Techno

IoT

What is it?

The Internet of Things (IoT) refers to objects connected to the Internet, able to receive or transmit data for the realization of a service. This service can be additional to the initial function of the object (in this case we speak of "smart objects" or "augmented objects"). IoT impacts everyday consumer goods (accessories, appliances, etc.) but also industry and services (connected machines, robotics, etc.)

Companies to assist you	Influencers to follow
1 1	Nicolas Lesconnec, Benjamin Cabé, Cedric Hutchings.

3 organizations leveraging IoT

iRobot - Selling Roomba, a robot vacuum cleaner that moves around the house by detecting spaces and walls thanks to its sensors. It sends its data via wifi on a mobile app. Enedis- with Linky, a connected electricity meter. This would allow price modulation and offer services based on consumption. PTC - solution provider of Industrial IoT (IIoT). PTC equips manufacturing companies with connected objects and software for better control of production.

What business impact?

- Innovation (customer value): IoT makes it possible to augment products with services. These services can become central to the value proposition. With plenty of connectors, a car is now a "computer on wheels", meaning that it is the connected services that give value to the car, rather than its body or engine.

- Product Lifecycle Management: Connected objects enable end-to-end monitoring, from raw materials to after-sales service.

Resources needed

Organizational resources:	Financial resources:
- transversal project	- R&D
management (IT, legal,, business	- consulting fees
units): what are the	
opportunies? Internally and	
customer facing?	

Do's and don'ts

Do	Don't
- conduct a robust market study	- don't contribute to the
to ensure that the service	« Internet of Shit » : gadget
provided by the connected	applications, badly secured.
object brings value to the	
customer.	
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