Monetize the IoT: Show me the Money

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10 Key Areas Driving IoT Ecosystems

- Smart Cars
- Intelligent Transportation
- Connected Homes
- Smart Buildings: Energy, Light, Security
- Quantified Self - eHealthcare
- Smart Cities and eGovernment ($148B in '20)
- Retail Stores
- Industrial Internet
- Utilities and Energy Grids
- Agriculture 2.0
Ecosystems Partnerships – Critical for Monetization

Technologies
- Semiconductors
- Chip sets
- Computers
- Software
- Apps
- Networks
- Cloud Computing
- Big Data
- Predictive Analytics
- Machine Learning
- Computer Vision

Platforms
- Internet
- IP addressing
- Cisco
- Microsoft
- Google
- Intel
- Qualcomm
- ARM
- Samsung
- Gemalto
- Citrix/Octoblu
- Raspberry Pi
- Arduino
- Alljoin

Organizations
- Retail Stores
- Factories
- Farms
- Transportation
- Energy Utilities
- Hospitals
- Military
- Industry Associations
- Universities
- Governments
- NGOs

Things
- Appliances
- Homes
- Buildings
- Cars
- Phones
- Machinery
- Planes
- Buses
- Fitness trackers
- Cameras
- Wind Turbines
- Oil Rigs
- Locomotives

People/Activities
- Health
- Convenience
- Travel
- Shopping
- Security
- Entertainment
- Cooking
- Sleep
- Exercise
- Work
- Planning
- Operations

Business Models - Monetization

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Link Monetization to Customer Value and Usage

**Cost Reduction**
- Reduce costs
- Streamline operations
- Improve efficiency
- Shorten cycle times
- Minimize downtime
- Improve safety
- Shorten supply chain
- Reduce inventory costs
- Raise service levels for same cost
- Eliminate wasted time, resources
- Reduce labor costs
- Remove ‘friction’
- Reengineer operations
- Reduce customer acquisition costs (CAC)

**Revenue Enhancement**
- Better satisfy customers needs
- Improve brand image/loyalty
- Sell more of existing products
- Sell new products/services
- Increase ‘stickiness’
- Reduce churn – Increase LTV
- Create new business models
- Reach new markets
- Be more competitive
- Incent referrals
- Price differently
- Increase margins
- Find new revenue streams

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The 4 Values (4V) Framework for Monetization

1. **Vertical-Horizontal Integration**
2. **Value Creation**
3. **Value Migration**
4. **Value Delivery Systems**
Key IoT Monetization Issues

Security and Privacy – an increasing threat
• More devices, more distributed, more valuable data - offers new routes for malware to penetrate systems, expose valuable IP…

Big Data, streaming off IoT - a huge monetization opportunity
• Real time data collection and management to enable new subscription, recurring revenue, per-use and other monetization models

Flexible, scalable products and biz models – a must
• Advanced capabilities to easily scale, provision, update and manage software and devices through remote feature enablement

Integration with existing ecosystems for ‘whole solutions’
• Back office integration of IoT implementations with ordering, provisioning, billing and support infrastructures
West, Safety Services at a Glance

- Industry-leading innovator of 9-1-1 solutions
- Mission critical voice and data services
- Secure data management, storage and analytics
- Customized solutions for regulatory compliance
- Trusted by governments and wireless carriers to deliver robust emergency communications
- Commitment to network stability, reliability and data integrity
- Safety services for enterprises and government entities
Smart Firefighting
National Emergency Services Ecosystem

NG9-1-1/ESINet

Voice  Text/SMS  Picture/Video  Telematics

NPSBN (FirstNet)

Policia  Fire  EMS
Smart Public Safety Ecosystem

**Emergency Aware Service**

- **Data Services**
  - File | Archive
  - Orchestration
    - Rules | Composition
  - Big Data Analytics
    - Stream | Batch
- **Data Source Integration and Correlation**
  - B2B APIs | Open Data
- **Contextual Aware Engine**
  - Acquisition | Modeling | Reasoning | Dissemination
- **Management**
  - Services | Users | Customers
- **Device Registration & Connectivity**
  - Sensors | Actuators

**Sensors and applications**

- **Smart Buildings**
- **Smart Cities**
- **Facilities**
- **Utilities/Smart Grid**
- **Infrastructure**
- **Environmental Telematics**

**Collateral Data Sources**

- **Weather**
  - DOT
  - SOP’s
  - GIS
  - Social Media
- **Hospital**
  - Hazmat DB
  - Building Info
  - Hydrants

**Real time actionable information and control**

- **SMS**
- **MMS**
- **Video**
- **Alerts**
- **Email**
- **Voice**
- **Social Media**
- **RSS Feed**
- **CAP**
DEMO

http://ec2-54-149-51-129.us-west-2.compute.amazonaws.com:8080/EAS/
Takeaways

- Start simple
- Align with customer value
- Focus on *business model* innovation, not just product
- Extract value from adjacent markets
- Bust internal, functional silos to build customer-focused solutions
Thank You!