coresystems

**Why Internet of Things
is all about Services**

n|w Fachhochschule Nordwestschweiz

Agenda

- **Introduction Speaker & Company**

- **IoT is an evolution not a revolution**

- **Usecases IoT & Cloud**

- **Summary**

Speaker

Philipp Emmenegger
CEO
coresystems ag, Windisch

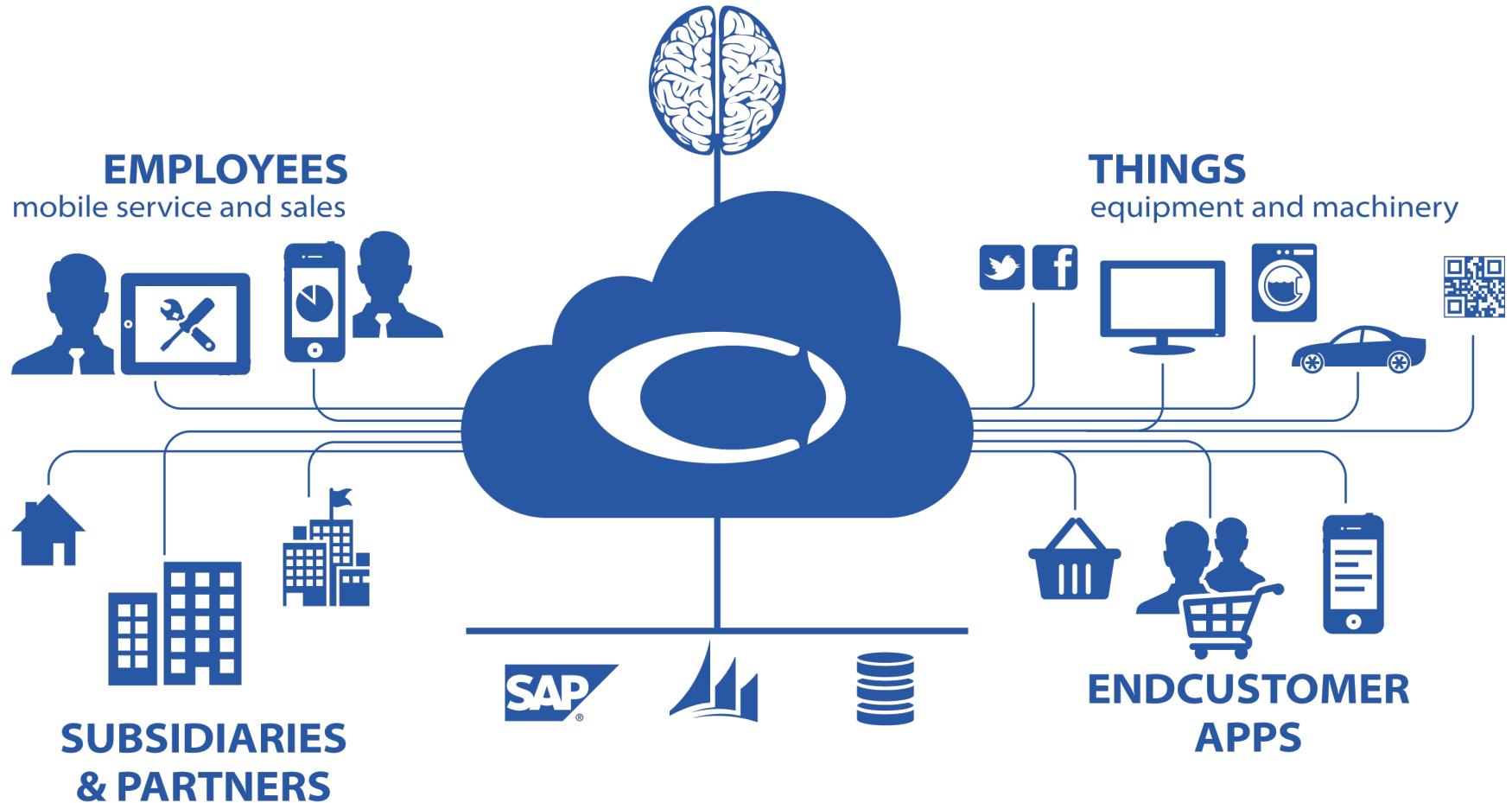
twitter.com/ph_emmenegger

Facts and Figures coresystems

- **Foundation 2002**

- **Specialized in Mobile Service Solutions**

- **Employees   132   Total**

- **Markets   37%   Switzerland**
  63%   Export

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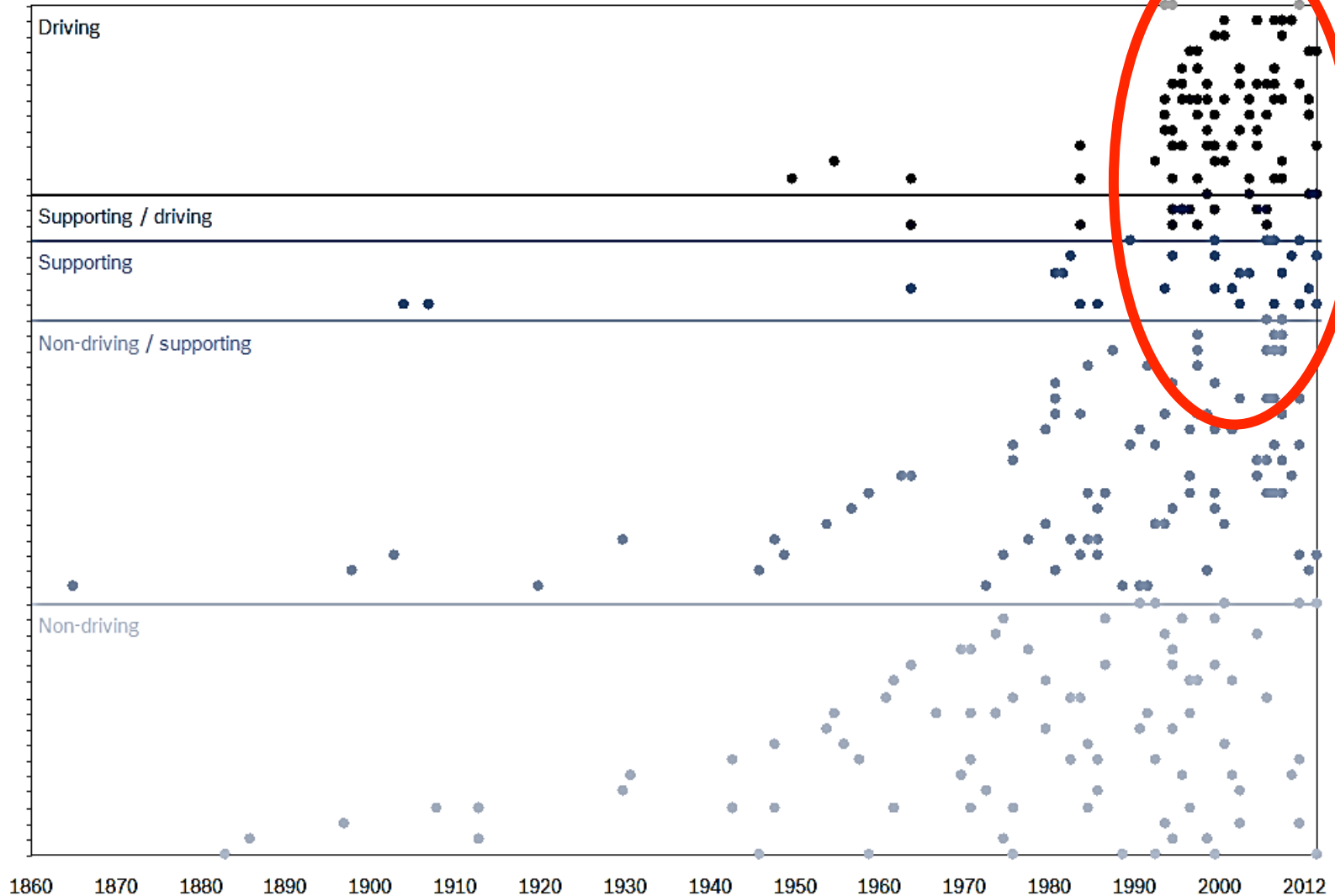
The intelligent service cloud

Vision Statement

„Become #1 Service Cloud"

Arise of New Business Models

Each Internet-wave has been creating completely new business model patterns ...

Web 1.0
Web as Business Infrastructure

E-Commerce
Freemium
Leverage Customer Data
Open Source (Software)
Digitalisierung

Web 2.0
Web as Social Media
„When users add value"

User Designed
Crowdsourcing
Crowdfunding
Long Tail
Open Source (Content)

Web 3.0
Internet of Things
„When things add value"

?

Digitally Charged Products
Hybrid Products
(digital services on physical products)

1995

2005

2015

ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

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Internet of Things is not a revolution…
…it is an evolution
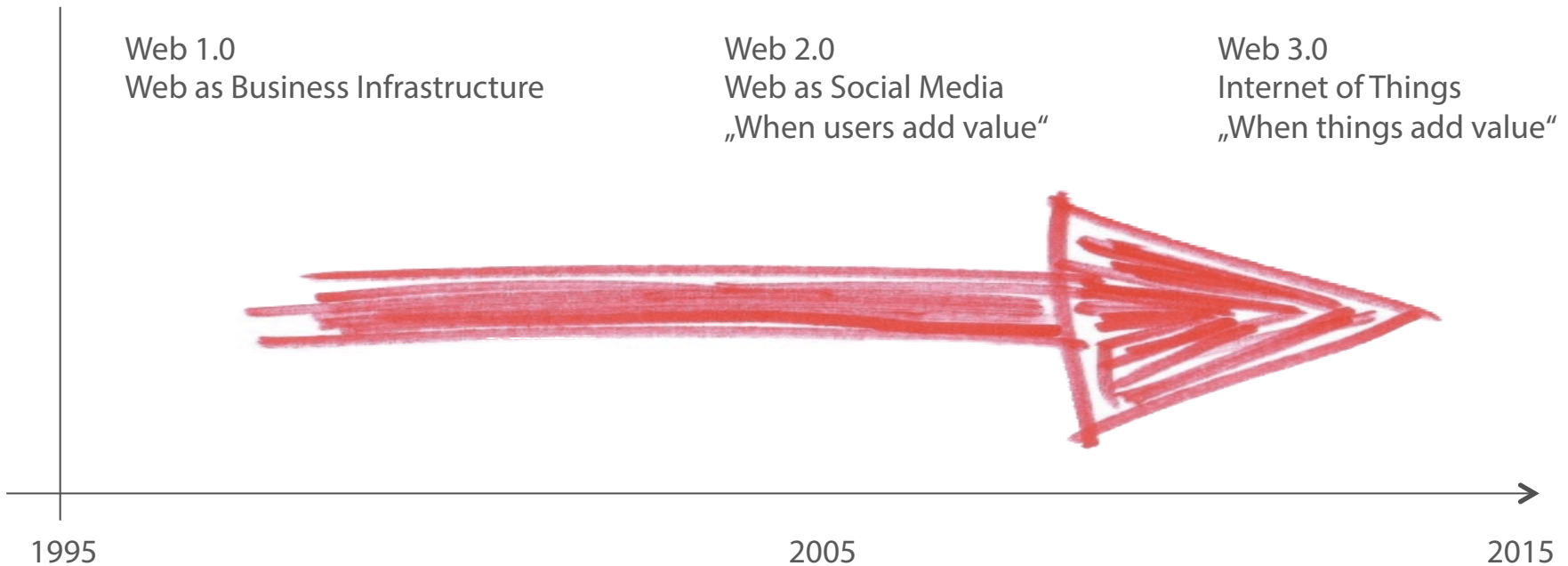
Web 1.0
Web as Business Infrastructure

Web 2.0
Web as Social Media
„When users add value"

Web 3.0
Internet of Things
„When things add value"

1995

2005

2015

ETH
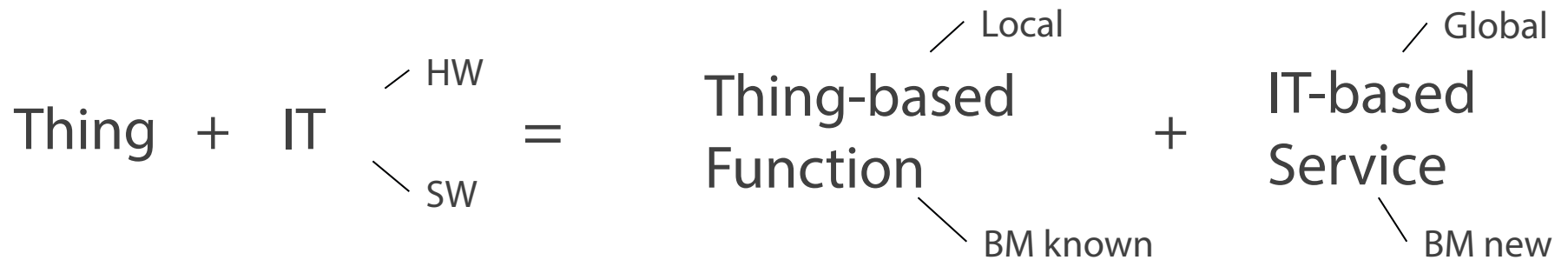Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

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The IoT leads to new business models

Thing + IT $\begin{array}{l} \nearrow \text{HW} \\ \searrow \text{SW} \end{array}$ = Thing-based Function $\begin{array}{l} \nearrow \text{Local} \\ \searrow \text{BM known} \end{array}$ + IT-based Service $\begin{array}{l} \nearrow \text{Global} \\ \searrow \text{BM new} \end{array}$

Time

E-Call

Be aware of it…

Thing	+	IT	=	Thing-based Function	+	IT-based Service
	+			Ride		Fleet Mgmt, Leasing etc.
	+			Stock box		Replenishment
	+			Art		Behavioral Climate control Surveillance
	+			Drive		Insurance, Traffic, Charging, Theft, Behavior

…and leverage it …

Thing + IT = Thing-based Function + IT-based Service

Every-thing
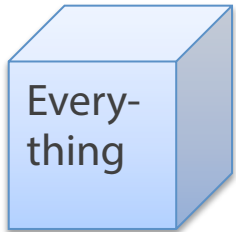
Whatever the thing can

Installation Guide
Maintenance Guide
Maintenance History
Active Maint. Schedule
Repair Guide
Repair History
Replenishment Service
Warranty Service
Bill
Insurance

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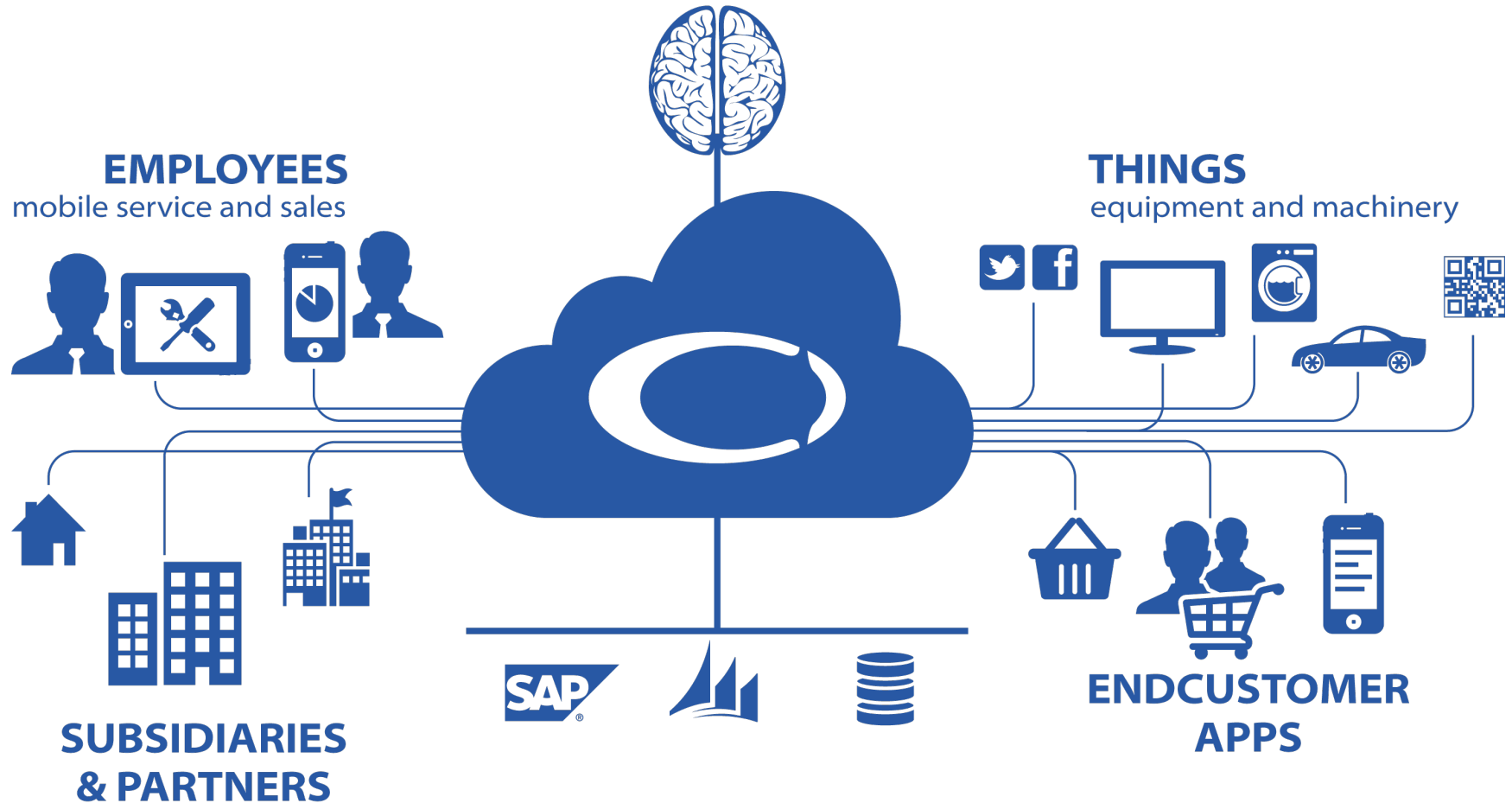
Vision Statement

„Become #1 Service Cloud"

How to add a digital service on a physical product?

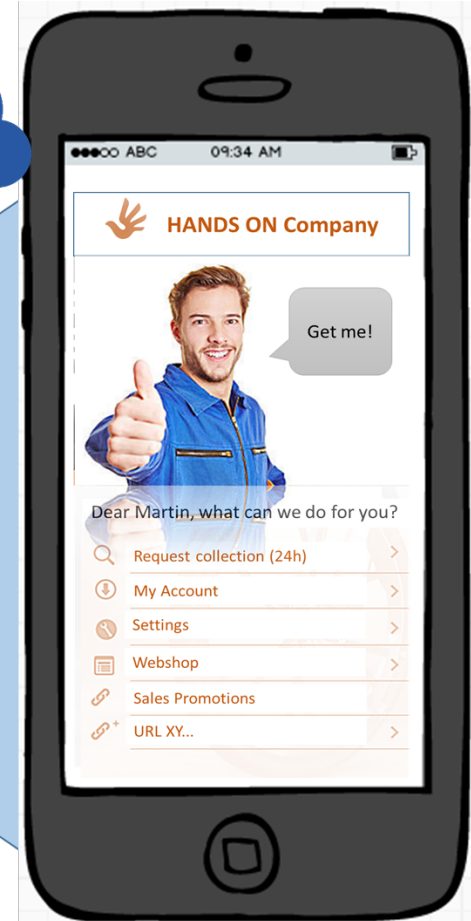coresystems

The smart phone serves as a medium

The intelligent service cloud

EMPLOYEES
mobile service and sales

THINGS
equipment and machinery

SUBSIDIARIES & PARTNERS

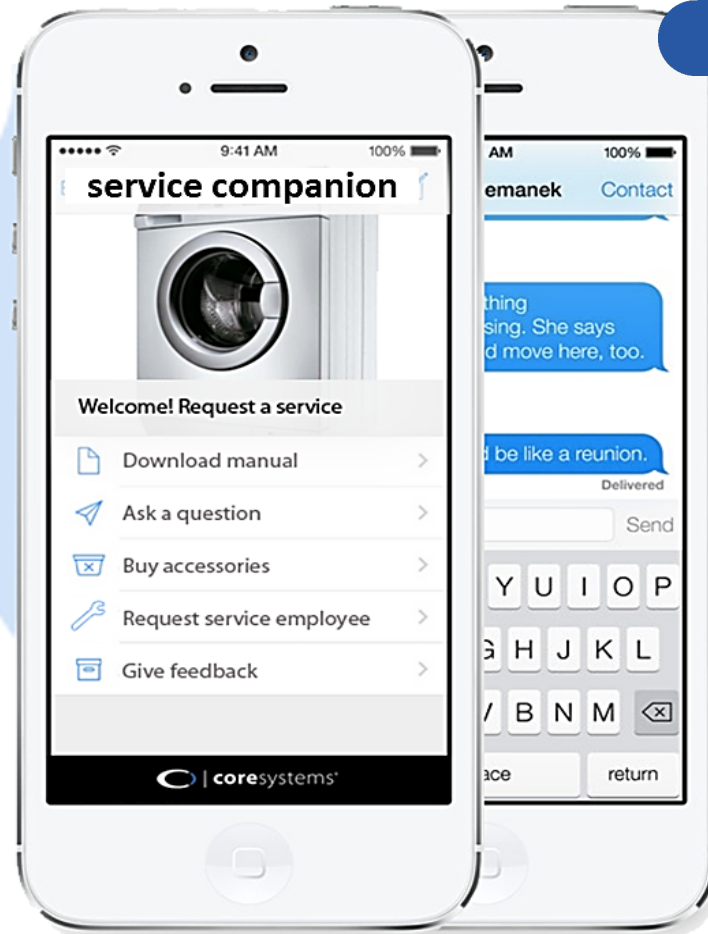**ENDCUSTOMER APPS**

SAP

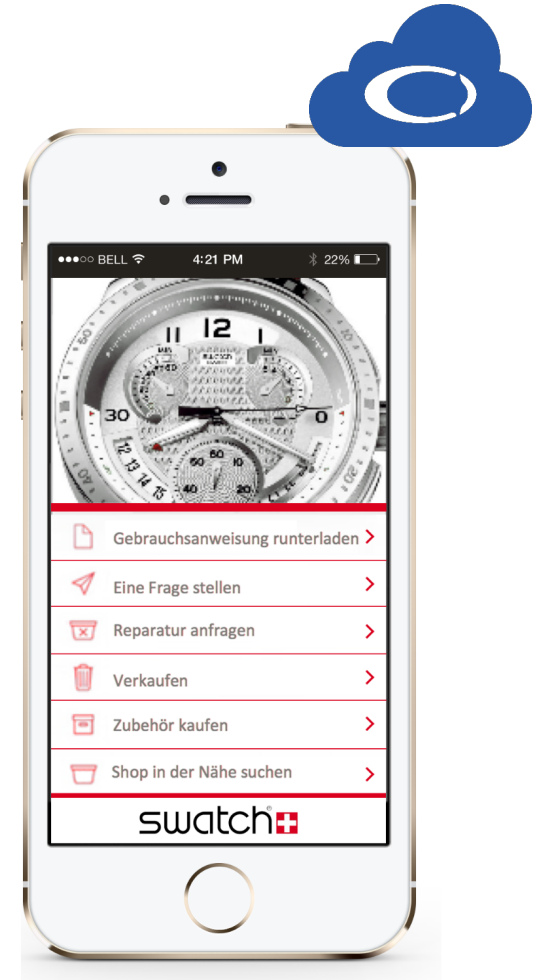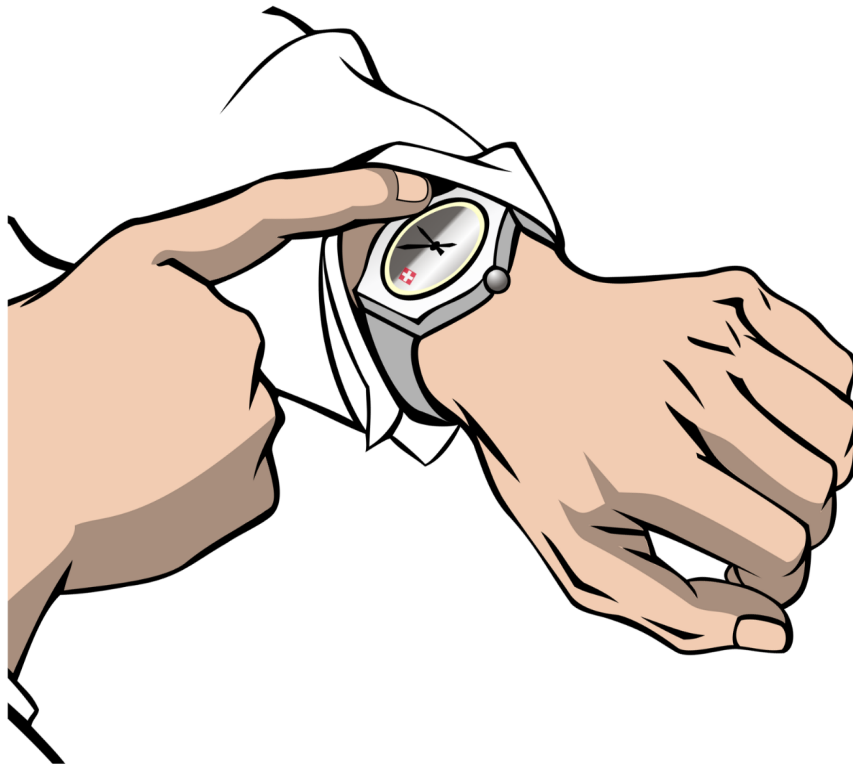# Use Cases

IoT reveals Self Services

Grant customers access to individual services

Push upsells almost automatically

RFID

swatch

Simplify complex processes for **employees**

Summary

1. The IOT is not a revolution, it's an evolution
2. (Almost) every product will be connected
3. The IOT combines physical products with Internet products
> in order to do that cloud computing is essential
4. Internet products are services
5. Most manufacturing companies eventually will turn into service providers
> Digital business model patterns become relevant for manufacturing industries
6. Good service business can be very lucrative
7. Mechanical engineers and Internet software developers will fight for methods, time frames, and project lead
8. coresystems will help you adding digital services to your products and mobilize your business

Our customers

Almost 140,000 users throughout the world trust coresystems every day.

Thank you!

Your committed coresystems team