INTERNET OF THINGS
The Complete Reimaginative Force

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Leveraging the Digital Five Forces and Composite Forces to Reimagine an Enterprise in Six Areas

- Business Models
- Products & Services
- Customer Segments
- Channels
- Business Processes
- Workplaces
Digital Reimagination™ Creates Enterprise Digital Equity

- **Business Models** + **Products & Services** = **Data Equity**
- **Customer Segments** + **Channels** = **Brand Equity**
- **Business Processes** + **Workplaces** = **People Equity**

**Enterprise Digital Equity**
We Have Done Extensive Research into Digital

- **Cloud**
  - 2011: 16 Industries, 606 Respondents
  - 2012: 17 Industries, 664 Respondents
  - 2013: 12 Industries, 1217 Respondents

- **Mobility**
  - 2013: 12 Industries, 655 Respondents

- **Big Data**
  - 2013: 11 Industries, 820 Respondents

- **Social Media**
  - 2014: 13 Industries, 795 Respondents

- **Digital**
  - 2015: 13 Industries, 795 Respondents

- **IoT**
  - 2015: 13 Industries, 795 Respondents

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We Have Done Extensive Research into Digital

Internet of Things: The Complete Reimaginitive Force
TCS Global Trend Study - July 2015

www.tcs.com/internetofthings

Allan Murray,
Editor-in-Chief
FORTUNE
on IoT Study

I’ve now read it, and recommend it to everyone interested in the subject – which should include anyone running a bigger-than-a-breadbox business.
IoT delivers revenue growth

16% Average revenue increase due to IoT initiatives

Revenue growth >30% reported by 9% companies

IoT is needed to break through the value boundary
Five Biggest Impacts of IoT

1. More tailored products and services
2. Better service from more informed service reps
3. Precise customer segmentation
4. More tailored marketing
5. More proactive service
6. Product improvements
7. Greater insights for sales people
Top 5 Key Success Factors for IoT Initiatives

01. Identifying & pursuing new business opportunities

02. Top management support

03. Determining what data to capture from IoT

04. Investments

05. Skilled business analysts to convert IoT capabilities to business benefits
Learning from the IoT Leaders

1. See IoT as a force of reimagination
2. New business models, products and services, product bundles, data monetization
3. Open to seeing the ultimate truth - about how products are used in the field
4. Organize the right way
5. Better at handling organization resistance
6. Focus on security
7. Invest deliberately in increasing escalation
Reimagining Business Models

Data Transparency

Digital-Physical Co-habitation

Segment Retargeting
American Insurance Company Reimagines Business Model using IoT

**Requirement**
Better segmentation and flexibility in pricing, better customer connect

**Solution**
Mobile based IoT solution with Big Data processing for individual customer segmentation and dynamic pricing

**Benefit**
Breakthrough in target customer segment, better customer intimacy
Business Model Change from IoT is Widespread

- Making money from customer product usage data (for example, selling it to third parties) **27%**
- Much greater leasing of products that is, shifting to ‘product-as-a-service’ model **15%**
- Bypassing entities in the distribution channel and resupplying end customers directly **21%**
- Increasing service business (support and repair) because product usage by customers can now be monitored **40%**
American Engine Manufacturer Reimagines its Products and Services

**Requirement**
Proactive engine fault detection to create new maintenance service

**Solution**
Engine telematics IoT solution using sensors and Big Data

**Benefit**
New predictive maintenance service line, better product design
Reimagining Customer Segments

Micro Segmentation & Segment of One

Segment Boundary Readjustment

New Segment Creation
American Retailer Reimagines In-store Customer Experience

**Requirement**
Increase sales and improve customer satisfaction by speeding up distribution channels

**Solution**
Printer IoT solution that automatically orders ink from e-commerce system

**Benefit**
Increased sales, faster inventory turns, better customer satisfaction
REiMAGiNiNG Channels

New Channel Creation

Physical to Digital Migration

Channel Redesign
Global Printer Manufacturer Reimagines its Channels

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Reimagining Business Processes

Data Transparency

Data Driven Business Processes

After Sales Reimagination
Leading Provider of Cargo Handling Solutions in Europe Reimagines Business Processes

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<td>Real-time monitoring of port equipment to improve operational efficiency</td>
<td>IoT platform with unified data management and advanced analytics on Cloud</td>
<td>Increased equipment availability and reduced operational cost</td>
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Architectural Trends in IoT

- Fog Computing
- Sensory Design
- Digital Twin
- Device Mesh
- Lambda Architecture
Oh! and One More Thing
IoT helps reimagine the stakeholder experience

Customers  Investors  Employees  Ecosystem

Today's experiences are driven by the small screen
Tomorrow's experiences will be driven by IoT & APIs - not by Apps
Thank You.