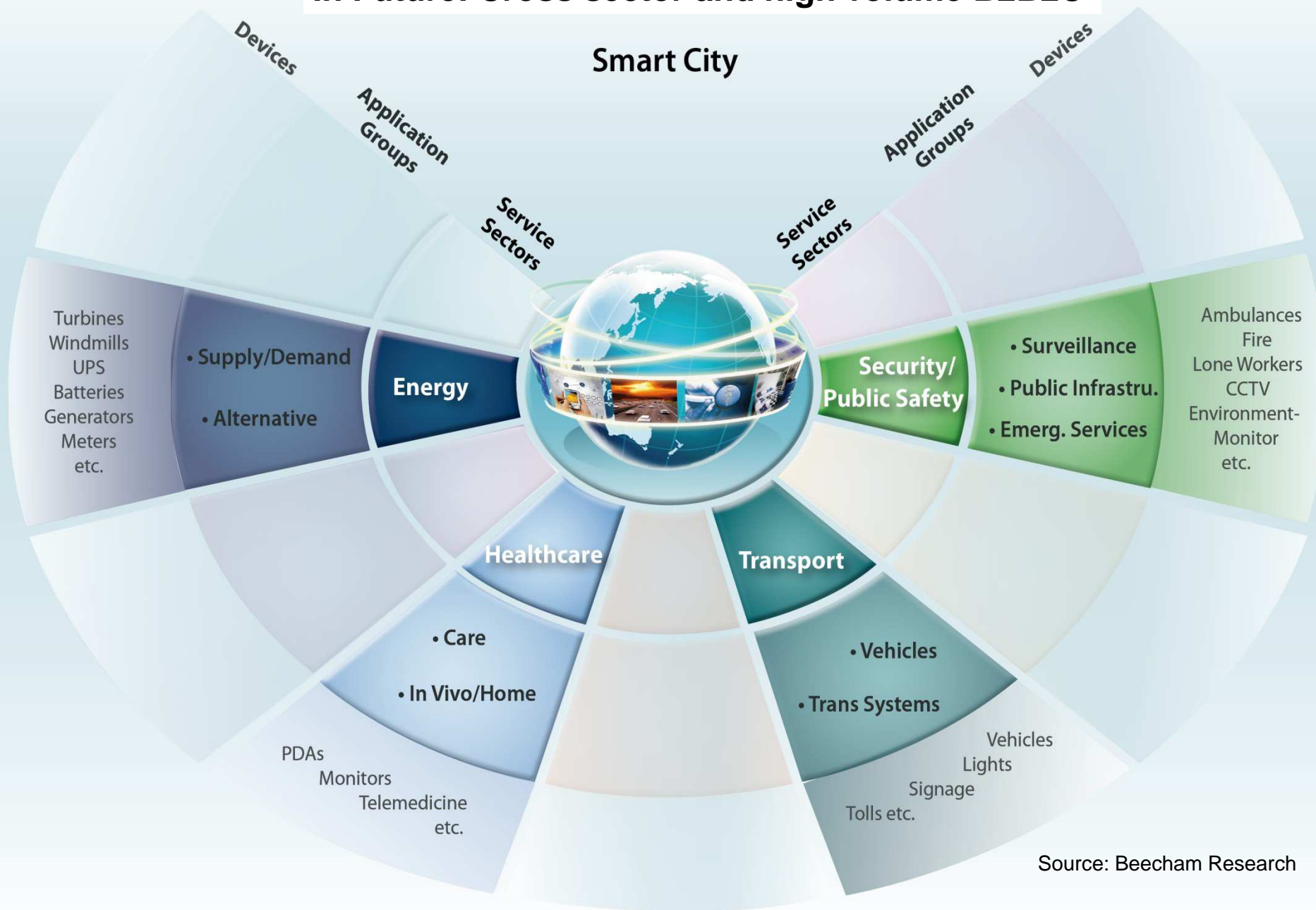


1. Energy-related
2. Social care-related
3. Family-related
4. Security-related
5. Consumption-related
6. Others?

Heading towards an environment where:

1. Data from one connected device provides value for many different players
2. New value from using data from several different sectors. Cross-sector applications
3. Unintended consequences of first two? E.g. Privacy and use of data issues
4. Where there's new value, new roles can be created
5. New roles through new business models – B2B2C business models are not mature compared with B2B2B
6. Who to provide infrastructure to enable this?
7. Who to add value across sectors?

In Future: Cross sector and high volume B2B2C



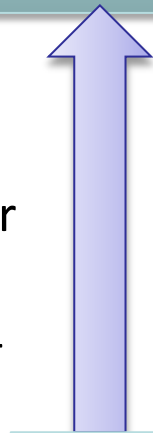
Definition? – Applying focus to different support needs

M2M/ Industrial Internet

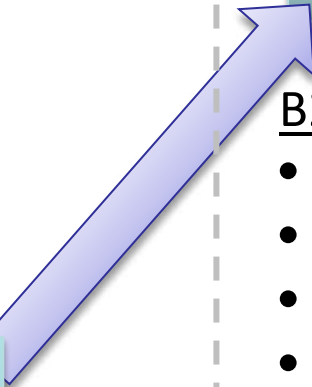
B2B2B:

- Enterprise driven
- IT integration
- Some cross-sector data combined
- Much more inter-company sharing
- Data analytics
- Strategy development
- New business models
- New security requirements

M2M
Future



M2M
Now



IoT
Future

Consumer focused

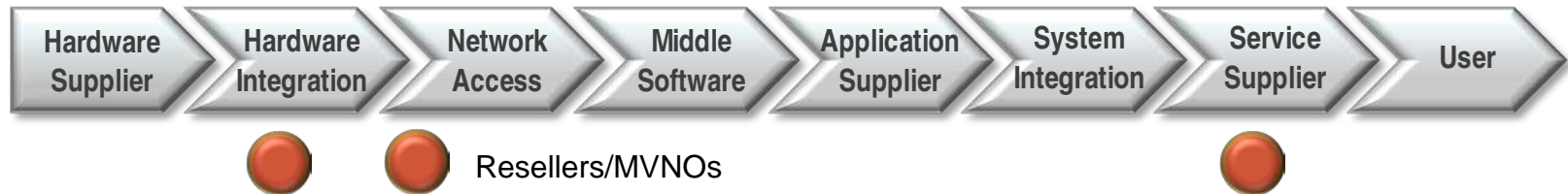
B2B2C:

- May be Govt./City in second “B”
- Consumer Lifestyle services (B2C)
- Combining cross-sector mass data
- Real time data stream analysis – e.g. video
- New business models
- New market players
- New security requirements

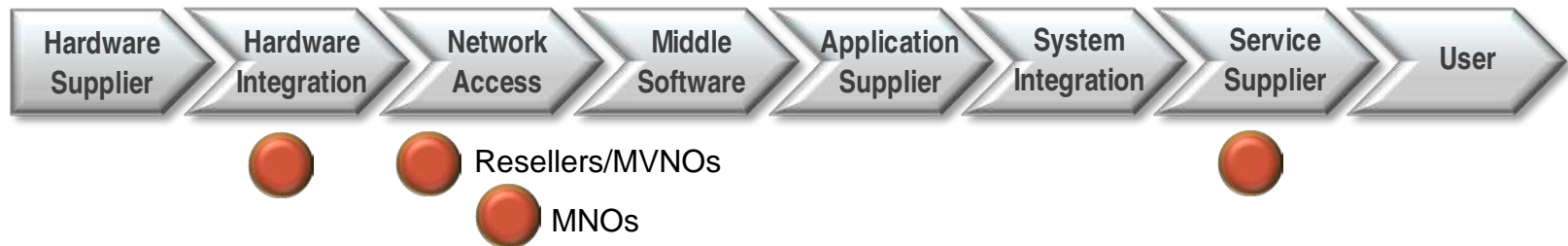
Source: Beecham Research

M2M Value Chain – Who’s addressing the market?

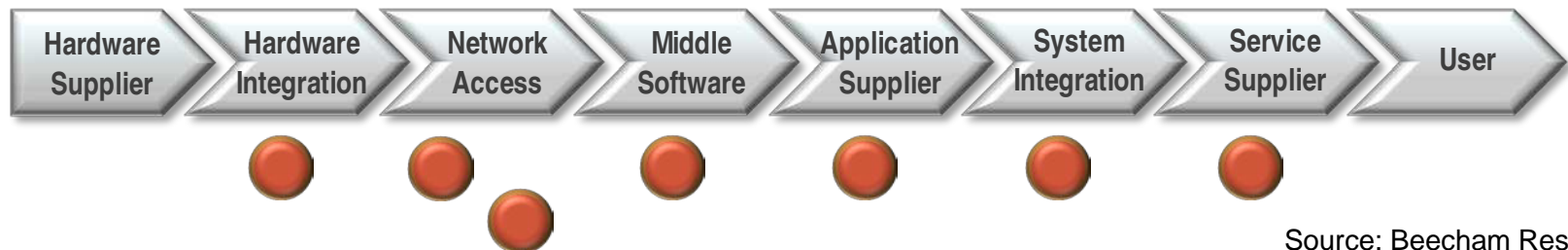
Early M2M market:



M2M market now:



M2M/IoT market future:



Source: Beecham Research

Future: More players addressing more application areas

Consumer Focused Example – Wearable Technology



From Functional

to Usable

to Wearable



Examples of Wearable Technology

Side View



We need to look at real people



What would inspire these girls to buy WT?

- Age 18-35
- Sharers and cohabitees
- Urban flats
- Upmarket areas

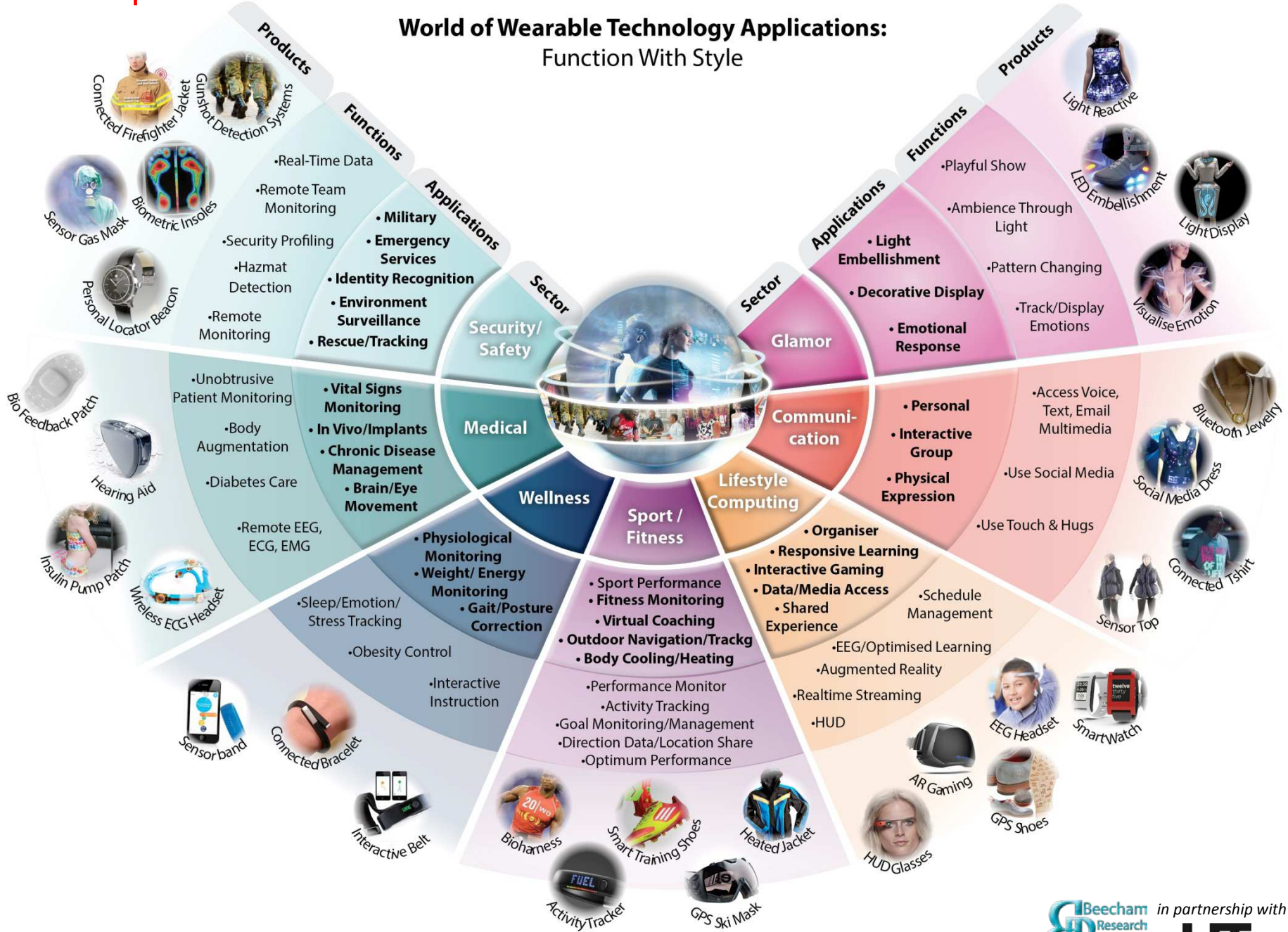


What about her?

- Age 18-25
- Often living with parents
- Wealthy homes
- High disposable income

These are examples of fashion industry early adopters . . . but for WT?

World of Wearable Technology Applications: Function With Style



Wearable Technology – New Market Study

Wearable Technology for a connected lifestyle

**Changing
Your
World**

- New Beecham Research study, available May 2013
- Wearable Technology market has enormous potential
- Study examines how that potential can be converted to reality
- It analyses the true market prospects and sizes the market opportunities over all sectors and application groups
- It explores the issues and challenges holding the market back and recommends how these can be resolved
- It examines the potential roles of different market players and identifies who is best placed to capitalise on the developments currently taking place.