

# **IoT is an enabler not the business goal**

**Lukasz Malinowski, IoT Advisor and Trainer**



# About me

## Lukasz Malinowski

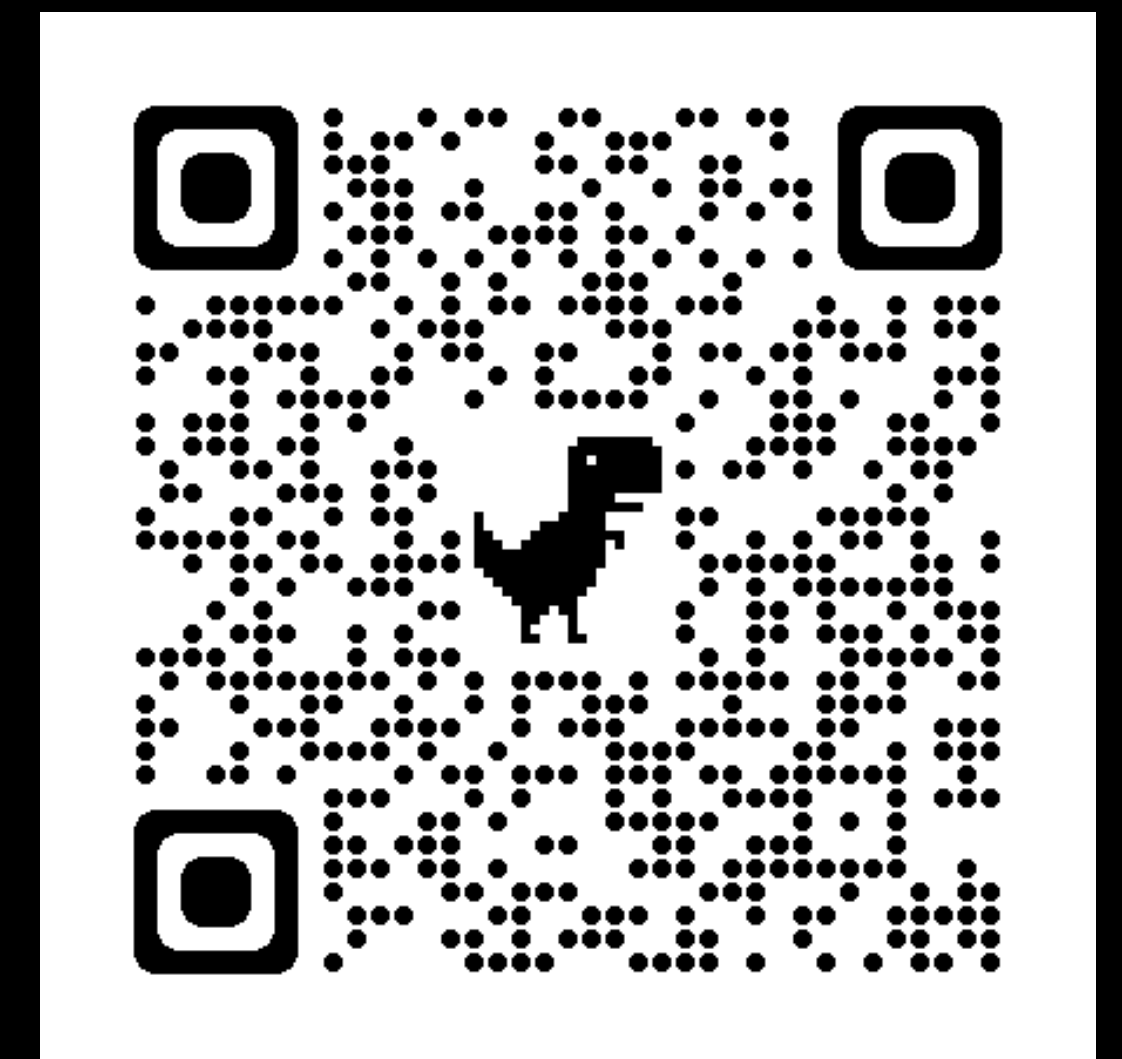
Internet of Things Advisor and Trainer

**15+** years in IT

**7+** years specialising in IoT

**4** years in Amazon Web Services as IoT Consultant

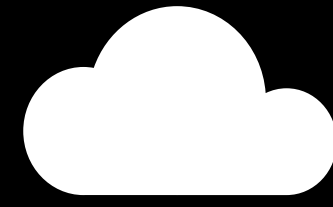
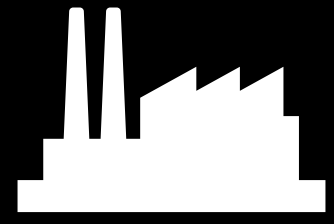
**currently** ThingRex.com



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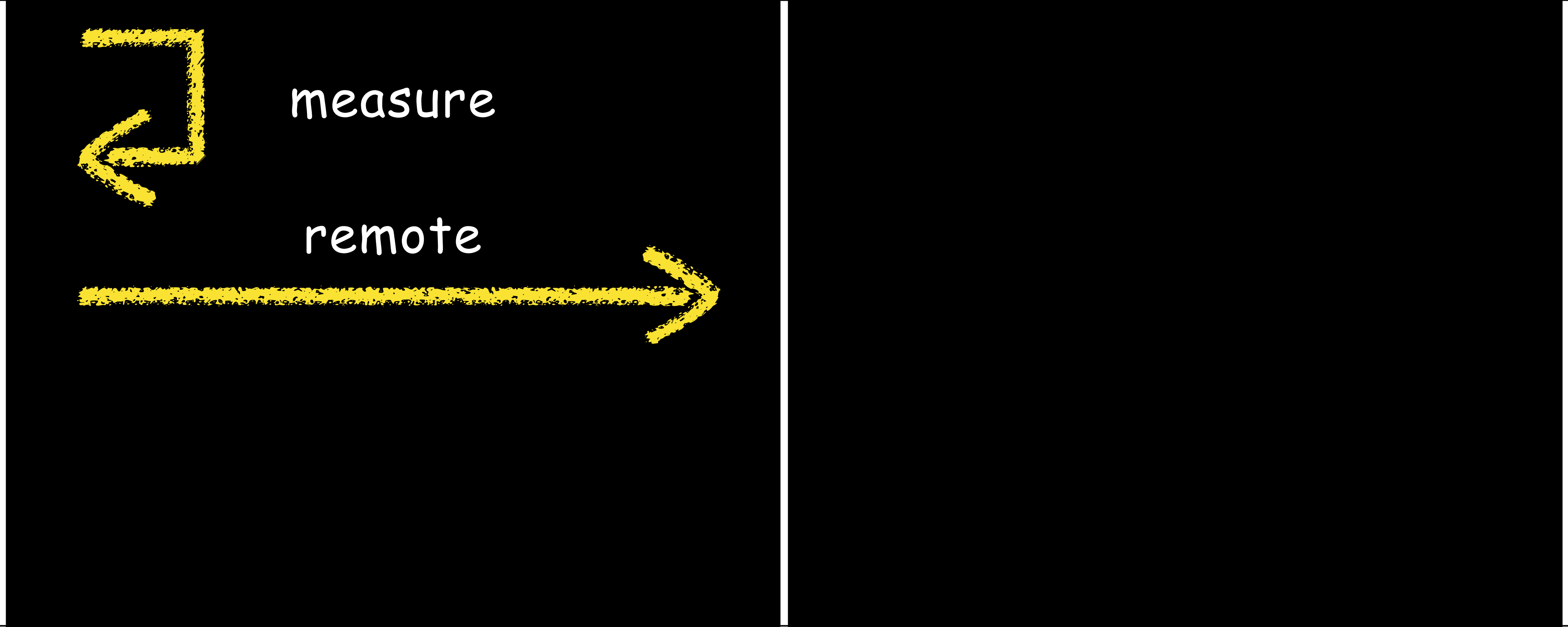
# Internet of Things

# Internet of Things



measure

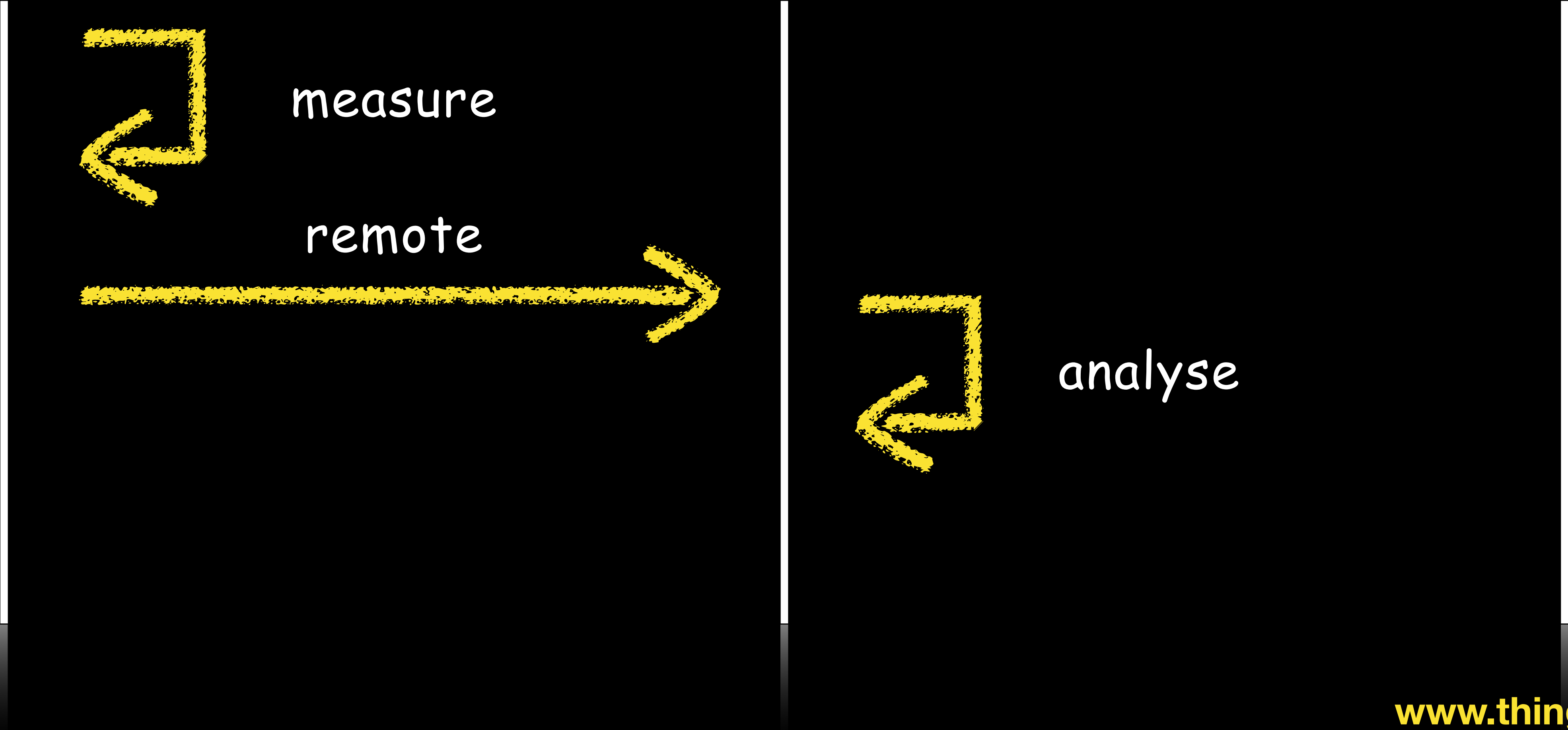
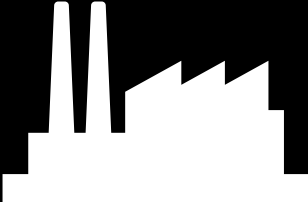
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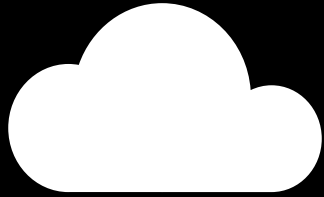
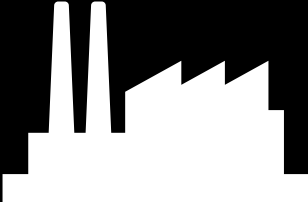
measure

remote

# Internet of Things



# Internet of Things



measure

remote



analyse

knowledge



If it is so **simple**, then why  
do IoT projects **fail**?

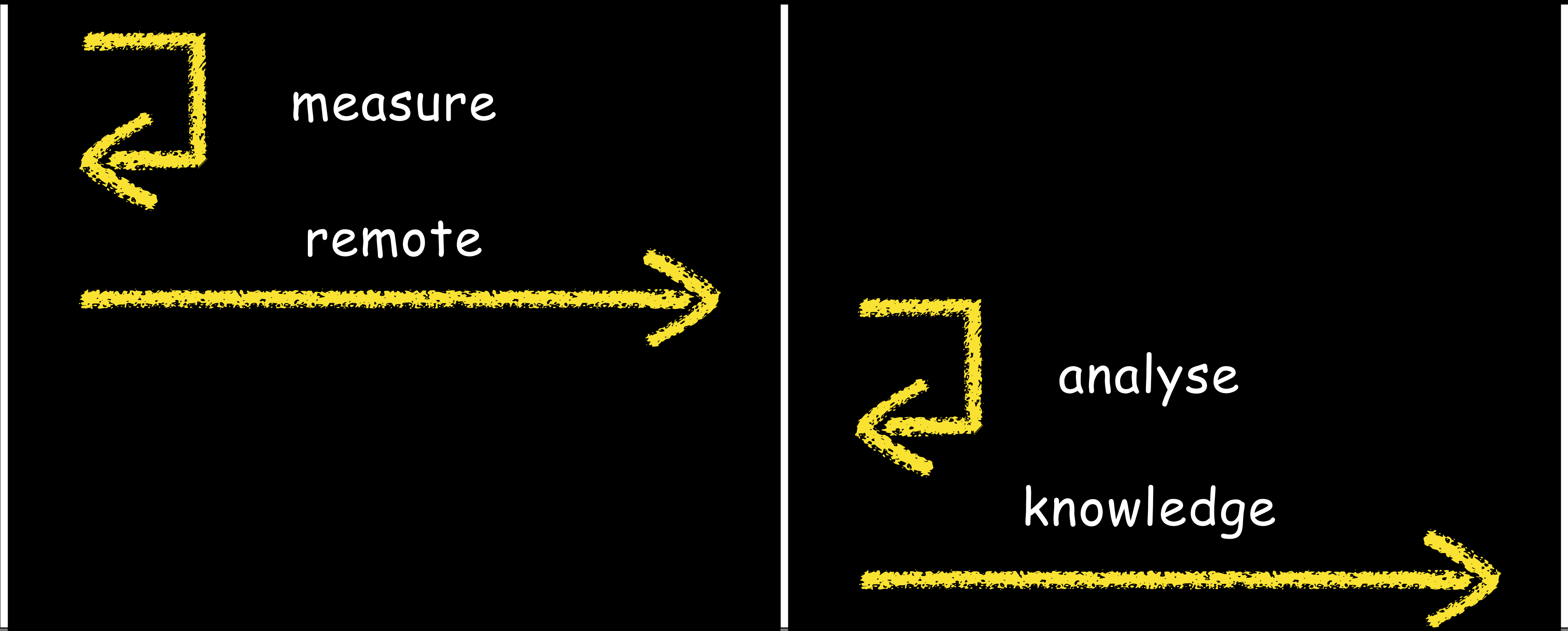
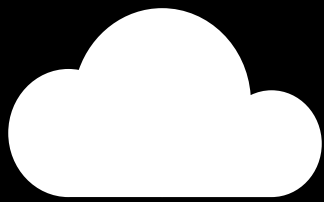
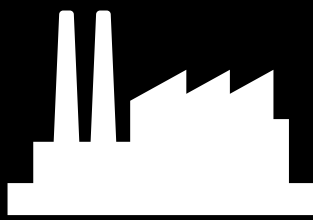


The focus.

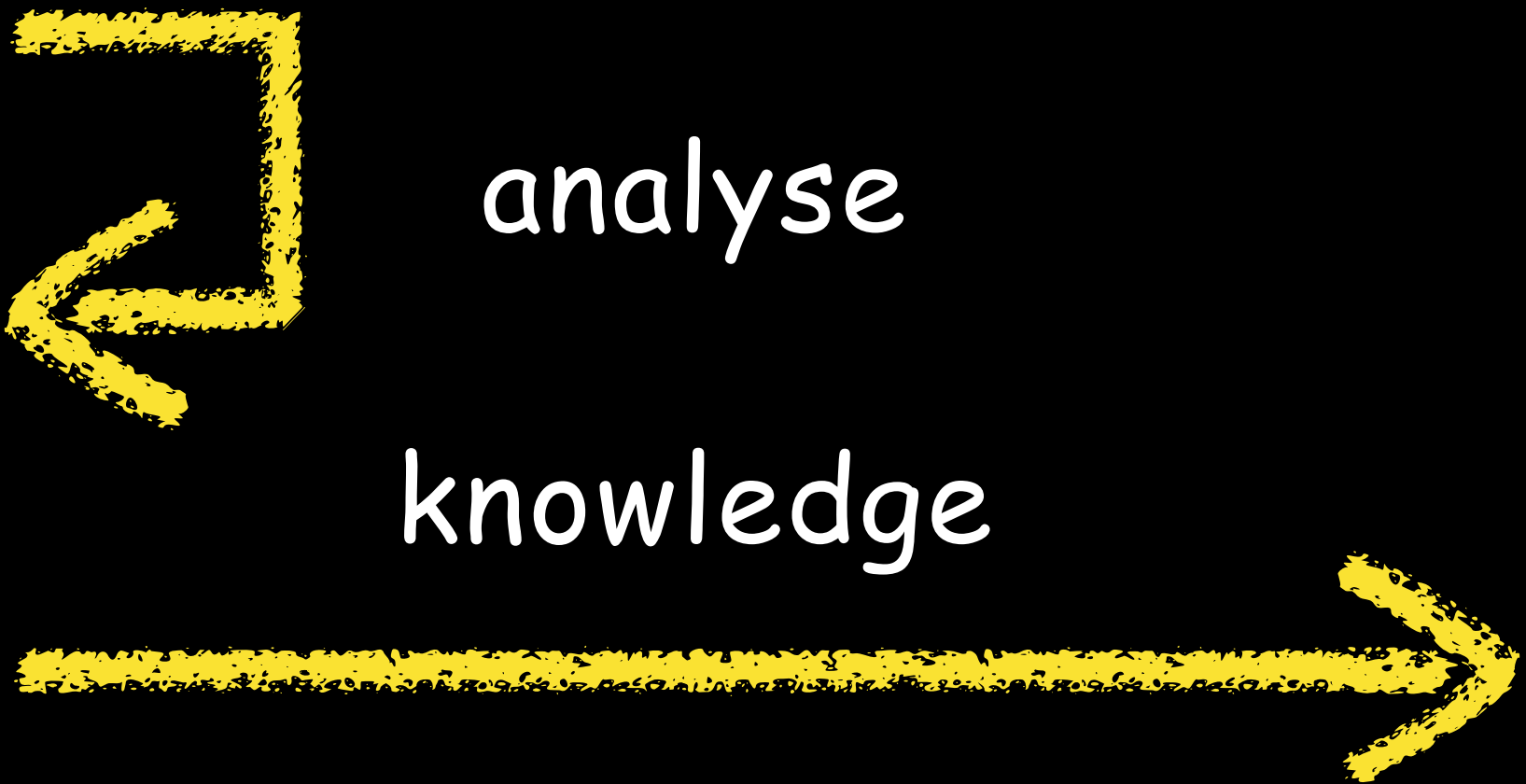
# PoC vs PoV

# Proof of Concept

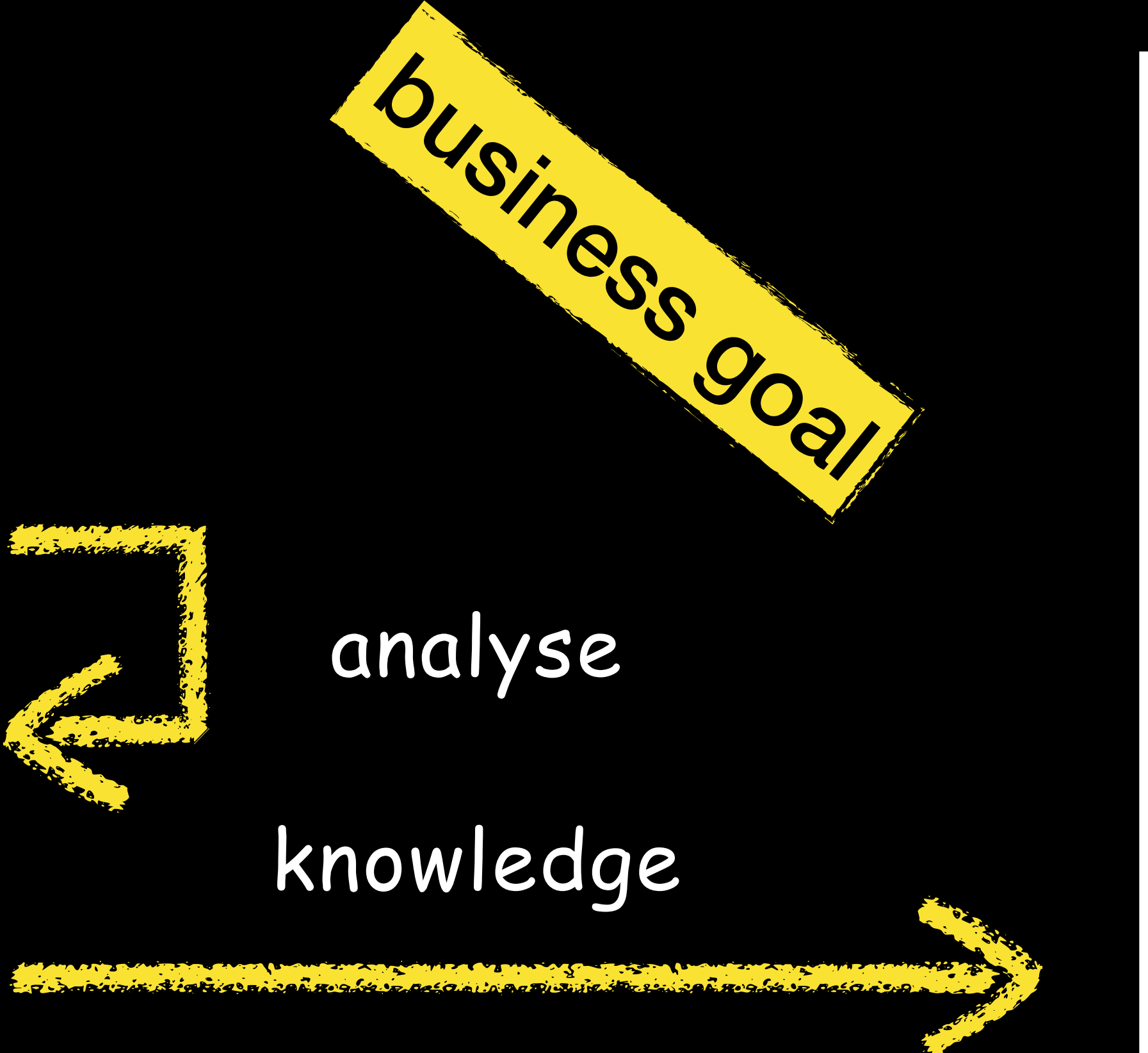
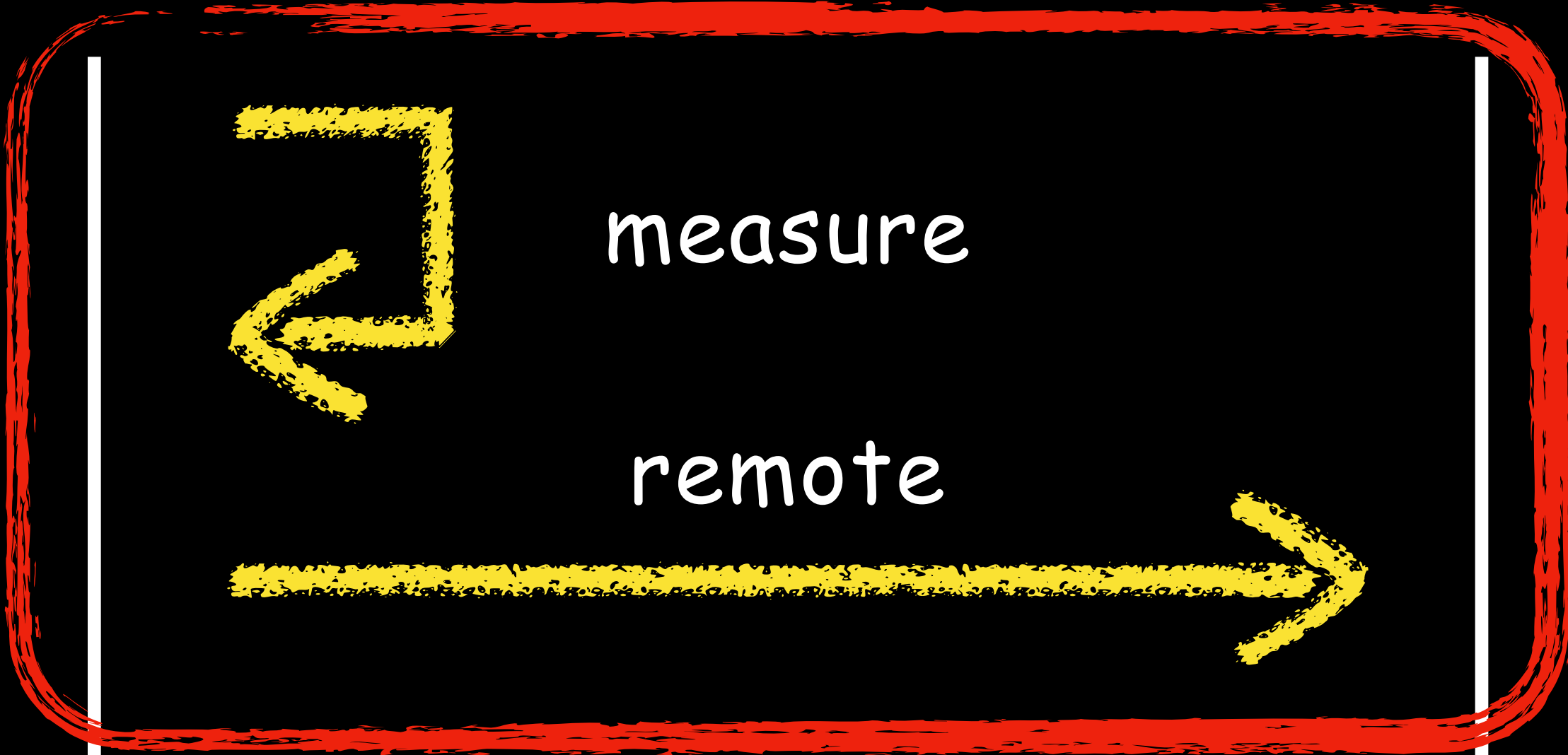
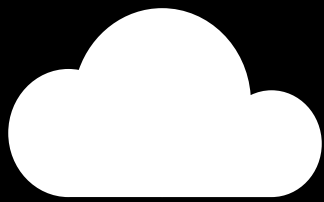
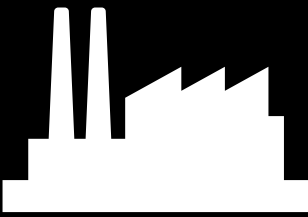
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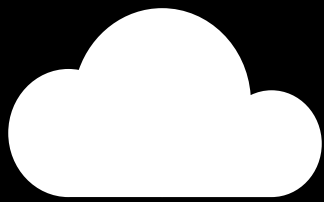
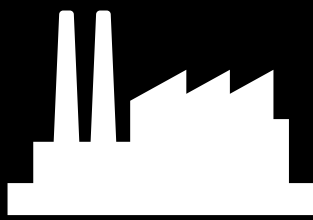


# Proof of Concept



# Proof of Value

# Proof of Value



measure

remote



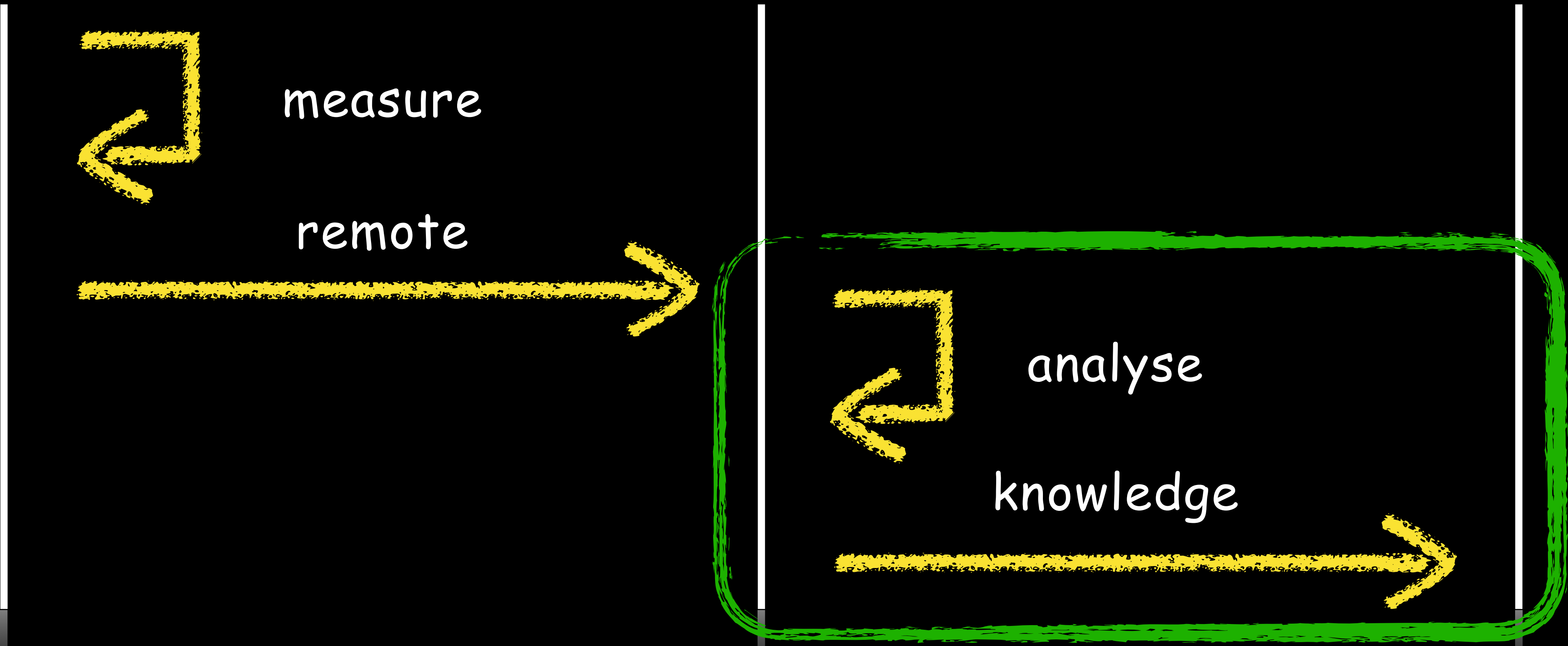
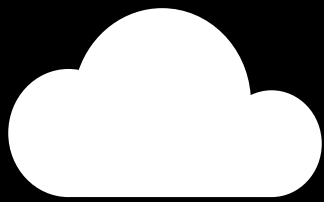
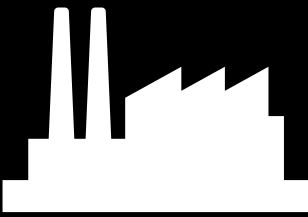
analyse

knowledge

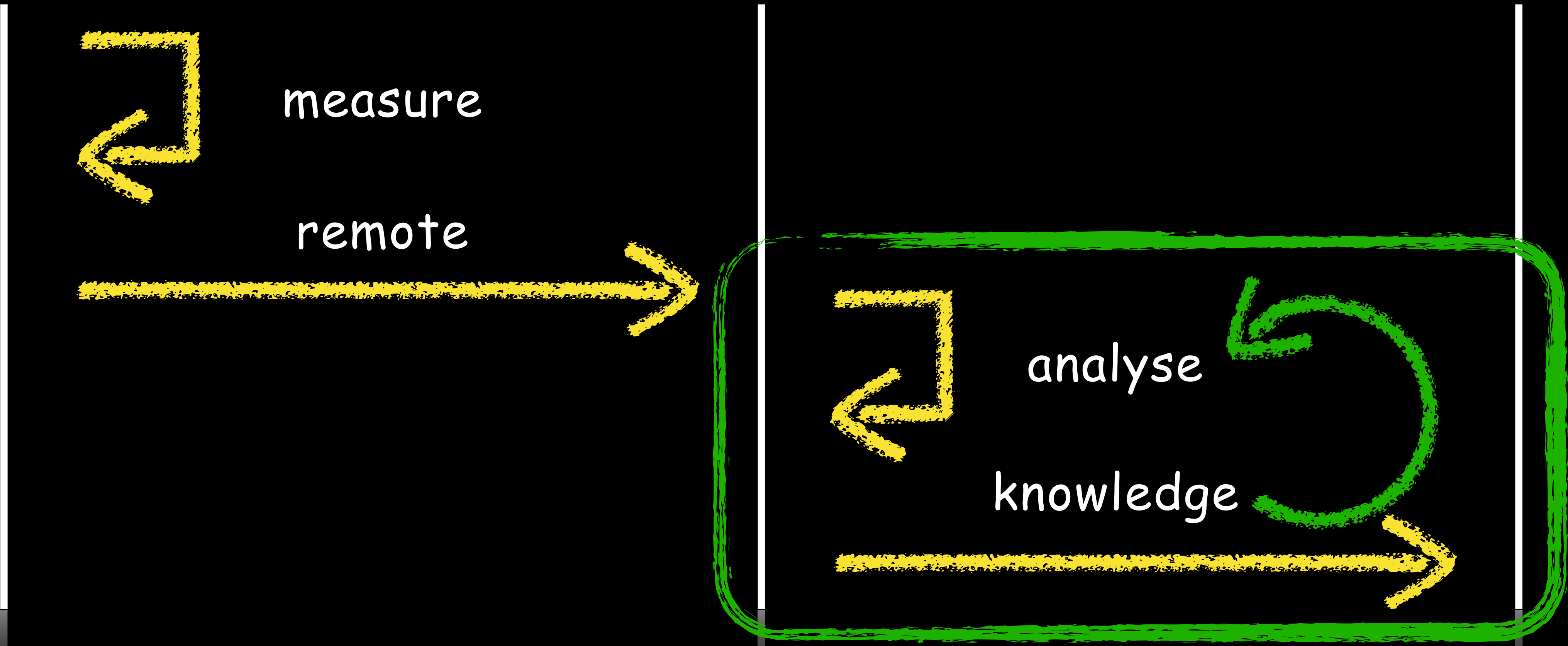
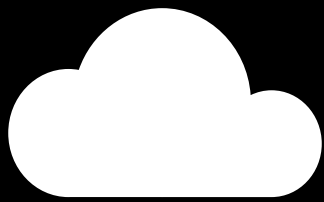
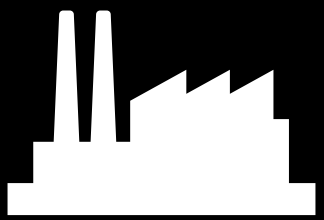




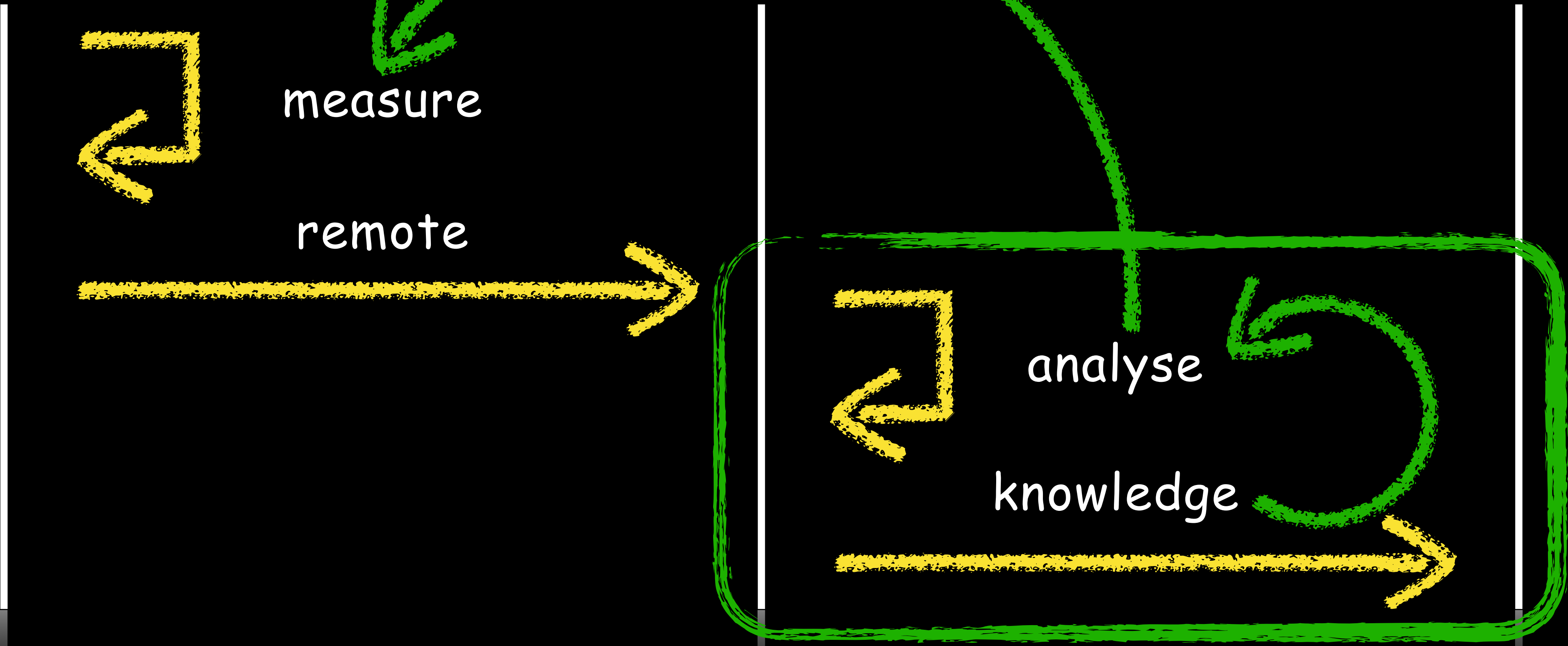
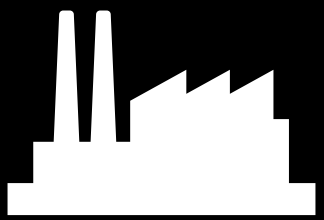
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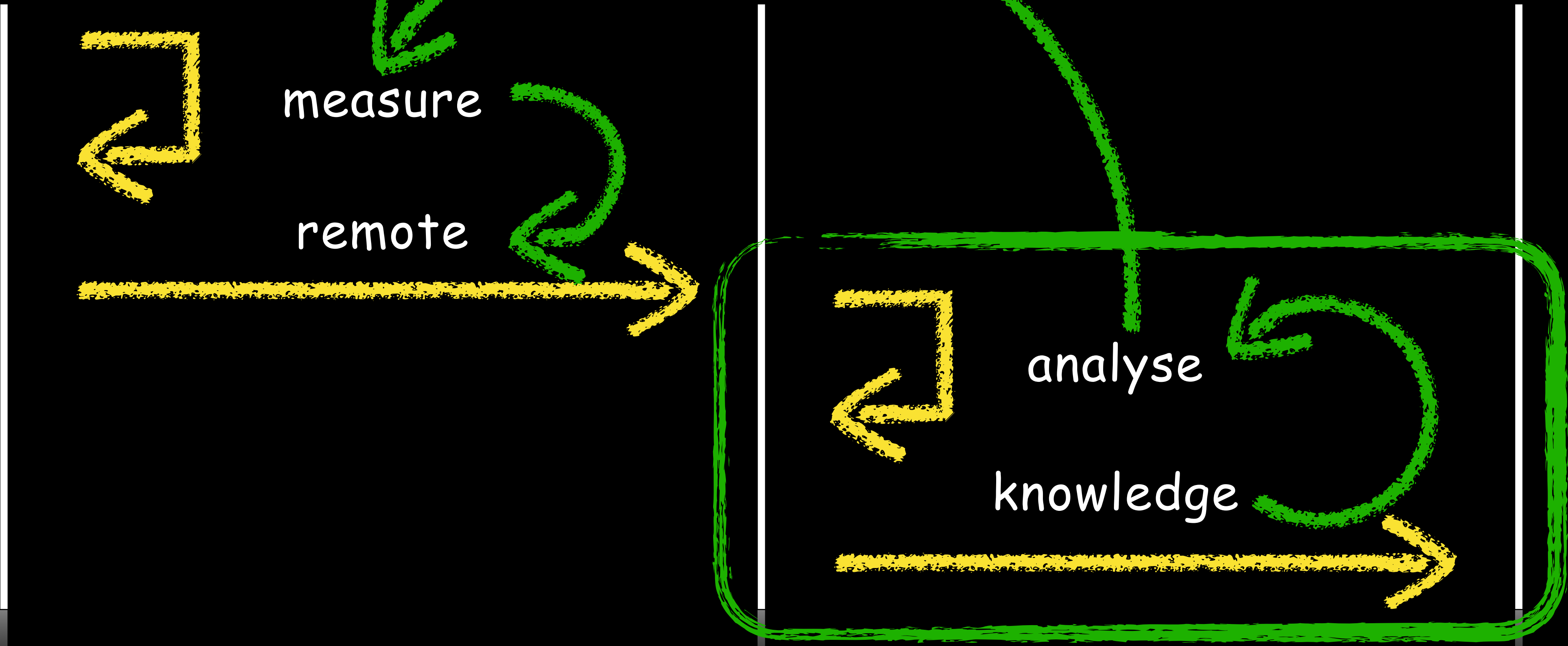
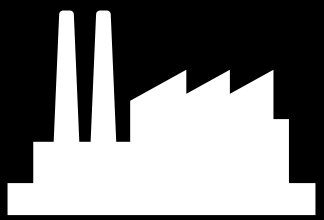
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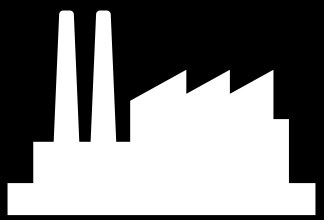
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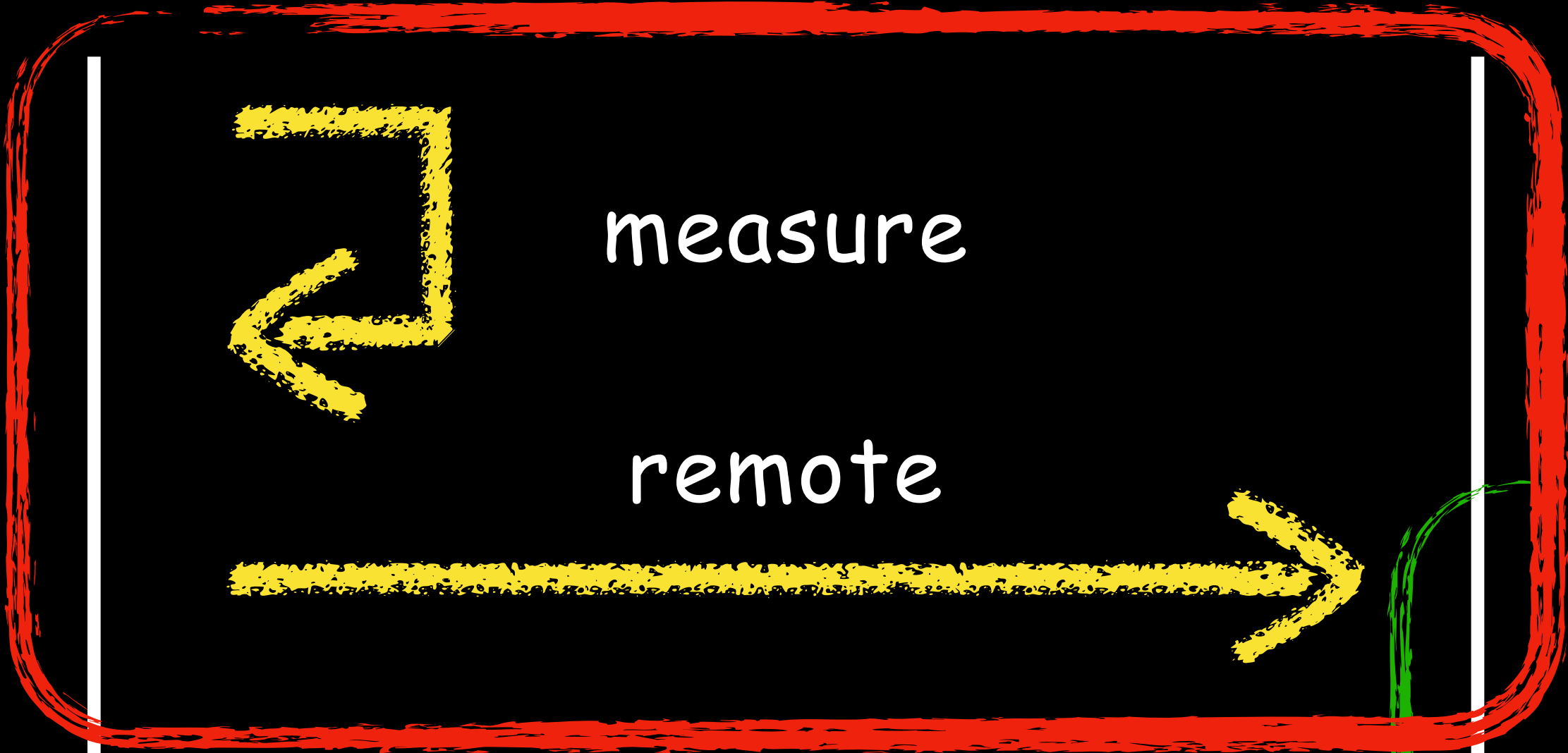
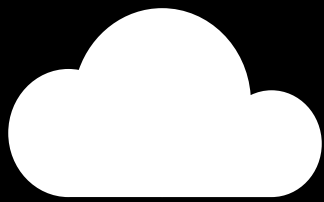
# Proof of Value



# PoC vs PoV



## Proof of Concept

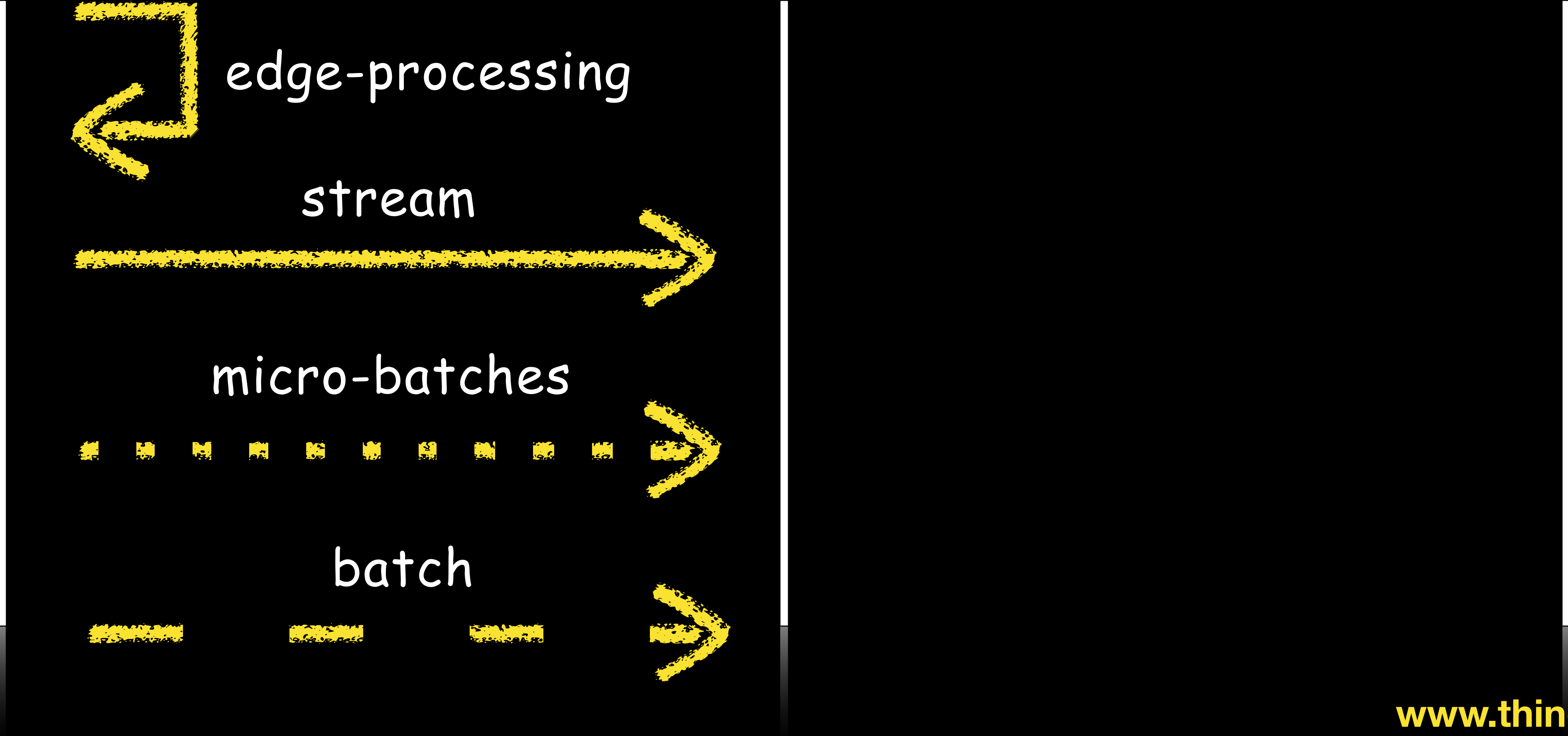
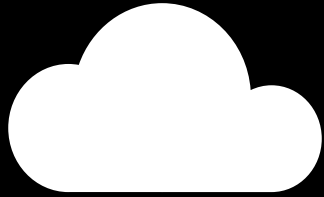
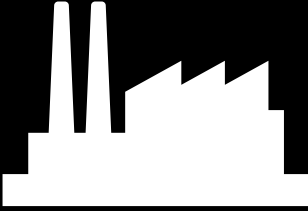


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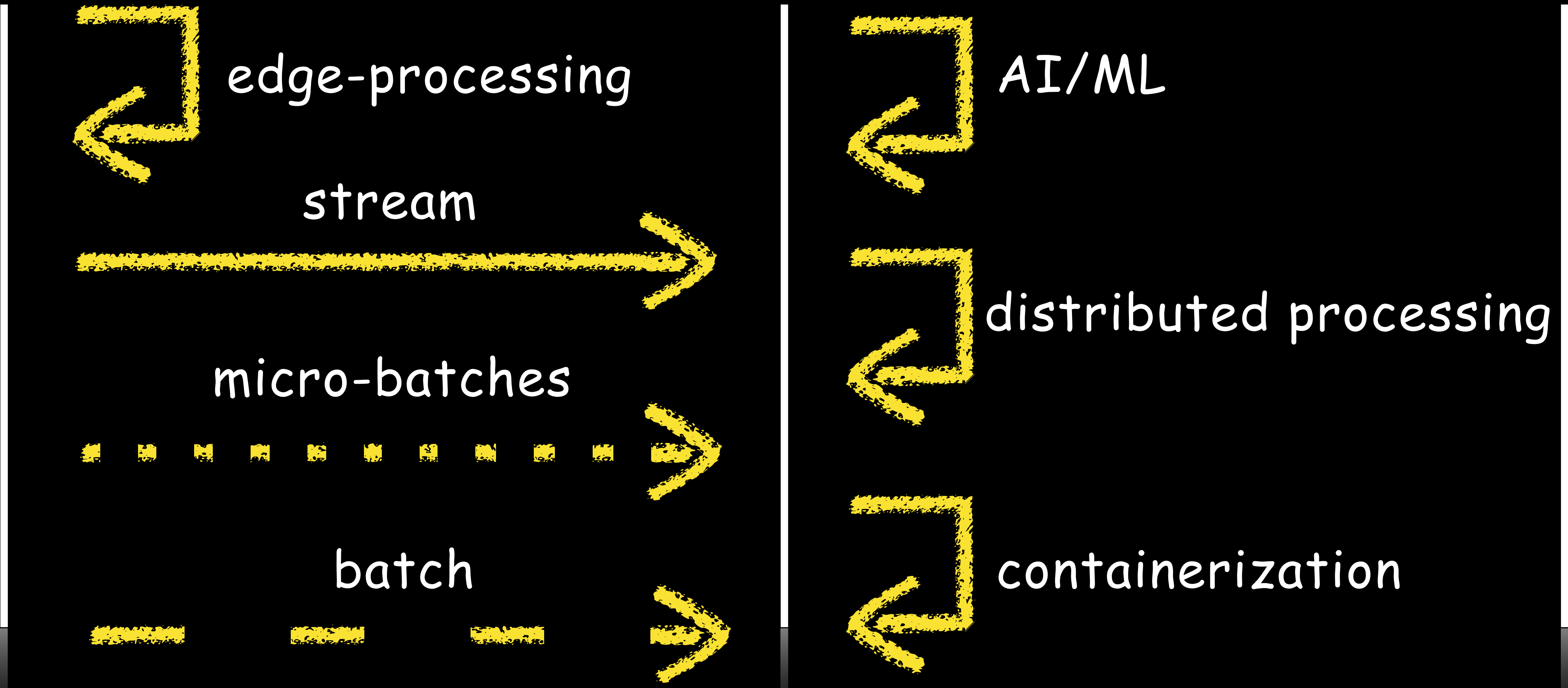
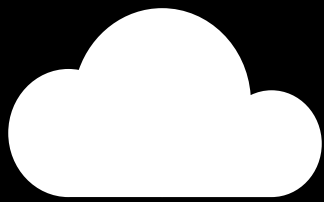
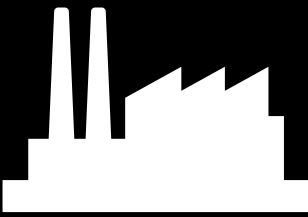


**It is not that easy!**  
**What about the**  
**technical challenges?**

# Internet of Things

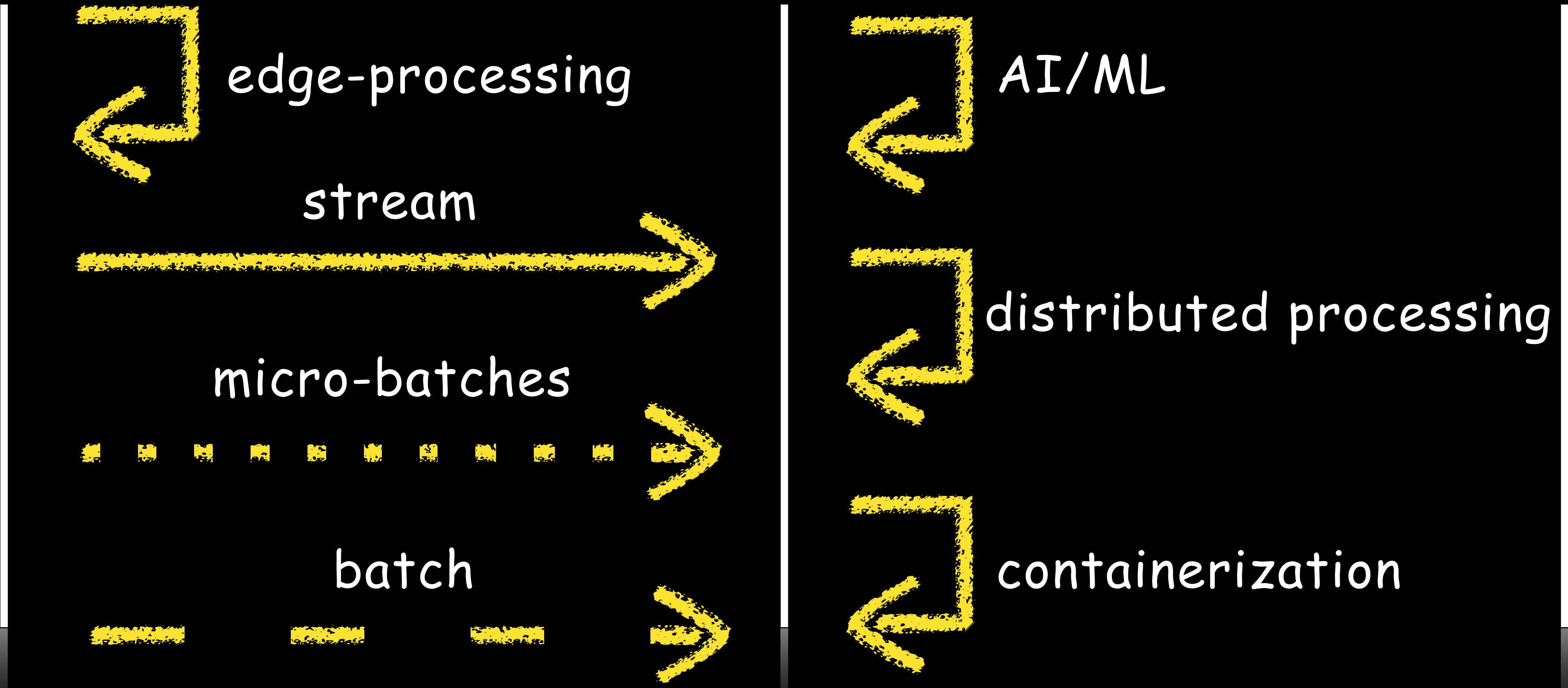
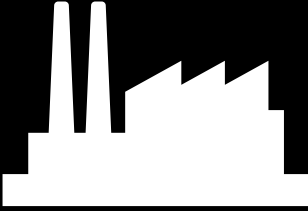


# Internet of Things





# Internet of Things



# Summary

# Internet of Things

## Enables:

- remote measurements
- data transfer
- edge logic

# Internet of Things

## Enables:

- remote measurements
- data transfer
- edge logic

## Outcomes:

- ✓ user satisfaction
- ✓ improved services
- ✓ process optimization

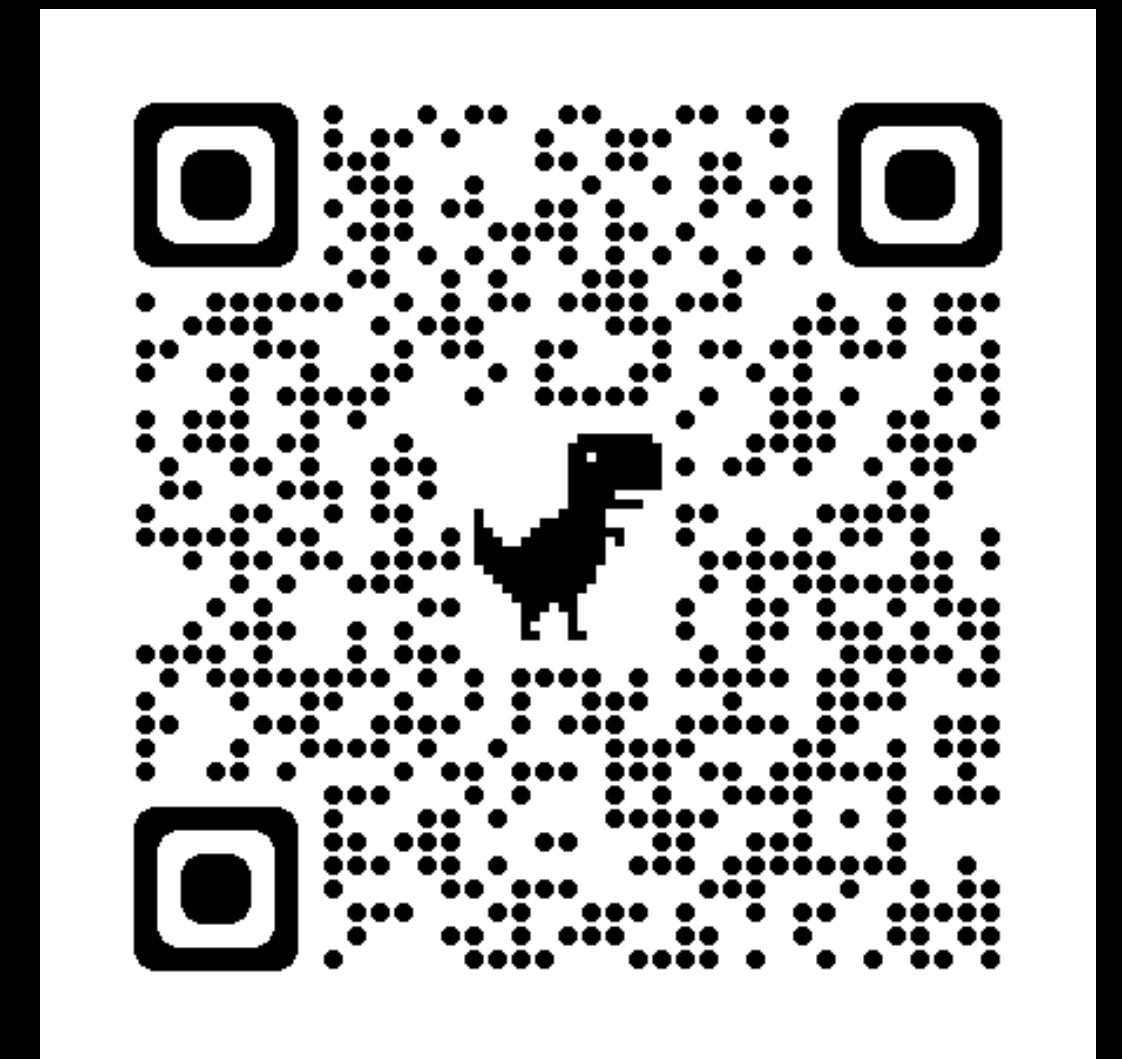
# Q&A / Thank you!

## Lukasz Malinowski

Internet of Things Advisor and Trainer

### Services:

- business case definition
- architecture design/review
- training



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