

TOSHIBA

Leading Innovation >>>



How is IoT redefining relationships between customer and suppliers?

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The journey is travelled at explosive pace

By the end of 2017 IoT market will surpass the PC, tablet and phone market combined
(Business Insider)

82% of companies will have IoT applications by end of 2017
(Business Insider)

Healthcare IoT poised to hit
\$117 bn By 2020
(market research.com)

90% of cars will be connected to the internet by 2020
(Telefonica)

European connected home spend forecast to be in excess of
\$15 bn By 2020
(MarketsandMarkets)

30 bn connected things by 2020
(IDC)

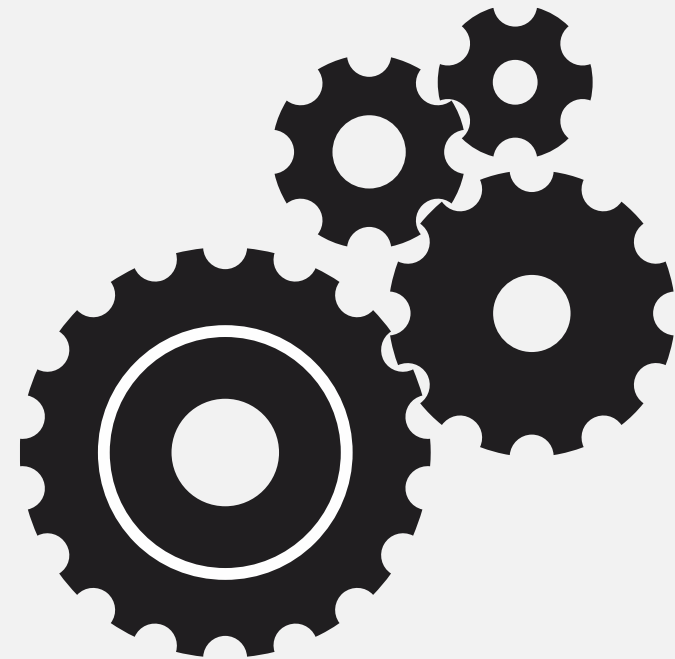
HALF of all IT spend will be cloud based by 2018
(IDC)

But it is much more than connecting 'things'?

33% of all industry leaders disrupted
by digitally enabled competitors
by 2018

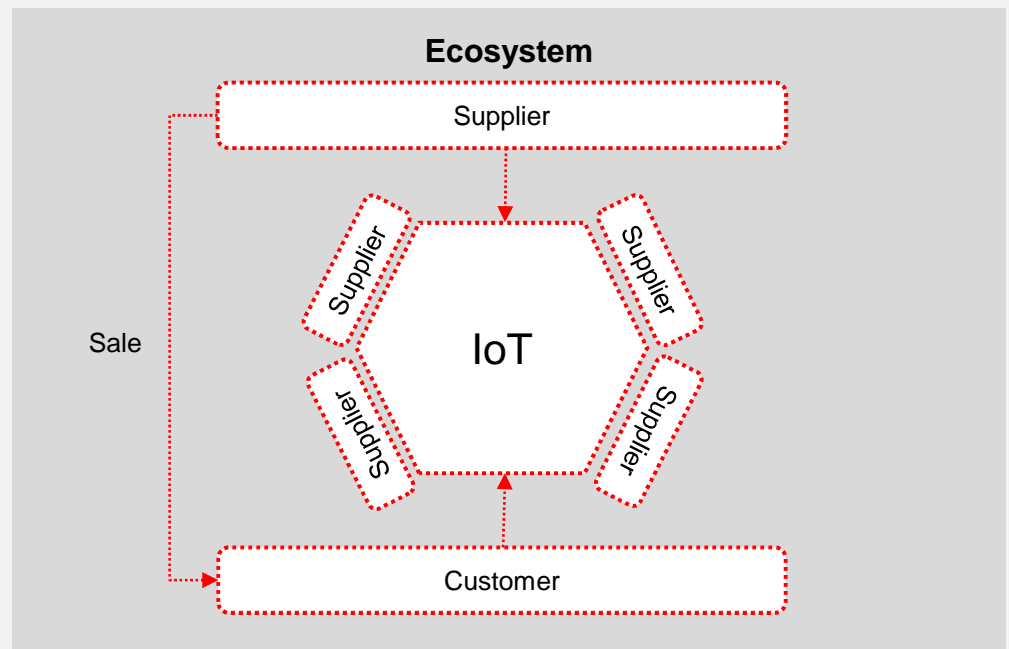
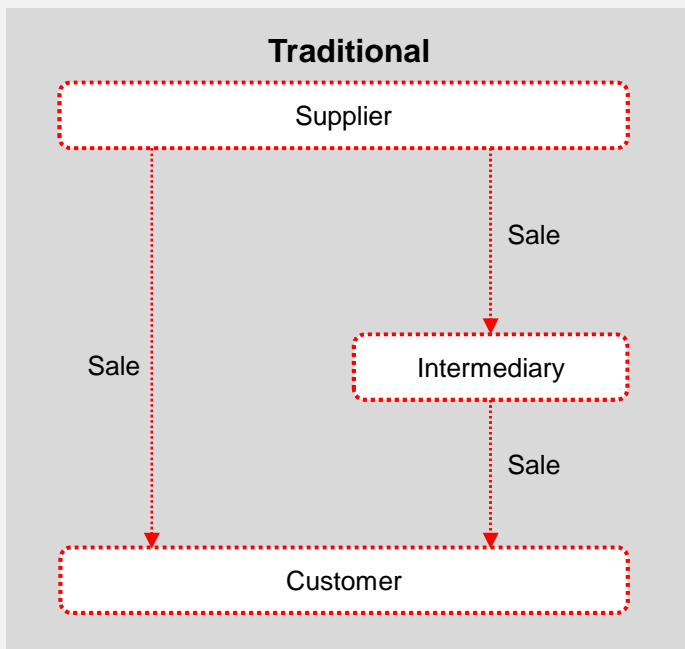
58% of companies
think IoT is 'strategic'

24% of all organisations see
IoT as 'transformational'



Source – IDC Global IOT decision maker survey, Aug 2015

Creating a new customer ecosystem



Different sectors – customer case studies

Energy and connected home



From low engagement, low trust, provider of energy, to high engagement, high trust provider of a connected home.

Insurance



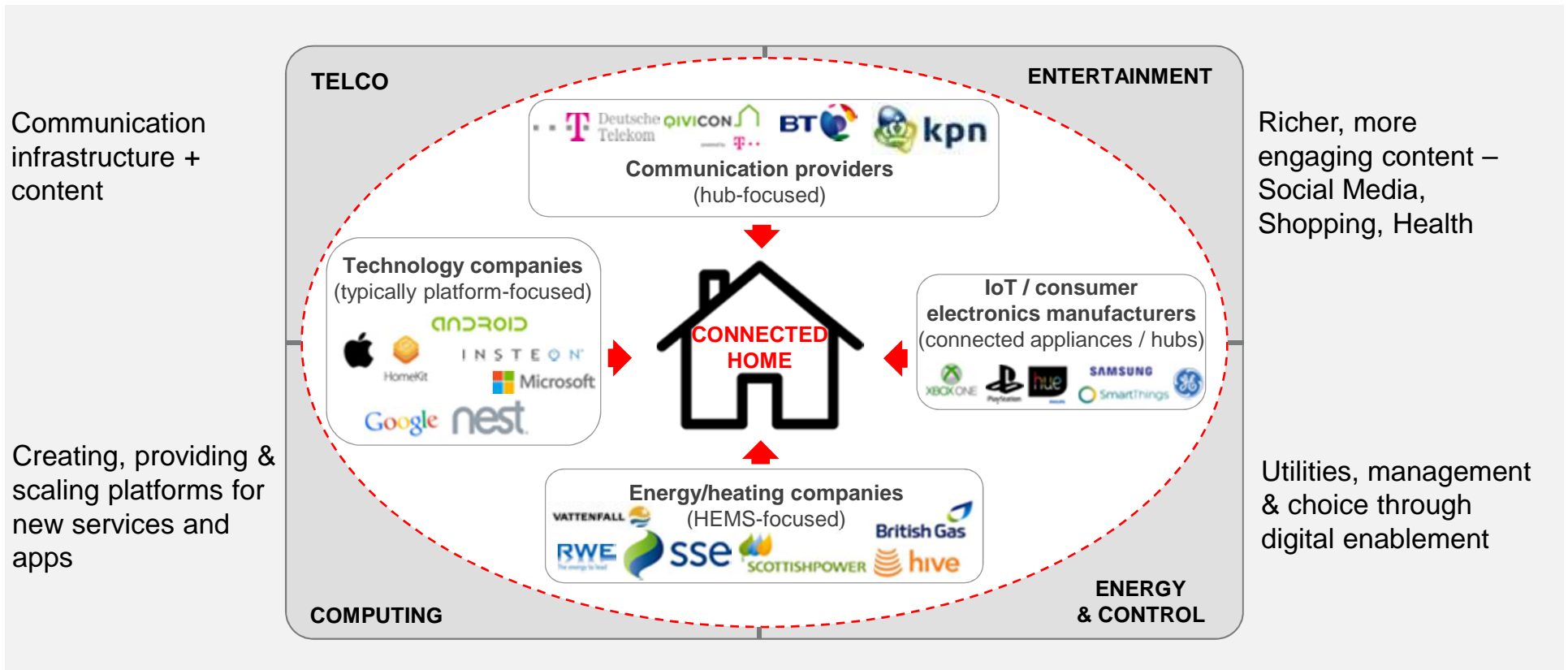
From profiling by demographic to profiling by individual based on driver data

Health and social care



From managing illness to managing wellness

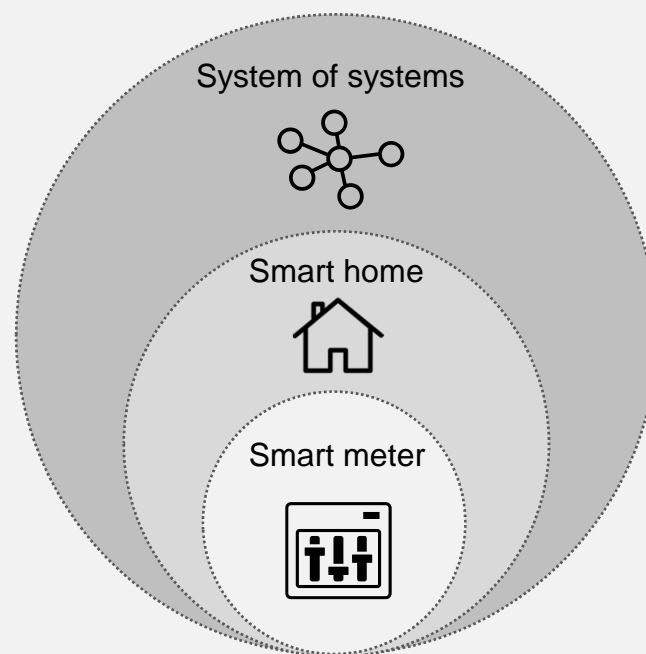
Enabling the connected home



How is IOT redefining relationships between customers and suppliers – Smart Energy

‘Transform buying and using energy’

- Frustration
- Low levels of trust
- Disengaged
- No meter utilisation
- Do not shop around
- Do not talk to suppliers



Enablement

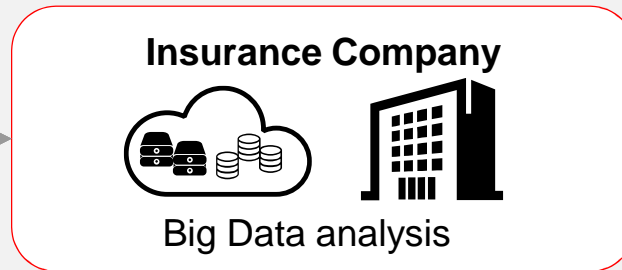
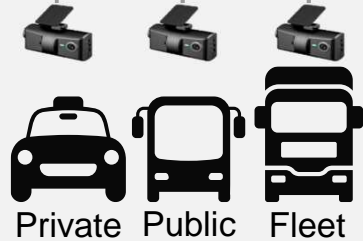
- Digitally empowering consumers
- Engaging consumers
- Transforming relationships
 - Consumer and provider
 - Smart Consumer
 - Smart Communities
 - Smart Cities
- Transforming the home
- Digital readiness for digital appliances and wider infrastructure, eg Healthcare

Enabling smart and individualised insurance

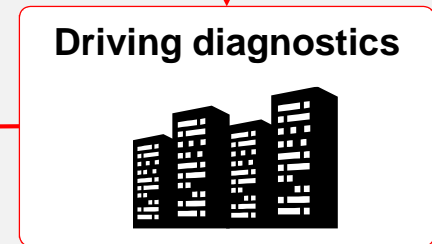
Real-time Telematics Data

- GPS sensor
- 3G Sensor
- Speed sensor
- Camera

Driving recorder



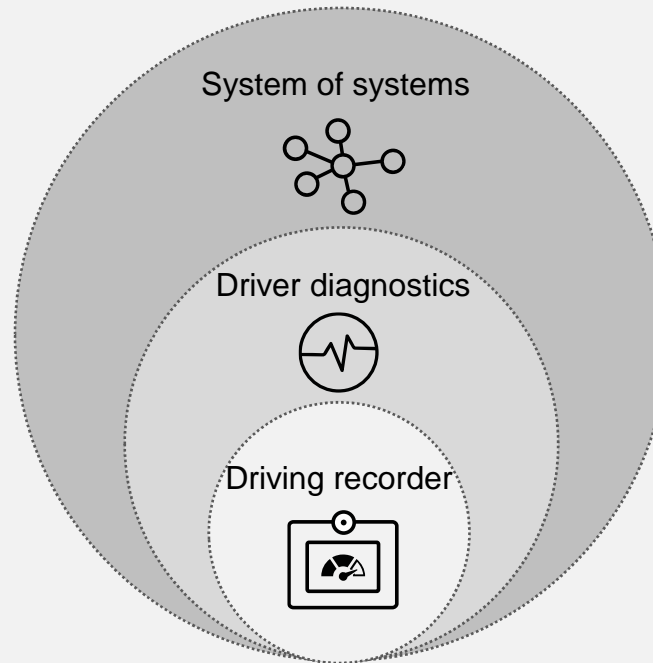
Analyse Identify
Training
Reduce accident



How is IOT redefining relationships between customers and suppliers – Insurance sector?

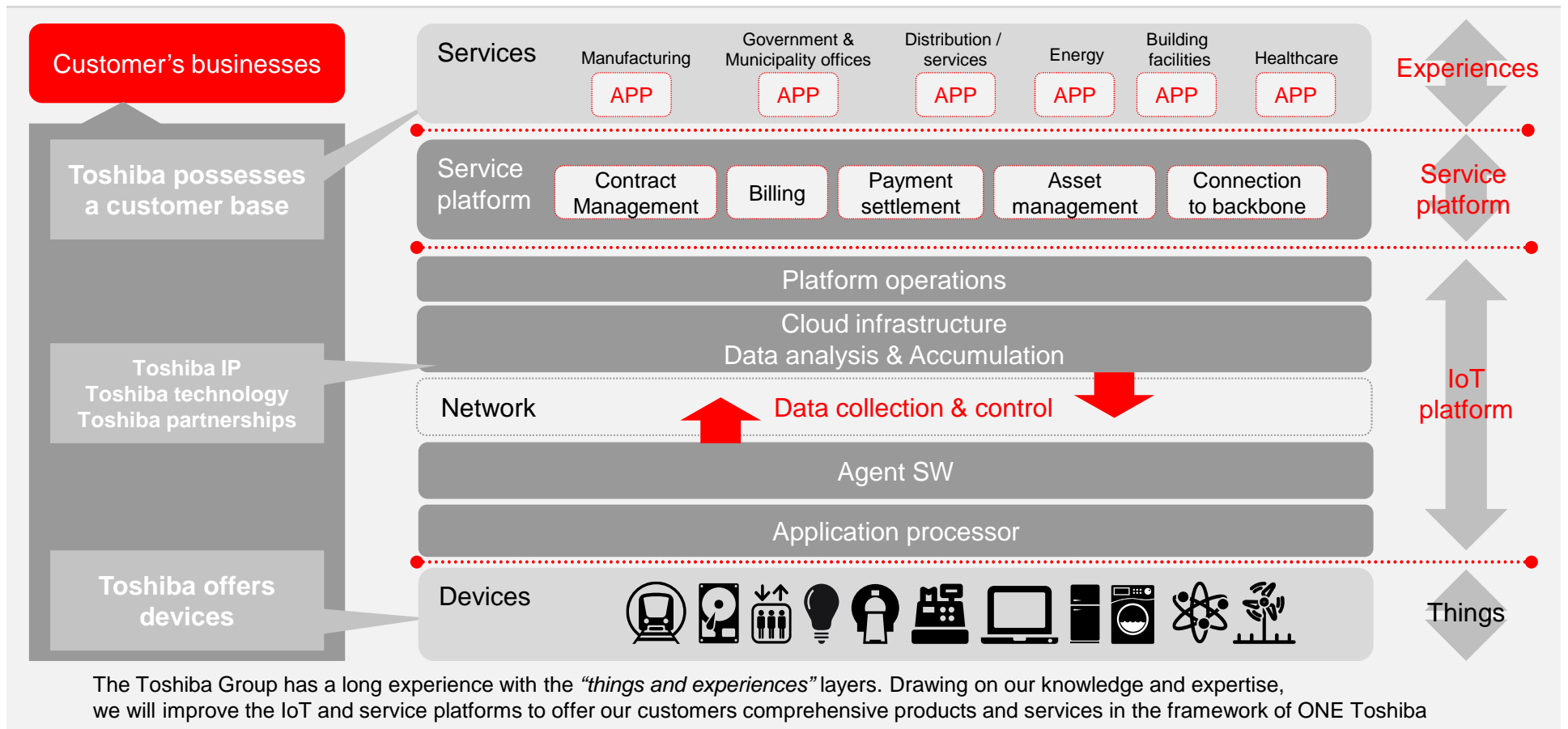
‘Transform interaction, insurance and driving’

- Annual renewal contact
- Incident contact
- Limited profile
- Limited tailoring
- Limited value add



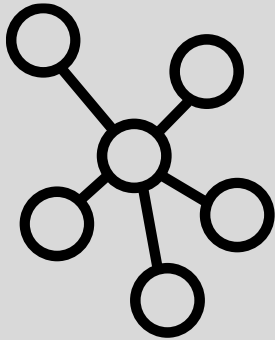
- Daily engagement
- Daily feedback
- Tailored profile
- Tailored insurance
- Social benefit
 - Improves driving
 - Accident reduction
- Video proof
 - Claims
 - Investigation

IoT Solution map – from ‘Things’ to ‘Experiences’

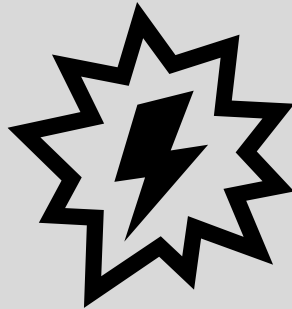


What we learnt?

IoT and Digital transformation is touching every industry, every business, and every user



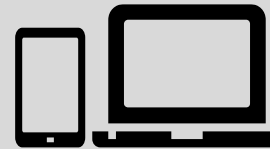
Disruption is everywhere



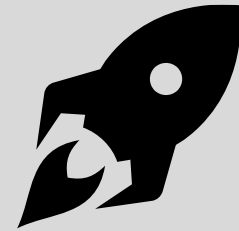
Changing relationships between suppliers of goods and services and customers



Enormous opportunity, but we face complex IT challenges



Toshiba are at the heart of digital transformation and IOT – talk to us on how we can help your business navigate the future



Obrigado
Grazie
Gracias
ありがとう
Danke
Merci
Gràcies
Thank you