



Avnet Easy IoT

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The challenge

The IoT Train...



What do we want to achieve?

- Operation effectiveness
- Lower service cost
- Insight
- Data Value

How do we monetize IoT???

What is it worth to our customers?



Two Different worlds...



Traditional Industry

- Protocol Translation
- Prove Cloud is secure
- Defence in depth
- Demonstrate the value of elasticity
- Protect the production line through Predictive / Prescriptive Analytics

Chinese firm recalls webcams used in last week's massive cyber attack as experts warn poor device security may lead to another major hack

- Smart devices are thought to be responsible for major hack last week
- Experts had previously warned of lax security on connected devices
- Hangzhou Xiongmai webcams are thought to be among the devices involved in last week's cyber attack. They are being recalled in the US

By LIBBY PLUMMER FOR MAILONLINE

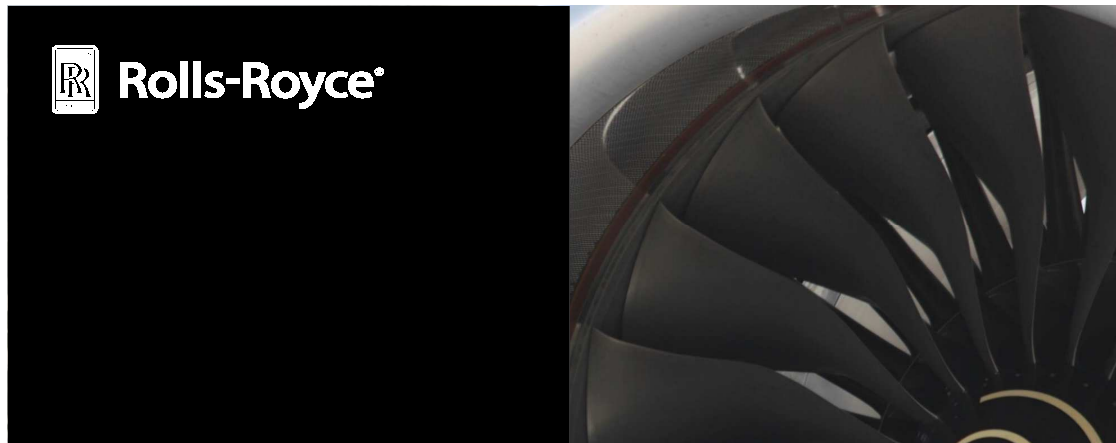
PUBLISHED: 15:14, 24 October 2016 | UPDATED: 15:33, 24 October 2016



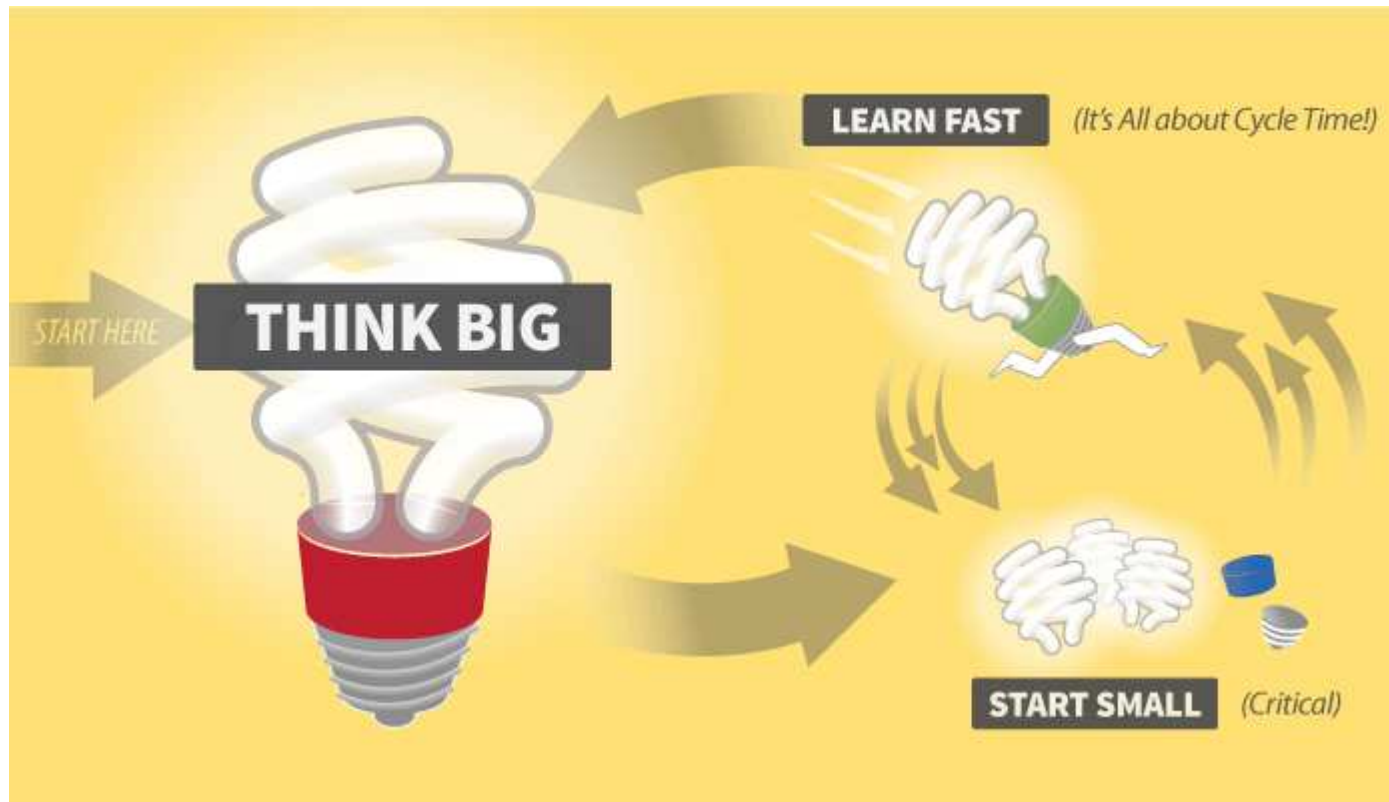
Startups and disruptive

- ‘Security just needs to be good enough’
- ‘How do we make money out of it?’
- ‘We want to build it ourselves’ (from the ground up)

They are monetizing IoT...



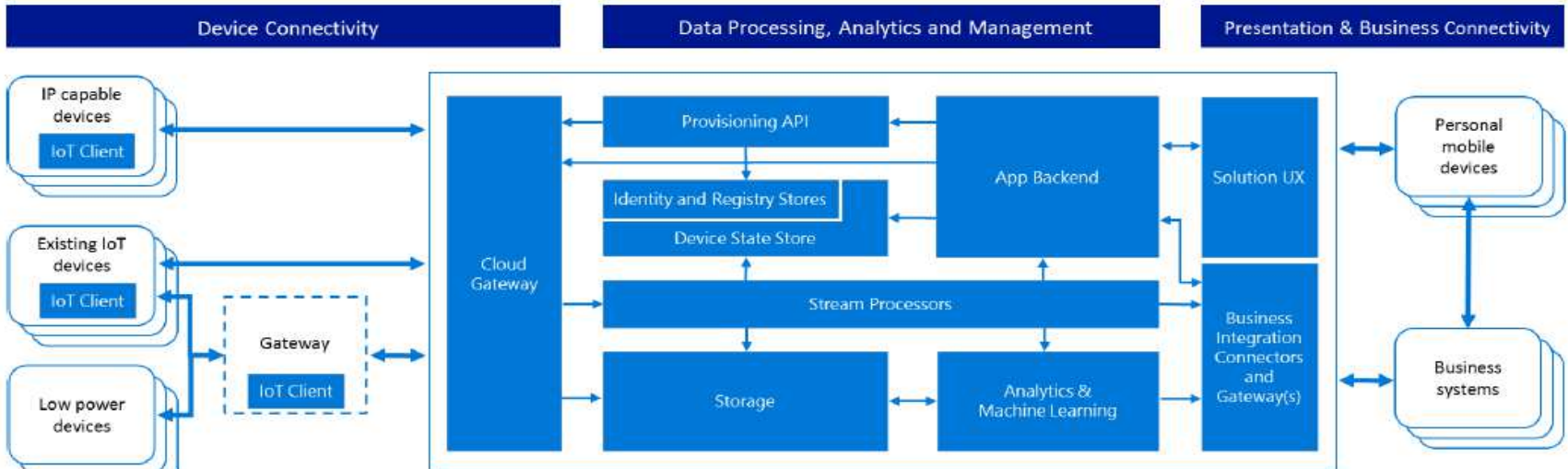
How do we start...?



Getting busy - Start small

- Don't start by changing the vehicle = your business
 - Add an extra engine instead
- Define a small project – Minimize Risk
- Use IoT ready building blocks
- Prepare Edge device(s) to connect
- Think security from the beginning
- Select a trustworthy partner

IoT Reference Architecture



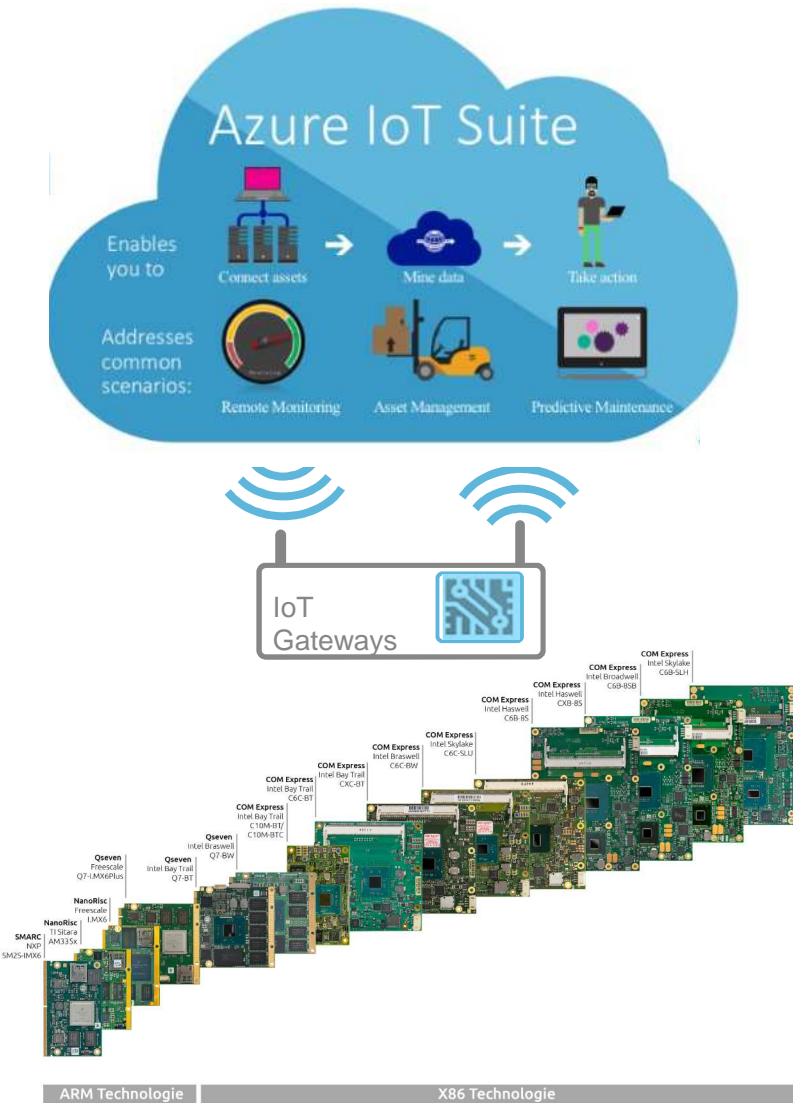
SIGFOX
Linux
Windows
Azure IoT Gateway SDK

Microsoft Azure
IoT Hub
Event Hub
App Service
Stream Analytics
Power BI
Spark

Building blocks from Avnet

- Sensors
 - Cloud ready, networked, simple I/F
- Connectivity & networks
 - LoRa, Sigfox, BLE etc.
- Gateways
 - Operating system
 - SDKs
 - Certified hardware in the form of boards & Systems
- Cloud platform
 - Microsoft Azure

Easy IoT Solutions from Avnet Embedded



Enabling customers

- Easy IoT Dev Tools
- Training
- SW Consulting
- Azure onboarding & subscription
- Azure architecture

Gateways

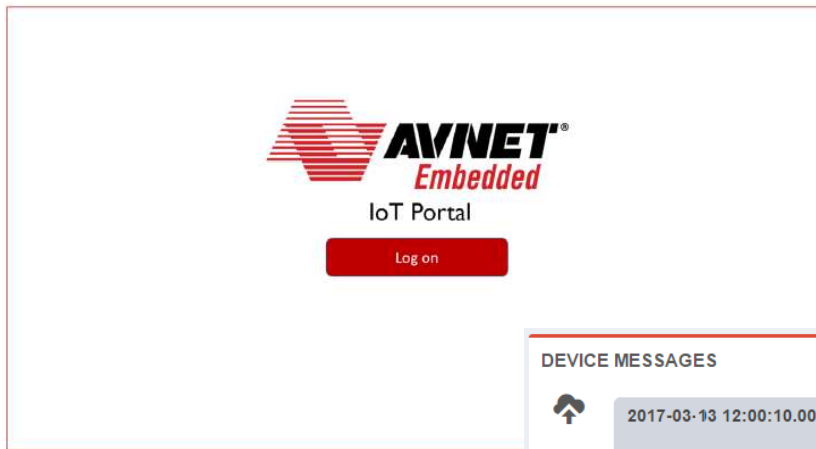
- Broad portfolio
- Industrial Specifications
- Azure Certified
- Certified Gateway SDK

“Easy IoT” Hardware

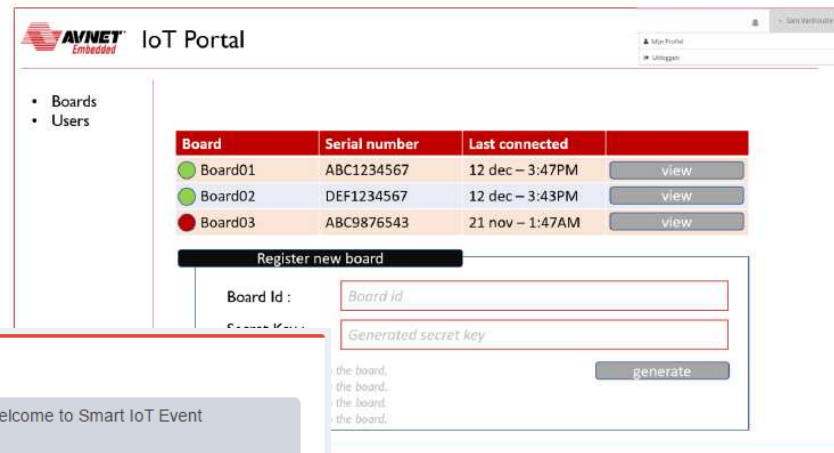
- Industrial Hardware
- ARM to X86
- Modules, Boxes & Systems
- Azure Certified

Azure onboard tool - screenshots

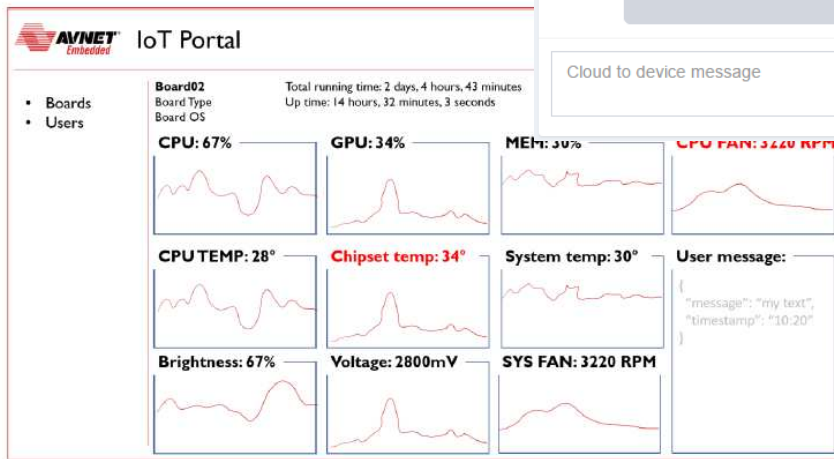
3.1 INITIAL LOG ON SCREEN



3.4 REGISTRATION OF NEW DEVICE



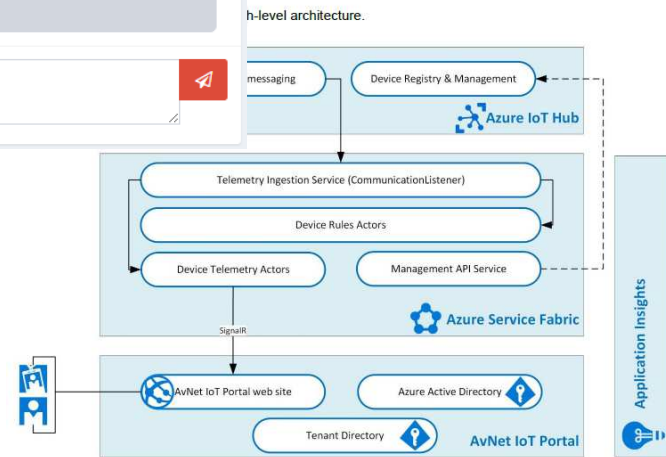
3.5 DEVICE DASHBOARD



DEVICE MESSAGES

- 2017-03-13 12:00:10.00 : Welcome to Smart IoT Event
- No message

Cloud to device message



Why partner with Avnet?

- Ready-to-go tools to start your IoT project
 - Get your data in the cloud in 1-day workshop
- Microsoft Embedded partner for 10-years+
 - Strong relationship, access to technical and commercial experts, CSP provider, Certified professionals
- Strong hardware offering from sensor to Enterprise Solutions
 - Azure certified hardware
- OS agnostic
 - Linux & android are the OS of choice for 50%+ of our customer base

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Jan 2016





Thank you!