

CONFIDENTIAL

How to monetise smart systems

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2 October 2014

Smart Systems Summit 2014

London

<http://www.hvm-uk.com>



Who are Sentec?

- ◆ World leader in **creation** and **exploitation** of market disruptive technology for **Utilities**, **Buildings** and **Consumers**



‘everything from smart nappies to smart cities...’

Bursting the balloon...



‘Monetise smart systems’

=

‘Make money from
modern stuff’

Sensors are already
ubiquitous, intelligence
is as rare as ever...

Examining the pieces...

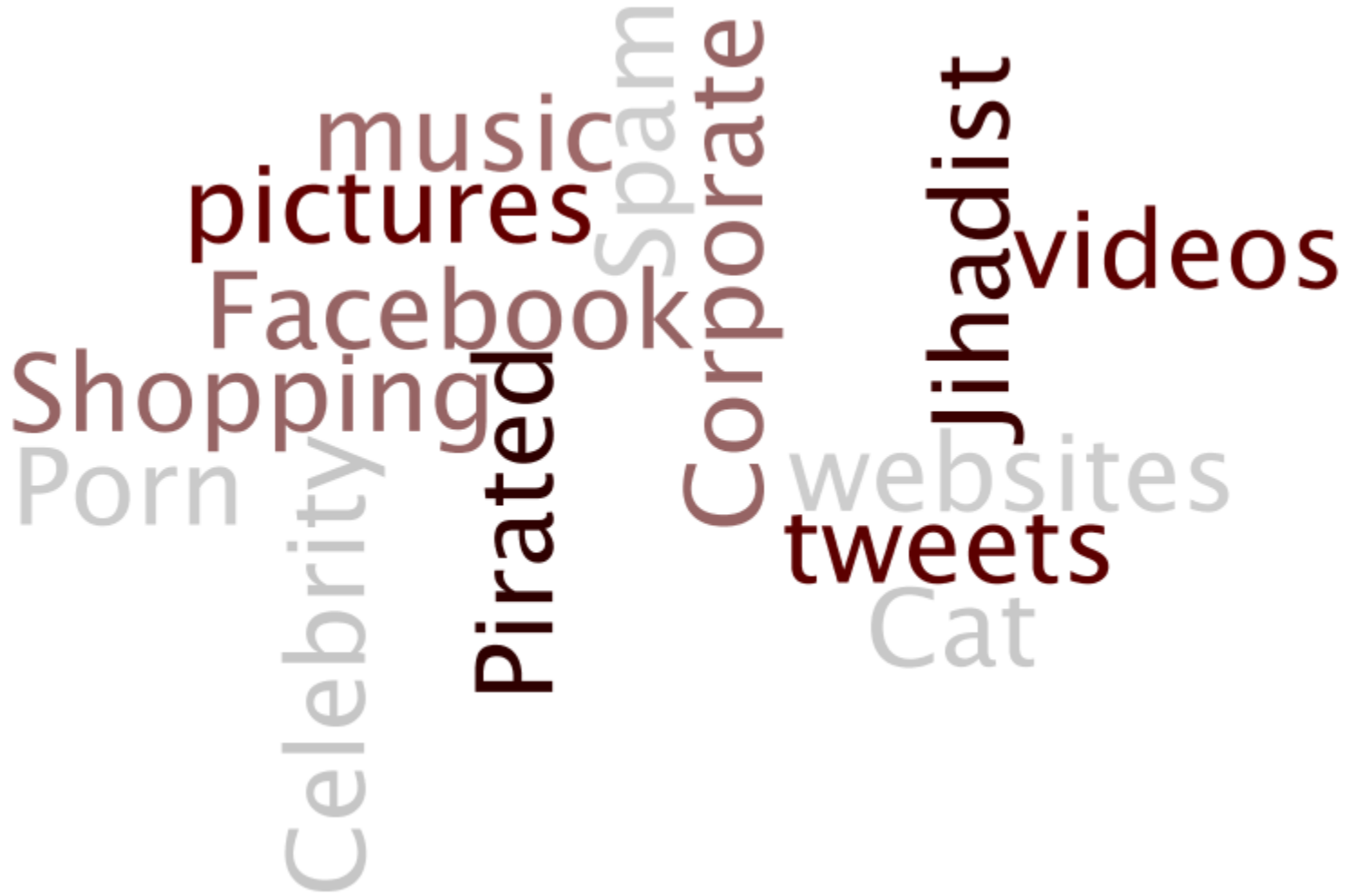
DEFINITION: Monetise:

- Create value,
- then share it...

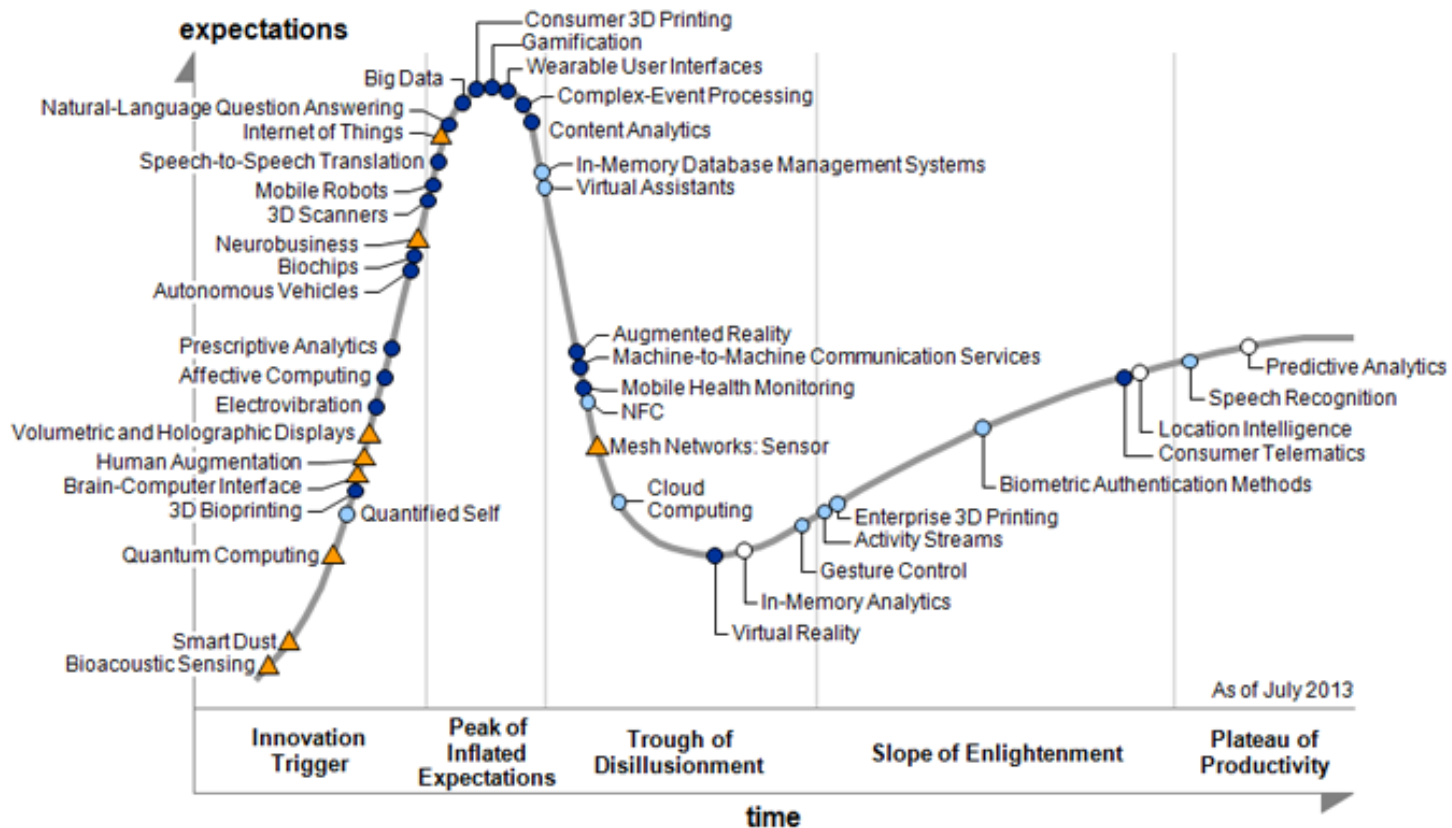
DEFINITION: Smart Systems:

- Systems enabling more satisfying outcomes through decisions taken based on insight gained from data collected from remote sensors

What is value on the internet?



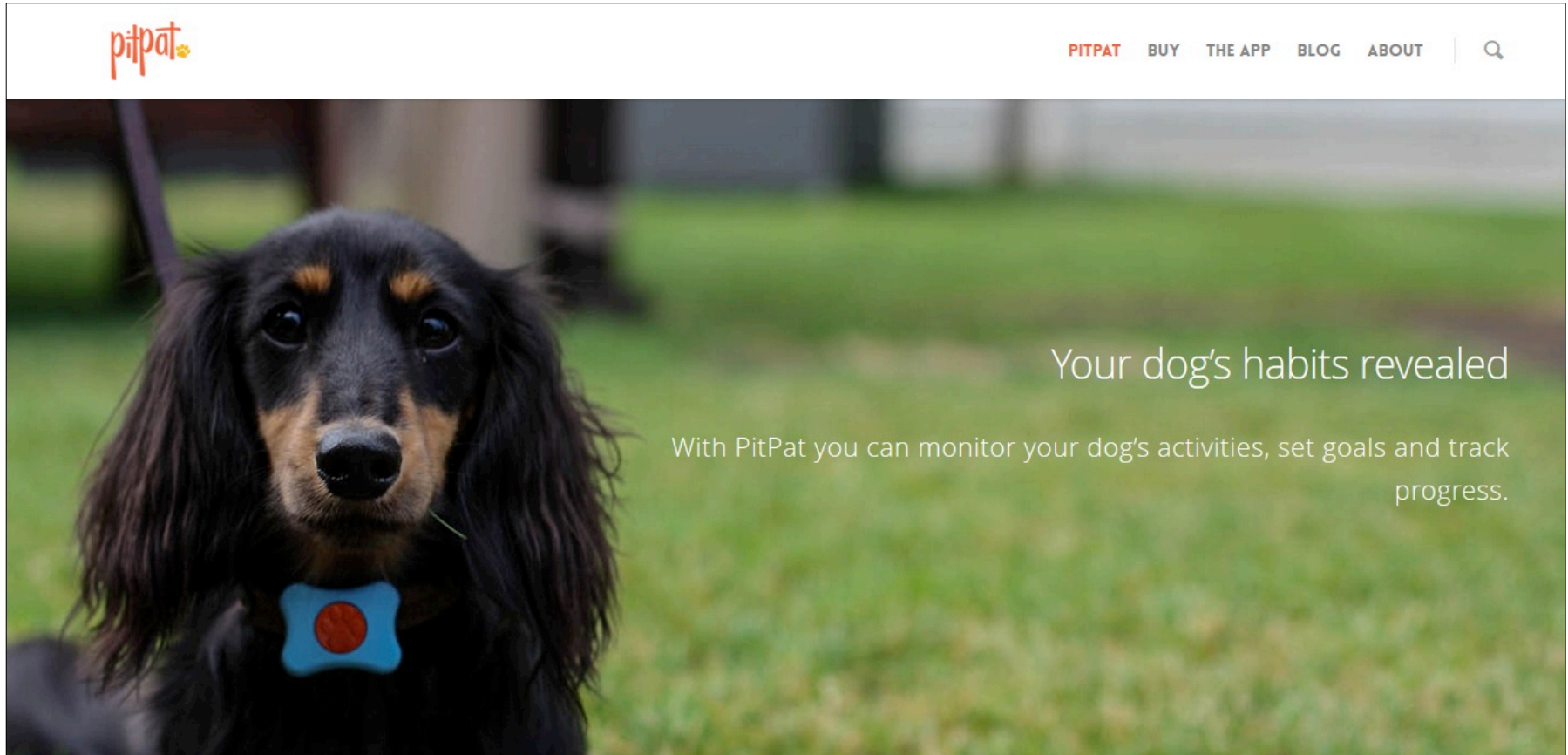
When is value achieved?



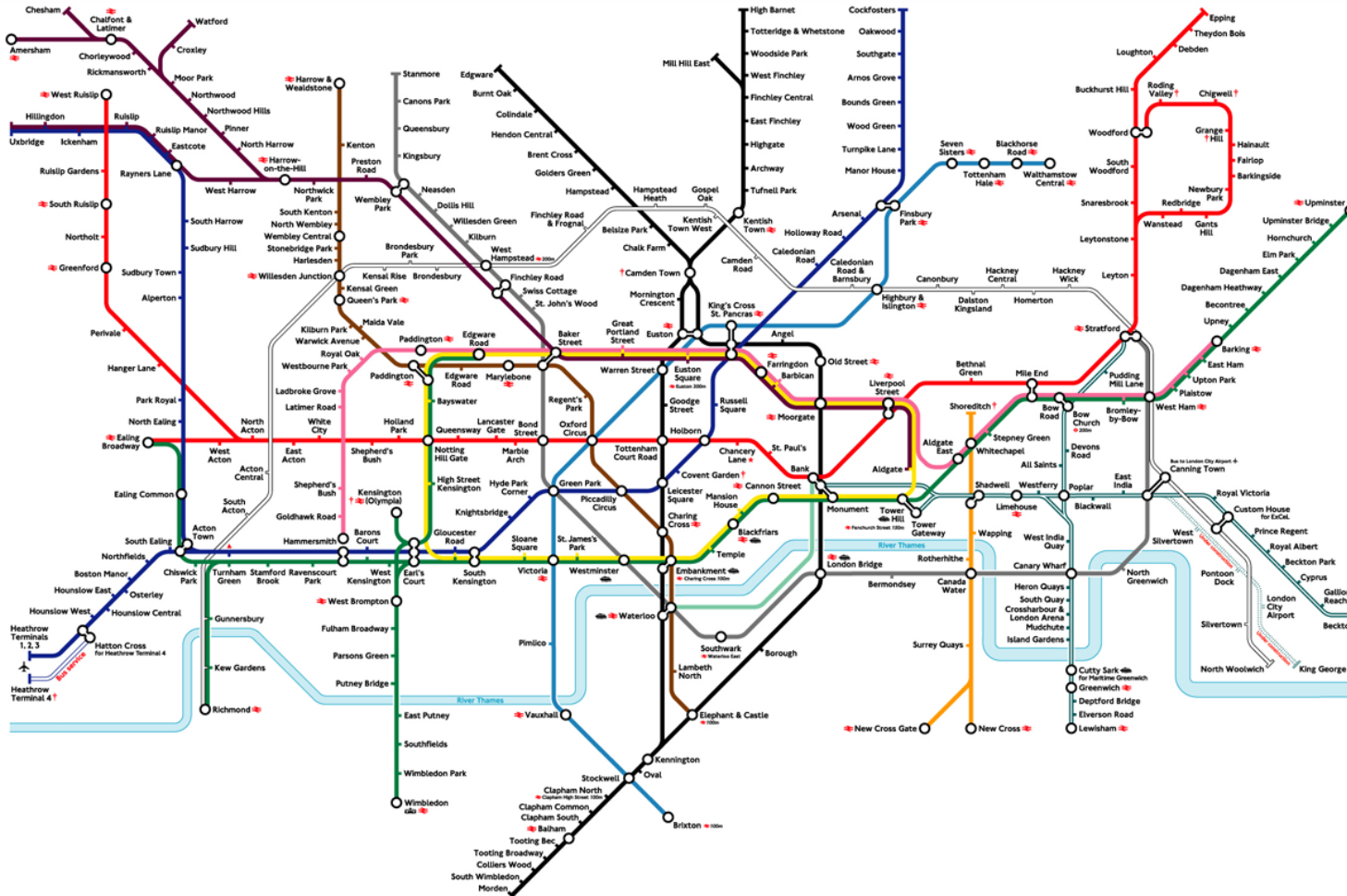
Plateau will be reached in:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Value in simplicity



Value ≠ accuracy



Complexity = choices



- Systems enabling
- more satisfying outcomes
- through decisions taken
- based on insight gained
- from data collected
- from remote sensors

Long value chain = collaboration, standards

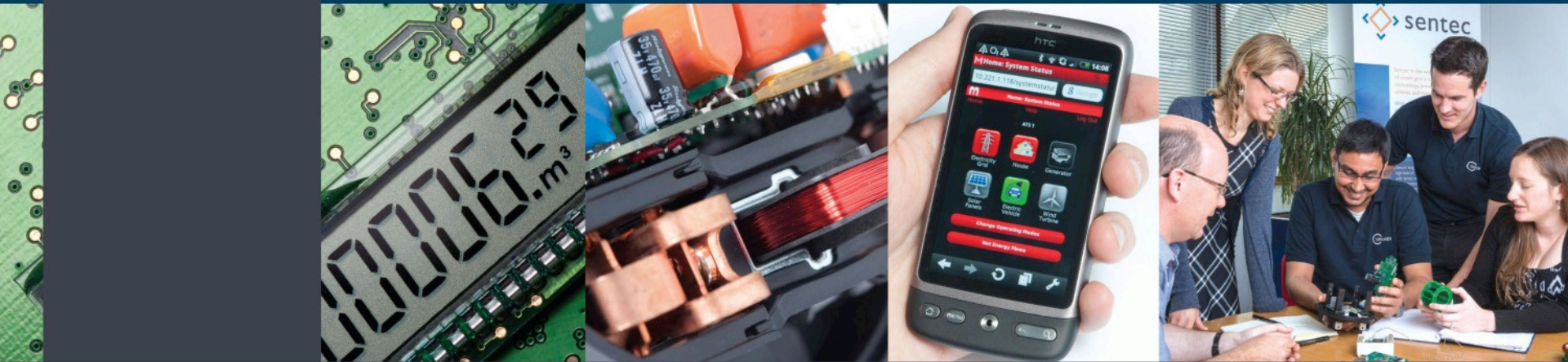


Long value chain = many opportunities



Summary

- ◇ Build value first
- ◇ Value will eventually reside in ubiquitous, open systems
- ◇ Sell real benefits
- ◇ Focus on simple solutions, enabling more satisfying action
- ◇ Look for opportunities in the value chain
- ◇ Expect diverse business models
- ◇ Encourage emerging standards
- ◇ Build piece by piece



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