

Energy-water nexus, IOT & challenges for established industrial organizations



Smart Systems Summit 2014 London at the IoD
1-2 October 2014, London, UK
www.hvm-uk.com

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GRUNDFOS 



GRUNDFOS Founded 1945 by Poul Due Jensen

€ 3 Bn revenue

18.000 Employees

60 countries

World no.1 pump manufacturer

Leading Water Technology vendor and Service provider

Segments:

Domestic Building | Commercial Buildings | Industry | Water Supply | Water Treatment | Waste Water

Owned by the Poul Due Jensen Foundation

Mr. Mads Nipper of Lego – New CEO August 1st 2014



Rasmus Blom M.Sc.

Group Director Grundfos Connect

Previous:

Management Consulting

Telecom / IT

Founding member IOT-Forum

Steering Committee Member of IOT World Forum



A close-up, high-angle shot of a field of lush green grasses. The blades are long and thin, blowing vigorously in the wind, creating a sense of movement and texture. The color is a vibrant, healthy green. The text 'WATER + ENERGY = LIFE' is overlaid in the center in a clean, white, sans-serif font.

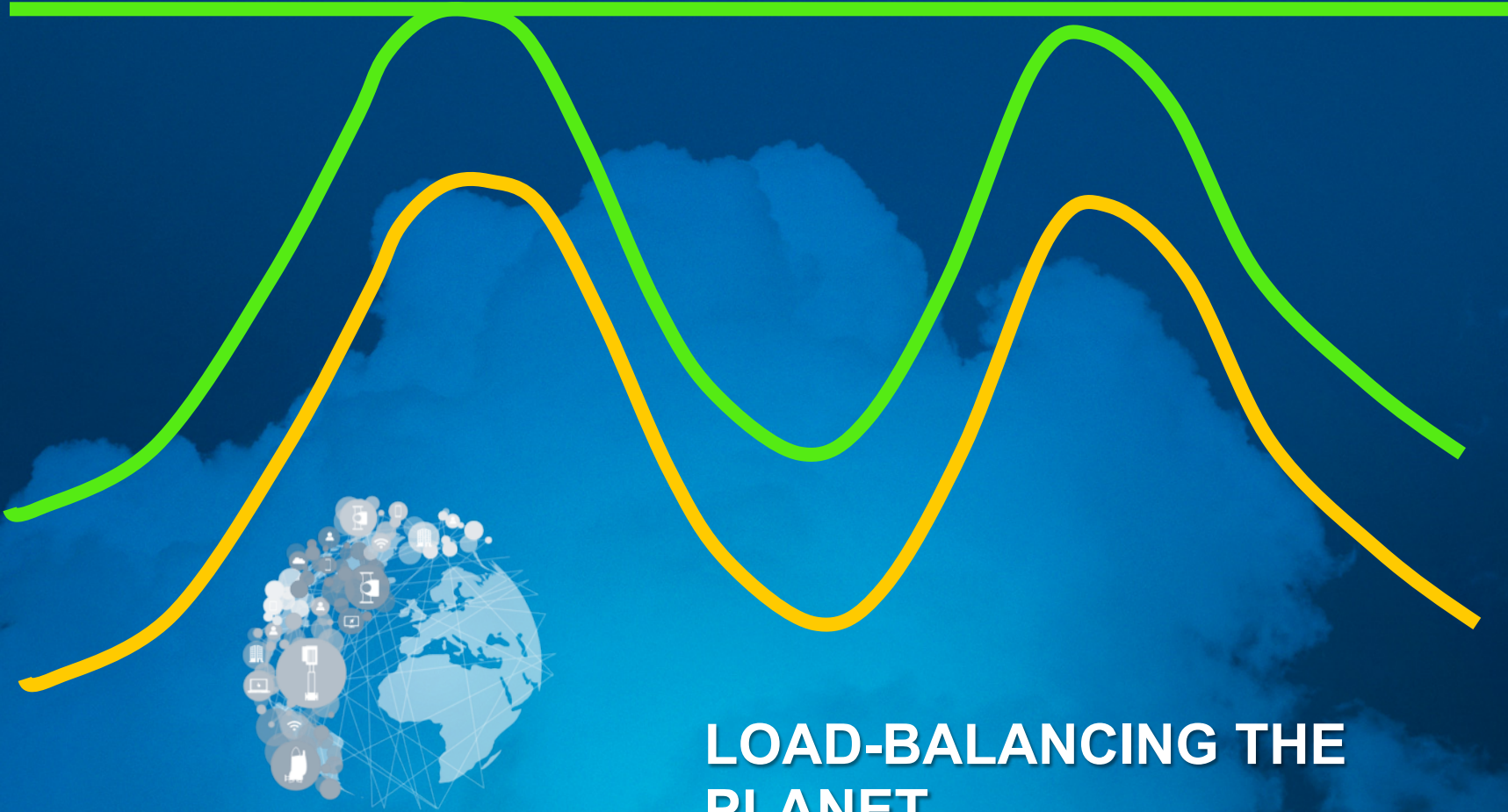
WATER + ENERGY = LIFE

WATER+ENERGY+DIGITAL =
CONNECTED LIFE

互联网 + 物联网 = 智慧地球

Internet + Internet of Things = Wisdom
of the Earth

Chinese Premier Minister Wen Jiabao, 7 August 2009

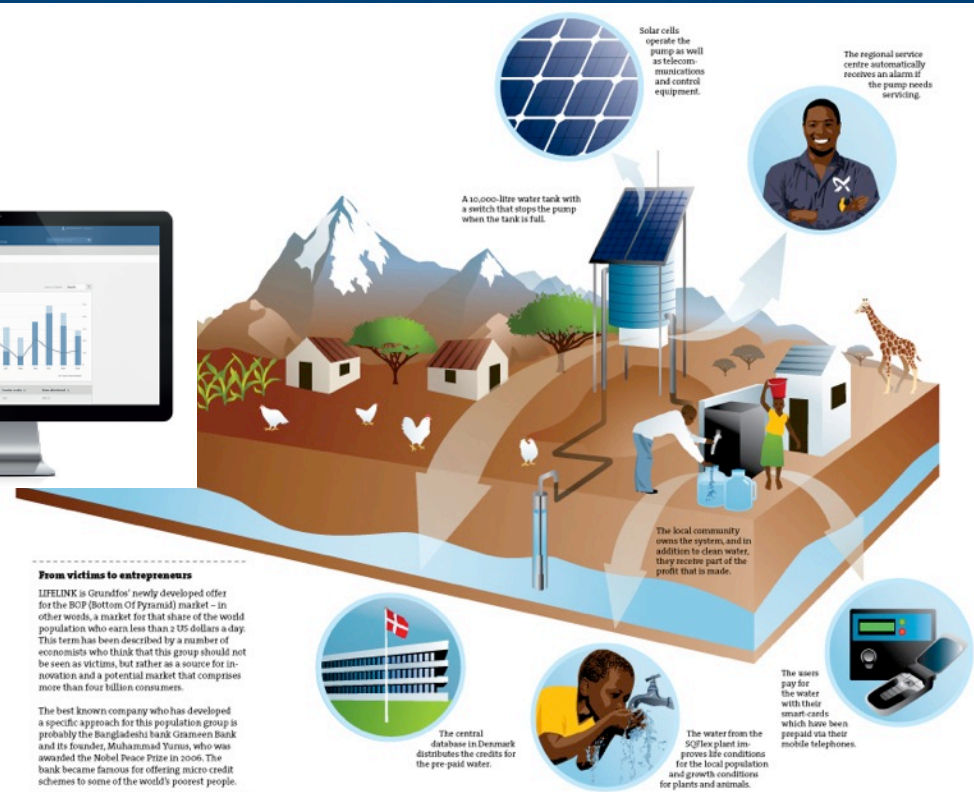


LOAD-BALANCING THE PLANET

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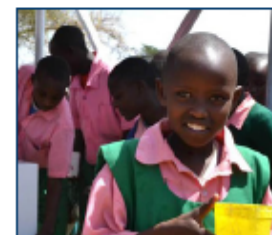
LifeLink



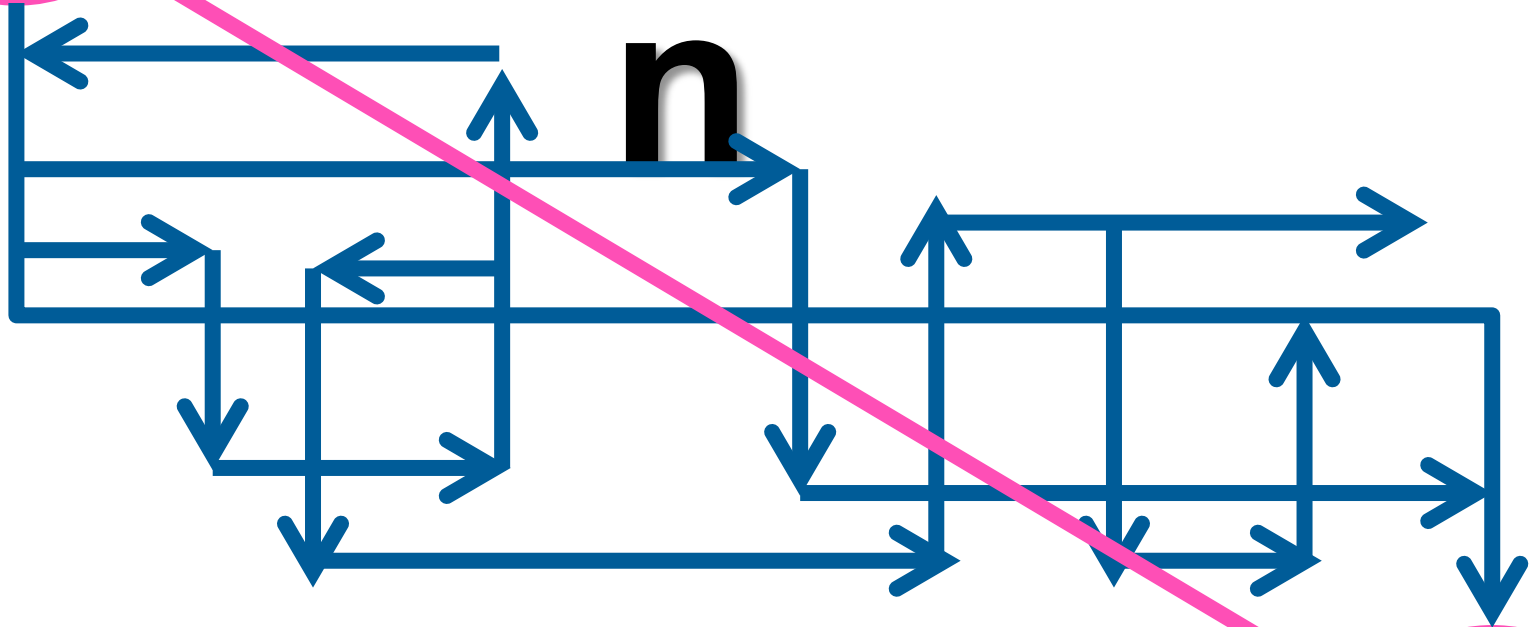
From victims to entrepreneurs

LIFELINK is Grundfos' newly developed offer for the BCP (Bottom Of Pyramid) market - in other words, a market for that share of the world population who earn less than 2 US dollars a day. This term has been described by a number of economists who think that this group should not be seen as victims, but rather as a source for innovation and a potential market that comprises more than four billion consumers.

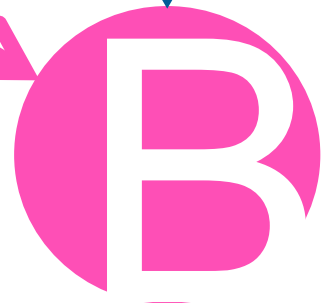
The best known company who has developed a specific approach for this population group is probably the Bangladeshi bank Grameen Bank and its founder, Muhammad Yunus, who was awarded the Nobel Peace Prize in 2006. The bank became famous for offering micro-credit schemes to some of the world's poorest people.



disruptio



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Cut to the real value
Low entry barriers
Transparency
Scale at Zero cost



eruption

of

ideas

models

applications

services

collaborations

ecosystem driven

new types of organizations

Where do we create value?

VALUE CATEGORIES

Business digitization and the Internet of Things drive value creation within these three areas:



Business Digitization Transformation

Key Drivers

n powered by

Customer
Experience



Business
Innovation



Business
Efficiency





Thank you for listening !

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innovate

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