

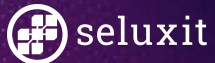
Convert IoT Data to Cash

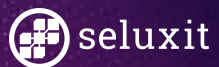
NEXTech Lab

Monday, Tuesday and Wednesday the 25, 26 and 27 February, 2019
Mobile World Congress, Barcelona



#MWC19





We help our customers connect their products to the Internet

IoT: There is Money Everywhere

If you know where to look



Smart Home



Smart Meter



Smart Machine



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#MWC19

**INTELLIGENT
CONNECTIVITY**



Gardena: **Before**

Smart Home Case Study

Excellent core product - Robotic lawnmower

Limited UI on the device

Various related products... but with no relation





Gardena: **After**

Smart Home Case Study

Improved UI as an App

Integrated functionality with related products
(e.g., adaptive scheduling)

Future interactions in the data-driven
ecosystem (e.g., automatic
watering-restriction compliance)



 **GARDENA®**

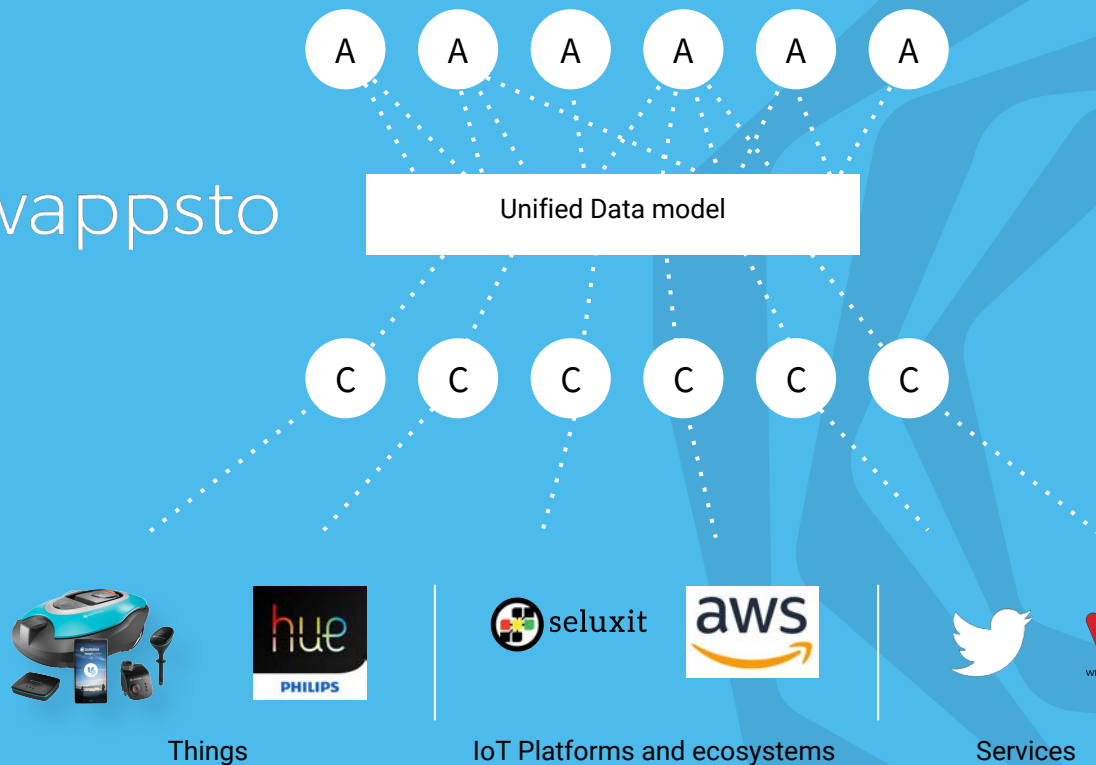


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wappsto



Mash-up 'Wapps'

Data marketplace
and appstore

Converter 'Wapps'

Diversity of Data

Adjust color temperature and pulse to
indicate weather report visually



Adjust color temperature to increase
comfort in hot or cold weather

wappsto

Unified Data model



Light bulb



Weather forecast



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INTELLIGENT
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wappsto

A

Compliance with lawn watering restrictions
(automatically and during scheduling)

Unified Data model

C

C

C

C

C

C



Sprinker system



Municipality information



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Gardena: **Payoff**

Smart Home Case Study

Better product = better sales

Anonymized product usage data
= better product development

New data-driven service ecosystems
= multiple opportunities for added value



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innogy: **Before**

Smart Meter Case Study



Non-compliance
with EU directives*

Manual reading
with costly manual control

No value for residential customers



Meter



Consumer



Meter Reader



Utility Company

* Notably, directive 2009/72/EC: "Member States shall ensure the implementation of intelligent metering systems that shall assist the active participation of consumers in the electricity supply market. The implementation of those metering systems may be subject to an economic assessment of all the long-term costs and benefits to the market and the individual consumer or which form of intelligent metering is economically reasonable and cost-effective and which timeframe is feasible for their distribution."



innogy: **After**

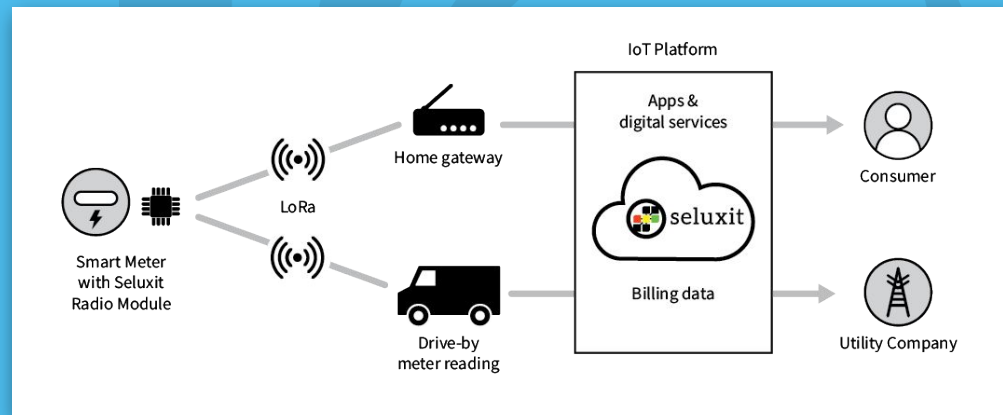
Smart Meter Case Study



Full compliance
with EU directives

Drive-by reading

High-resolution energy-usage data
can benefit residential customers



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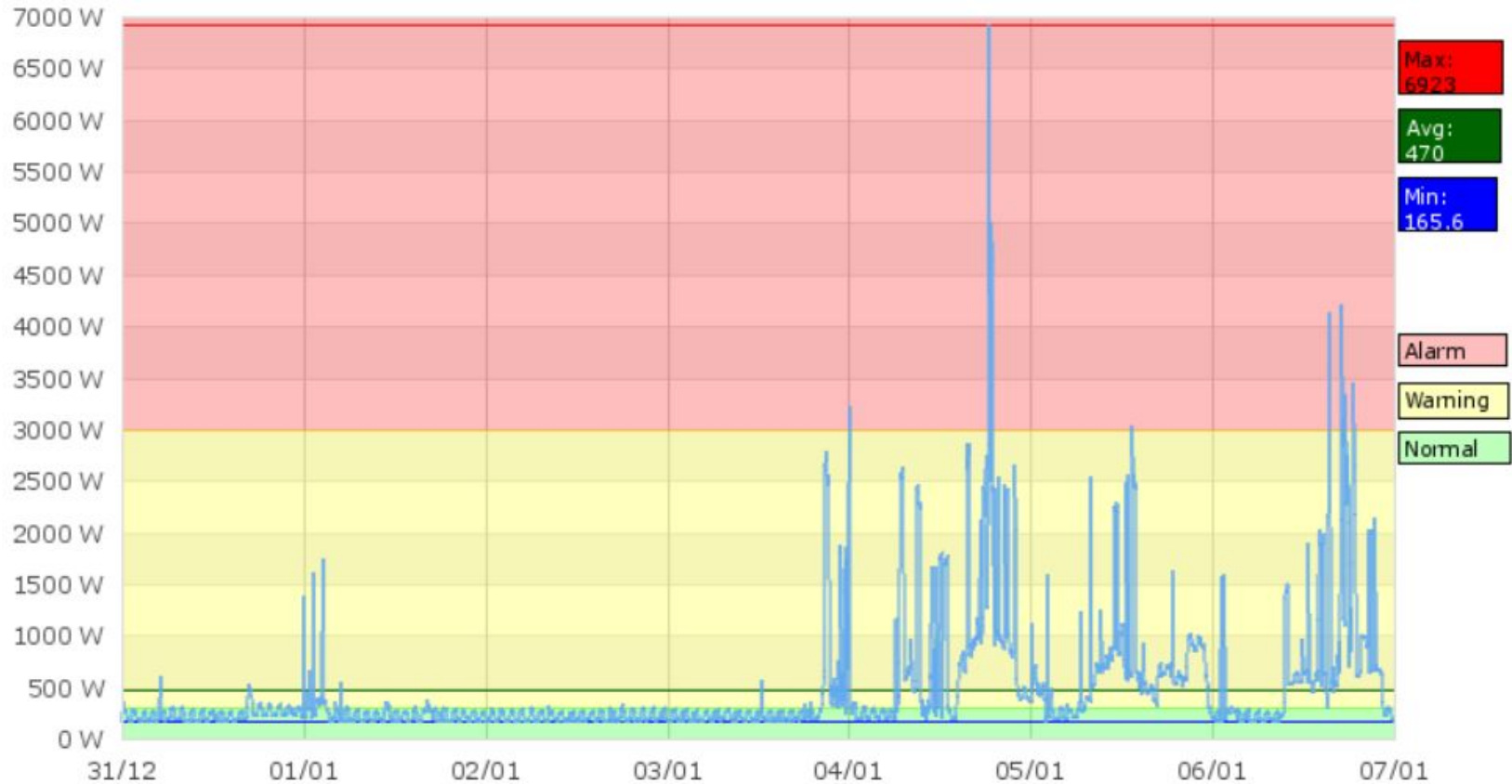
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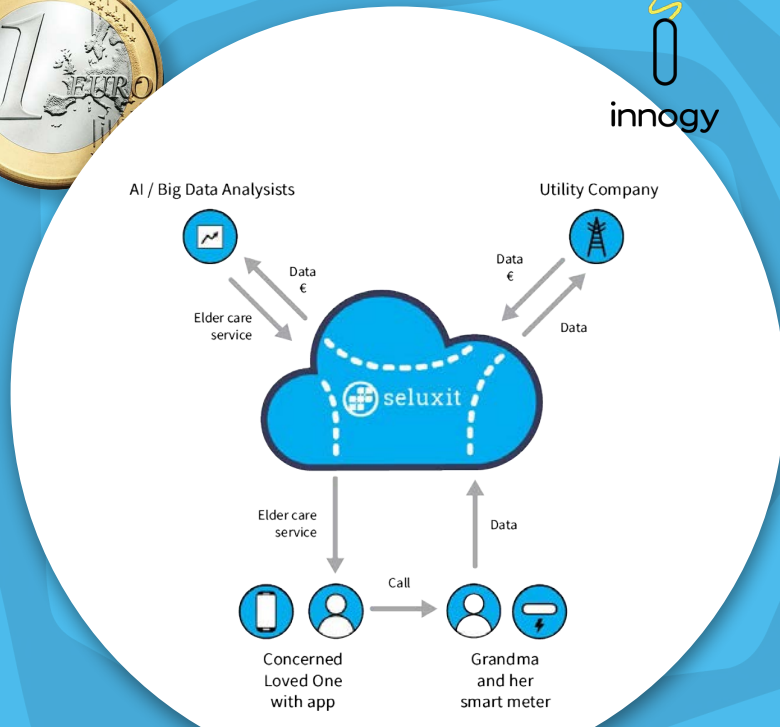


innogy: **Payoff**

Smart Meter Case Study

Automated reading = cost savings

New data-driven services (based on high-resolution energy-usage data) = multiple opportunities for new customer value and revenue streams



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Fremco: **Before**

Smart Machine Case Study

Excellent core product - Fiber-blowing machine,
but operation requires specialized training

Limited UI on the device

Significant Capex with limited value return



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Fremco: **After**

Smart Machine Case Study

Improves operator performance

Improved UI as an App

Device-as-a-Service (rental) based on usage

Predictive maintenance through data analysis



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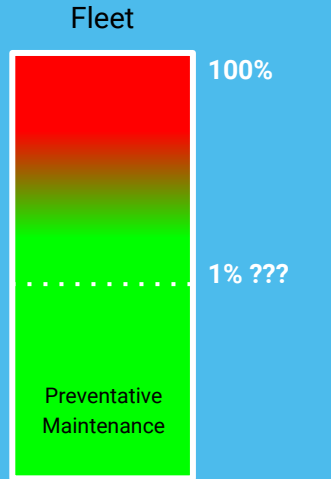
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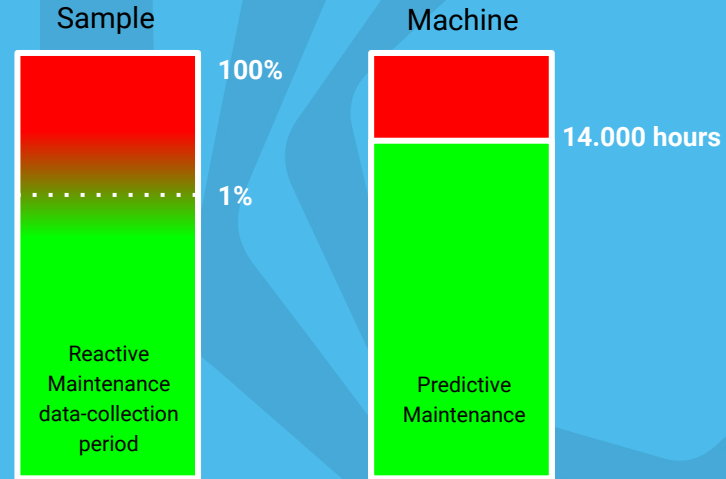
Predictive Maintenance

Improving Over Time through Data Analysis

When do I need
to replace the
rubber rings?



Before: preventative



After: reactive to predictive





Fremco: Payoff

Smart Machine Case Study

Improved operator efficiency = lower cost

App UI replacing on-device UI = lower cost

DaaS = capex > opex

Predictive maintenance = lower cost



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Implementing IoT

Seluxit's 4 Phases for Making a Connected Product

1

Ideation

2

Development

3

Production

4

Operation



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**INTELLIGENT
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Phase 1: Ideation

1

Ideation

2

Development

3

Production

4

Operation

Business case

Choose communication (WiFi, Bluetooth, NB-IoT, LTE-M, Satellite, ...)

Proof of Concept



Phase 2: **Development**

1

Ideation

2

Development

3

Production

4

Operation

Define minimum viable product (MVP)

Develop electronics

Develop software

Develop UI



Phase 3: **Production**



Key management

Certification

Manufacturing

End-of-line testing



Phase 4: **Operation**

1

Ideation

2

Development

3

Production

4

Operation

Maintenance

Updates (OTA)

Product improvements



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Multiple Dimensions for IoT Payoffs

Multiple sources of recurring revenue



Smart Home



Smart Meter



Smart Machine



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Book a free consultation and download the presentation

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