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Developing Your Organization's IoT Ecosystem

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Internet of Things (IoT) Journey

The first question that needs to be discussed, understood and agreed upon, as you start an IoT Journey, is:

What does your Organization want to be in 3-5 years?

“A Connected Products Company”

or

“Provider of Connected Solutions”



A Connected Products Company

To be known as a “Connected Products Company” in the market is to:

- Provide a complete line of connected products that enhance your brand message with the added “smart” connected features/benefits and what these offer to all parties within your business:
 - ✓ Dealer Channel Network
 - ✓ End Customers
 - ✓ Your Organization
- Build the necessary capabilities and/or partnerships to develop, enhance, deliver and sustain a “Connected” product experience in the marketplace
- Your Organization needs to discuss and decide upon:
 - ✓ Internal Capabilities – Your resource focus and knowledge differentiation
 - ✓ Partnerships – Establishing the ecosystem of partner(s)



Provider of Connected Solutions

As you consider evolving your current Connected Ecosystem to the next generation, you will need to:

- Provide a connected solution with a full suite of connected functionality which covers:
 - ✓ Development and enhancements
 - ✓ Migration capabilities from current to new technologies
 - ✓ Support with prescribed Service Level Agreements (SLAs)



Approach for your IoT Journey

In the context of being a “Connected Products Company”, you will start down the path of defining and understanding the journey that needs to be taken.

We divide this journey into the following segments:

- Develop the Business IoT Strategy
- Understand the pillars that are needed for success
- Build the capabilities needed to successfully execute
- Define the roadmap for delivery in digestible initiatives



IoT Approach – Business Strategy

You need to understand the holistic impact and business decisions that need to be made, as part of the IoT Journey that you will be taking.

Establishing your organization's strategic goals for IoT, in the following areas:

- **Business Model** – Definition and ROI for the business model(s) to pursue that will benefit the Dealers, Customers and Your Organization
- **Product Offering** – Definition and ROI for new product features and/or new customer segments. This needs to include “Data” ownership and value discussions, as a growth area to be developed
- **Dealer and End Customer Engagement** – Improvement opportunities in dealer/customer acquisition, experience, loyalty/retention
- **Operations** – Improvement opportunities in operational efficiency within product development, manufacturing and service



IoT Approach – Business Strategy

The business model discussion for Your Organization needs to provide:

➤ **Winning proposition for all parties**

- ✓ 1st – Dealers
- ✓ 2nd – Your End Customers
- ✓ 3rd – Your Organization

➤ **Cost of the IoT platform**

- ✓ Do we embed the subscription cost of the connected platform into the product cost?
- ✓ Cost of product- what's acceptable and where the ROI opportunities?

➤ **Holistic Product offering**

- ✓ All Brands?
- ✓ High end – Low end product offering?
- ✓ North America versus Global?



IoT Approach – Capabilities for Success

After understanding the IoT business strategy, its impact in the business pillars we then build the needed capabilities for success, in terms of:

1. Business Process

- ✓ How do your current processes need to change to deliver connected products and/or operations?
- ✓ What new processes and definition of data/process/ownership need to be established?
- ✓ How do we ensure that the “end to end” business processes deliver the needed operational outcomes?

2. Business Metrics

- ✓ How do we measure success as an overall Enterprise?
- ✓ What new metrics are enabled as we execute on our connected strategy – both internal and external?

3. Technology Infrastructure

- ✓ Definition of the new technology infrastructure components needed for successful execution

4. Technology Capabilities

- ✓ Definition of the new technology capabilities needed and whether to acquire/build/partner it



IoT Approach – Partner Selection Criteria

Next, you will be in a position to develop the criteria for partner(s) selection:

1. Partner Ecosystem

- ✓ Flexibility in the business model(s) offered
- ✓ Operational process and integration capabilities
- ✓ Partner “ecosystem” of existing partnerships

2. Partner Scaling Capabilities

- ✓ Global Footprint
- ✓ Service Level Capabilities
- ✓ Ecosystem integration Capabilities

3. Technology Infrastructure Offering

- ✓ Managed Service
- ✓ Platform as a Service

4. Technology Capabilities

- ✓ Device Hardware Platform(s)
- ✓ Network protocol preference/agnostic capabilities



IoT Approach – Roadmap Execution

As you start executing the roadmap, your Organization is now prepared to launch successfully, by ensuring:

1. Commercialization Readiness

- ✓ Product Development through manufacturing and service preparedness
- ✓ In field testing and real time performance feedback
- ✓ Piloting/Beta Testing – By market, By brand, etc.

2. Go To Market Strategy

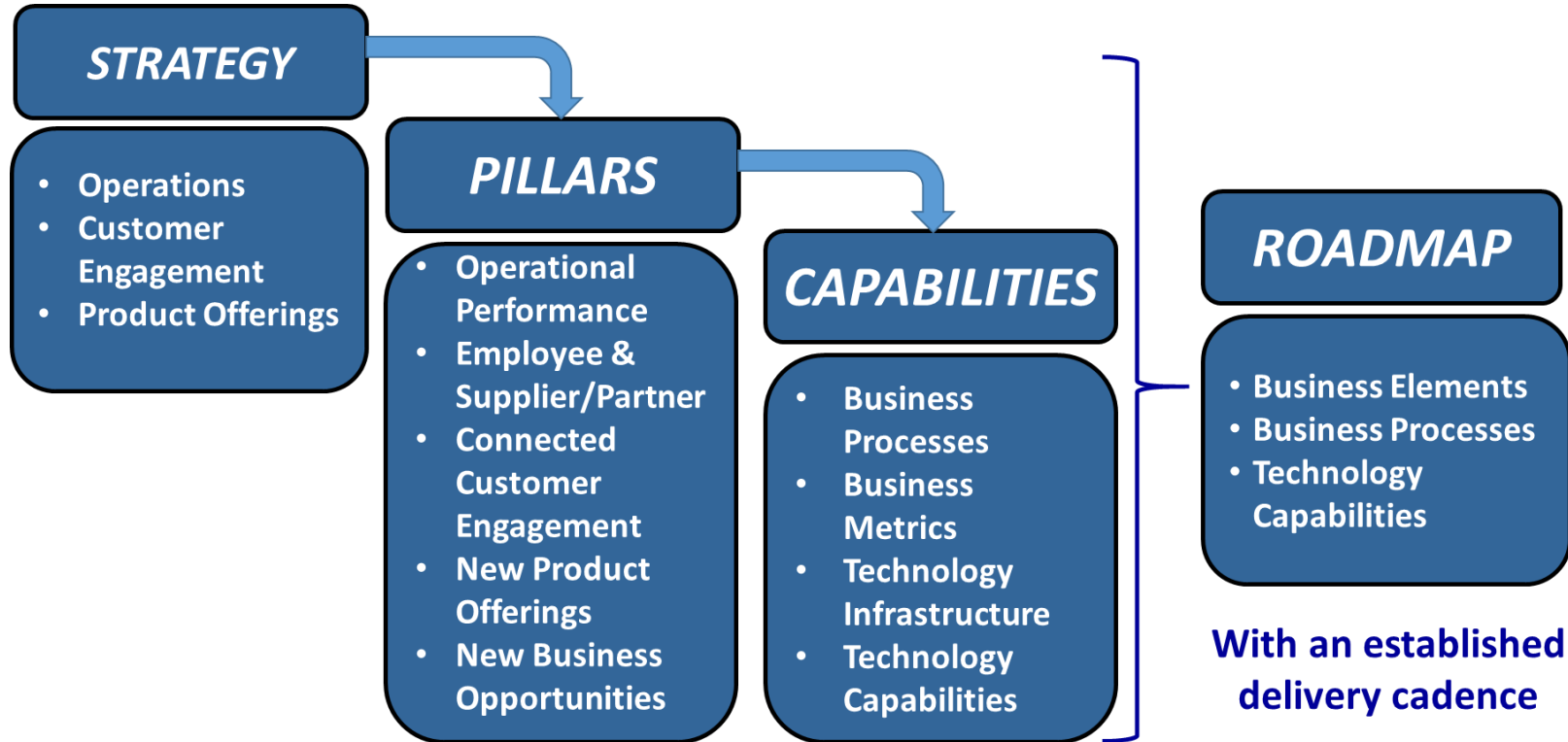
- ✓ Brand and sales messaging
- ✓ Connection current customer migration path
- ✓ Dealer Training and support

3. Data – Gathering and Insights – Crawl, Walk and then Run

- ✓ What data to capture – Addition of new sensors, etc.? Needs to be purposeful
- ✓ This needs to be done with a pragmatic approach and an analytics engine to rapidly develop insights



Approach Summary – Internet of Things Journey





DRIVEN-4 Introduction

Why DRIVEN-4?

- ❖ DRIVEN-4 is made up of a group of Industry leaders that were in the same situation you're currently in
- ❖ We are technology leaders that have grown up in development and manufacturing organizations not consulting
- ❖ We believe we can help you in the areas of IoT, PLM, and connected product development, manufacturing, service and cybersecurity like no-one else because our experience comes from being part of OEM organizations like yourselves
- ❖ Our approach is holistic in nature – we focus on addressing your current needs while taking into account your overall solution and technology landscape and needed transformation



DRIVEN-4 Introduction

- ❖ **DRIVEN-4 offerings include:**
 - ✓ **Strategic insight and direction**
 - ✓ **Process Development**
 - ✓ **Technology Implementations**
 - ✓ **Operational Support**
- ❖ **DRIVEN-4 provides proven frameworks and solutions from a strategic and organizational approach, process integration and alignment, objective technology selection with a best practice implementation approach and the ability to provide world class operations**
- ❖ **Key differentiators from our competitors include our experience in PLM and IoT from a manufacturers' perspective and challenges**



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Thanks!

Any questions?

Find me on LinkedIn @ [carl-wendtland-77aa2312](https://www.linkedin.com/in/carl-wendtland-77aa2312) or carl@driven-4.com
Please remember to complete your session evaluation following this session!

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