



# Internet of Everything InFocus

Monetization, Management & Trust

October 17-18, 2017 • Amsterdam, Netherlands



The must attend event for  
IoE Monetization, Management  
& Trust in Europe



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information**

Hot Topics covered:



Monetization  
Models



Ecosystem  
Management



Platform and  
APIs



IoE  
Connectivity



Establishing  
Trust & Privacy



Blockchain

[www.ioeinfocus.org](http://www.ioeinfocus.org)

 #TMFloE

## Monetization, Management & Trust. The three capabilities that enable IoE and Digital Business success.

The Internet of Everything has almost limitless potential in enriching our lives with a world of yet to be invented applications. But whilst the opportunity exists there's plenty of hype still surrounding IoE and a lack of understanding of how you make money from it. If you can't make money it's really not going to go far. It's business after all.

At TM Forum we firmly believe there are three key capabilities that enable IoE and Digital Business success: Monetization, Management, and Trust (MMT). This becomes key when addressing the challenge of scaling solutions or the complexities of managing risk and reward across an ecosystem.

This October join us at Internet of Everything InFocus 2017 in Amsterdam to experience two intensive and rewarding days of thought-leadership presentations plus interactive and highly collaborative workshops on the crucial topics of Monetization, Management and Trust.

### Key Benefits:

- Hear about the latest tools to help you succeed in IoE business
- Explore the most relevant options for the monetization of IoE
- Learn from the experiences of IoE pioneers and leaders.
- Identify new tools for managing IoE ecosystems and partners
- Pragmatic, business-focused approaches – with case studies which can be applied across verticles
- The opportunity to share in high-value interactive and collaborative workshop sessions
- Two day conference dedicated to industry-neutral IoE business
- Topics include Ecosystem Management, IoE Connectivity, Blockchain and Smart Contracts

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*“Monetizing IoE InFocus – it brings together the critical set of management topics that are the key to successfully growing IoT and Digital Services – Ecosystem Management, Digital Service Assurance, Platforms, Trust, and Monetization case studies.”*

**Craig Bachmann,**  
Senior Director,  
Internet of Everything Program



## Keynote Presentation



**Craig Bachmann,**  
Senior Director,  
IoT Program,  
**TM Forum**

### EXPERT INSIGHT: Management, Monetization and Trust

This keynote will explore both the promise and the opportunities laid out by the IoT and where the market is today as well as analyzing the key capabilities required to succeed in the IoT economy. Craig will also identify new tools for managing IoT ecosystems and partners and present TM Forum assets created through member collaboration including new B2B2X guidebooks, API strategies, and new IoT platform approaches.

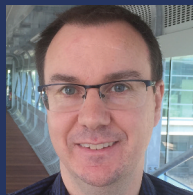
## Guest Speakers



**Pilgrim Beart**  
Founder and CEO  
**DevicePilot**



**Assaf Ben Or**  
Co-Founder & CEO  
**SolarChange**



**Paul Bradley**  
Head of 5G Strategy  
& Partnerships  
**Gemalto**



**Nigel Chadwick**  
CEO & Founder  
**Stream Technologies**



**Rajshree Char**  
Principal Architect  
**Ericsson**



**Manfred Dasselhaar**  
Innovation Program  
Manager Services  
& Analytics  
**Philips Lighting  
Research**



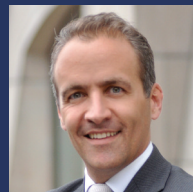
**Pawan Dubey**  
Senior Consultant  
**Infosys**



**Alex Ebeling**  
Multimedia Solutions,  
Blockchain Services  
**T-Systems**



**Tacis Gavoyannis**  
Head of Smart Cities  
and IoT  
**A.T. Kearney**



**Mirko Gramatke**  
Strategy Director  
**Monitor Deloitte  
Strategy**



**Jürgen Hase**  
CEO  
**Unlimit - Powered by  
Reliance**



**Elaine Maher**  
Customer Technology  
Architect, IT and Cloud  
**Ericsson**



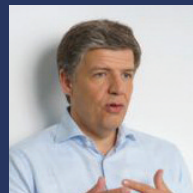
**Thomas Kruse**  
Senior Policy Maker on  
Digital Society  
**City of Utrecht**



**Pierpaolo Marchese**  
Standard Coordination  
and Industry  
Influencing  
**TIM**



**Jon Matonis**  
Founding Director  
**Bitcoin Foundation,**  
VP Corporate Strategy  
**nChain**



**Boris Maurer**  
Managing Director  
**Accenture**



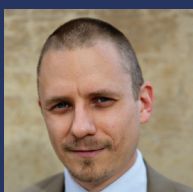
**Kevin McCaffrey**  
Founder and CEO  
**Tr3dent**



**Erik Meijer**  
Strategy GPM /  
Group Innovation  
**Deutsche Telekom**



**David O'Hara**  
Global Business  
Development,  
IoT Cloud  
**Cisco Jasper**



**Zoltan Precsenyi**  
Director Government  
Affairs EMEA  
**Symantec**



**Nigel Pugh**  
CEO  
**IMONT Technologies  
Ltd.**



**Dr. Baljit Sarpal**  
MD Sarpal  
Consultancy  
**Sarpal Consultancy,**  
Former-EU GDPR  
Programme Delivery  
Lead **BT**



*"Trust" and "brands" will be at the core of IoT differentiation. Co-creation, co-development, cross-expertise collaboration will be where the differentiation will happen. The technology is an enabler; the collaboration the accelerator."*

**Nicolas Windpassinger,**  
Schneider Electric and guest speaker at  
**Internet of Everything InFocus**

[VIEW ALL GUEST SPEAKERS HERE](#)

- 9:00AM **EXPERT INSIGHT: Management, Monetization and Trust**  
**Craig Bachmann**, Senior Director, IoE Program, **TM Forum**
- Assessing the promise and opportunities laid out by the IoE and where the market is today
  - Analyzing the key capabilities required to succeed in the IoE economy
  - TM Forum's IoE Roadmap of Challenges – where we stand, what we're up to, and how to get involved
  - The results – new B2B2X guidebooks, API strategies, and new IoE platform approaches
  - Identifying new tools for managing IoE ecosystems and partners

## ECOSYSTEMS, PARTNERSHIPS AND THE ADVENT OF THE DIGITAL VALUE

- 9:25AM **FABRIC INDUSTRY INSIGHT: Designing Sustainable Business and Monetization Models for IoE**  
**Pawan Dubey**, Senior Consultant, **Infosys**
- Evolution vs. revolution - Can existing business models be used in the IoE context?
  - Identifying Distinctive Customer Value across the Ecosystem
  - Moving beyond connectivity to fully capitalize on the advent of IoE
  - Designing new and sustainable business models for the IoE
  - How can the right partnerships catalyze IoE Business Growth and turn into real monetization opportunities?
- 9:50AM **PANEL: Enabling and Driving Innovation through High-Value Collaboration and Partnerships**  
**Pilgrim Beart**, Founder and CEO, **DevicePilot**  
**Erik Meijer**, Strategy GPM / Group Innovation, **Deutsche Telekom**  
**Luc Savage**, VP Enterprise IoT, Connected Objects & Partnerships, Innovation Marketing Technology, **Orange**  
**Kees van der Klauw**, Chairman of the Innovation Ecosystems Working Group, **Alliance for Internet of Things Innovation (AIOTI)**  
**SVP, Philips Lighting Research**
- Engaging connectivity providers, innovators and industry verticals in the digital arena and drawing success for all partners
  - Why is open collaboration between stakeholders essential to IoE development?
  - What are the obstacles today, and how are they being addressed?
  - How can the right partnerships push IoE beyond cost savings into real monetization opportunities?
  - Examining the vital role of platforms and open APIs in driving and enabling collaboration and innovation
- 11:00AM **INDUSTRY INSIGHT: Finding your Footing in the Broader Digital Ecosystem - Curate FX**  
**Kevin McCaffrey**, Founder and CEO, **Tr3dent**
- Introduction to TM Forum's ecosystem mapping/business scenario tool
  - Transforming existing business models, re-defining relationships and generating revenue
  - How to leverage existing tools available to ease integration in the broader digital ecosystem
  - Facilitating collaboration and offering integrated products and services
  - Overcoming the technical challenges to collaboration and integration of products and services
  - Guaranteeing successful, speedy partner on-boarding and continued synergies in a fast-paced environment
  - Developing and evolving repeatable and consistent processes and approaches to partnering
- 11:20AM **ROUNDTABLE EXERCISE: Digital Ecosystem Enablement and Management**  
 Delegates will be seated at round tables and will discuss various points inspired by the topic of digital ecosystem enablement and management. Each table will discuss the same points, but outcomes will vary depending on the mix of individuals' experience and insight. Each table will select a spokesperson to provide the feedback to the broader group and conclusions will be collated. This is a highly interactive session where all thoughts and ideas are valuable to create synergy so get those thinking caps on and don't be shy!
- 1:30PM **CASE STUDY Uncovering cross-industry learnings to capitalize on IoE and digital innovation**  
**Fernando Cerezal**, Innovation Engineer, **BEEVA**  
**Gorka Atienza Urcelay**, Key Account Manager Digital Transformation & New Technologies, **BEEVA**
- Introduction to BEEVA, how we work, and why we look beyond our parent company's sector of banking and finance
  - Examples of exploration an innovation at BEEVA which has resulted in value for BBVA Group
  - Before speculating on future IoE revenue how can we monetise IoE today? Looking at monetization opportunities at the various levels of IoE
  - The challenge of operationalizing pilot projects, turning them into effective new revenue sources

- 1:50PM **INDUSTRY INSIGHT: Moving beyond Connectivity to fully Capitalize on the Advent of IoE**  
**Takis Gavoyannis**, Head of Smart Cities and IoT, **A.T. Kearney**
- How are enterprises monetizing IoE and what can operators learn to get their share of the IoE pie?
  - Moving beyond cost savings to draw value and revenue from sensor data
  - Avoiding the "dumb pipe" trap and transforming assets to generate new revenue
  - How to successfully implement a platform-based business model in a legacy organization
  - Capitalizing on data generated from the network, applications and devices
  - Drawing value from data - collecting, correlating, aggregating, contextualizing and opening it up to third-parties
  - Increasing value through optimizing business processes and differentiating offerings
- 2:10PM **CASE STUDY & INDUSTRY INSIGHT: From pipe to platform – business strategy or market requisite?**  
**David Vasquez**, IoT Specialist, Global Business Development, **Verizon International**
- Considering market evolution, what are the stakes in transforming the CSP's business strategy?
  - Capitalizing on existing and emerging physical and digital infrastructure for enhanced revenue opportunities
  - The puzzle to effectively monetizing the platform and the data generated
  - Open APIs – the key to enabling simple onboarding of partners
  - Building a platform to cater to all stakeholders and users: customers, suppliers, partners, developers
- 2:35PM **CASE STUDY: Smart cities – as a platform, the ultimate ecosystem of ecosystems**  
**Thomas Kruse**, Senior Policy Maker on Digital Society, **City of Utrecht**
- Exploring the "City as a Platform" concept
  - Effective models, platforms and policies to drive value for all stakeholders involved in delivering the smart city
  - The importance of an open platform and open APIs in enabling an ecosystem of ecosystems
  - Creating a European smart city platform with the Cities of Nice and Gothenburg
- 3:30PM **EXPERT INSIGHT: Implementing open APIs to enhance monetization**  
**Joann O'Brien**, VP APIs & Ecosystems, **TM Forum**
- A look at the API and Platform economy
  - Considering the need for consistency across APIs to enable an open digital ecosystem
  - Presenting TM Forum's suite of open APIs
  - How to monetize APIs
  - How to use APIs to monetize IoE and digital services
- 3:50PM **CASE STUDY Monetizing IoE services through partnerships with solid BSS**  
**Shahar Yaacobi**, Head of IoT Go-to-Market, **Amdocs**
- The up-coming revenue opportunity in consumer IoE services
  - Enabling successful and precise monetization for all partners across the value chain
  - Partner on-boarding, billing, charging, settlement...
  - Real life example of IoE service monetization through effective BSS delivery
- 4:10PM **PANEL: Making sense of the IoE connectivity spaghetti – LPWAN & 5G**  
**Nigel Chadwick**, Founder & CEO, **Stream Technologies**  
**Kim Bybjerg**, Executive Director IoT, **Teleena**  
**Pierpaolo Marchese**, Head of Standard Coordination and Industry Influencing – Technology, **Telecom Italia**  
**Alan Carlton**, MD & VP, **InterDigital Europe**
- A quick roundup on LPWAN initiatives currently available
  - Will differing technologies and standards be a barrier to IoE growth, and how can these be harmonized or overcome?
  - The role of 5G in making the "2020 - 30 billion connected devices" prediction possible
  - What is missing in order to deliver the promise of speed, infinitely low latency and ultra-amplified scalability of 5G?
  - Exploring different IoE connectivity strategies and objectives and devising the right connectivity for different users and services
- 4:50PM **CASE STUDY & EXPERT INSIGHT: Leveraging Edge Computing to Deliver on the Promise of IoE**  
**Nigel Pugh**, CEO, **IMONT Technologies Ltd.**
- Managing data flows and network capacity with edge computing
  - What are the main challenges of implementing and managing edge computing in the IoE context?
  - Which services cannot be sent to the edge and how to prioritize and manage different services and their intrinsic requirements?
  - The connection and balance between cloud and edge computing to create a reliable IoE environment
  - Satisfying the demand for ultra-low latency, high bandwidth, reliability AND cost-efficiency through edge computing
  - What about privacy and security in edge computing?



## IOE PLATFORMS & SCALING

- 9:00AM **PANEL: Examining the Platform Business Opportunity and How to Grasp it**  
**Rob van den Dam**, Global Telecommunications Industry Leader, **IBM Institute for Business Value**  
**Jürgen Hase**, CEO, **Unlimit - Powered by Reliance**  
**Nigel Chadwick**, CEO & Founder, **Stream Technologies**  
**David O'Hara**, Global Business Development, IoT Cloud, **Cisco Jasper**
- What is required technically of a high-performing IoE platform of the future?
  - How to create, manage, maintain and evolve the platform to cater to changing needs and deliver the right capabilities
  - The role of APIs in this
  - Establishing where the value lies, then setting up appropriate pricing models
  - What do emerging IoE service providers need and want; what can current platform providers offer and what more is needed?
- 9:40AM **CASE STUDY: Supporting IoE Scaling through Robust Extensible Platforms**  
**Patrice Slupowski**, VP Digital Innovation, **Orange**
- The role of the platform in enabling and driving IoE scaling and how to identify the right platform business model
  - Facilitating interactions and creating value through simplicity, elasticity and reliability
  - Building authentication capabilities, security and data integrity assurance to create a trustworthy platform and foster growth
  - Strategies to attract content and service producers to effectively co-create value for all stakeholders
  - The importance of continuous innovation and close curation to sustain quality interactions over the platform and support growth
- 10:05AM **EXPERT INSIGHT: Caring for the Customer and Creating Long-Term Recurring Revenue**  
**Pilgrim Beart**, Founder and CEO, **DevicePilot**
- Creating a lasting relationship through a subscription-based IoE service model
  - Catering to the demanding digital customer in the IoE context
  - Establishing a seamless journey from service delivery to billing and charging
  - How to manage the customer experience and relationship across multiple partners?
  - The vitality of customer centricity and trust in the platform-based business model

## MONETIZATION CASE STUDIES

- 11:00AM **INDUSTRY INSIGHT: Tools and Use Cases for IoE Monetization**  
**Rajshree Char**, Principal Architect, **Ericsson**  
**Elaine Maher**, Customer Technology Architect IT and Cloud, **Ericsson**
- What is a monetization model?
  - Describe the characteristics of the monetization model
  - How to utilize the monetization template and diagram to develop revenue models and streams
  - Use cases to illustrate the monetization template and patterns
- 11:20AM **CASE STUDY: Monetizing Innovation and Predictability – The Industrial IoE Business Case**  
 Senior Representative from **GE Digital**
- Moving from M2M to the real smart manufacturing – from sensors data to platforms and analytics
  - How to integrate connected technology solutions in legacy plants – investment needs, priorities and ROI
  - How will workforce skills and requirements change as we move towards a more digitized and connected environment?
  - Where is monetization coming from? - from predicted maintenance to automation, robotics and machine learning
  - Real life illustration of industrial IoE monetization in action
- 11:40AM **CASE STUDY & INDUSTRY INSIGHT: Monetizing the Smart Society End-To-End – Looking at where the Value lies and Pricing Models**  
**Kees van der Klauw**, Chairman of the Innovation Ecosystems Working Group, **Alliance for Internet of Things Innovation (AIOTI)**  
 SVP, **Philips Lighting Research**  
**Manfred Dasselaaar**, Innovation Program Manager Services & Analytics, **Philips Lighting Research**
- Changing attitudes towards innovation and justifying investment in an as-yet abstract, uncertain environment – who dares, wins!
  - Dissecting the IoE ecosystem of stakeholders - what can be monetized, by who and at what stages?
  - Examining the “servicization” model – devising the right pricing strategy wherever you stand in the digital ecosystem
  - Real life examples of connected services and the value created

## 12:05PM CASE STUDY: Delivering IoE Solutions to the Complex Indian Market

- Jürgen Hase**, CEO, **Unlimit - Powered by Reliance**
- The business case – why Reliance built an IoT company
  - Building the platform, on boarding partners and getting to work
  - Devising a pricing strategy and effectively monetizing IoE
  - Achievements so far, struggles along the way and what's coming up

## ESTABLISHING TRUST

- 1:30PM **PANEL: The Value of Trust in a Hyper-Connected Context**  
**Nigel Pugh**, CEO, **IMONT Technologies Ltd.**  
**Rob van den Dam**, Global Telecommunications Industry Leader, **IBM Institute for Business Value**  
**David O'Hara**, Global Business Development, IoT Cloud, **Cisco Jasper**  
**Boris Maurer**, Managing Director, **Accenture**  
**Paul Bradley**, Head of 5G Strategy & Partnerships, **Gemalto**  
**David Vasquez**, IoT Specialist, Global Business Development, **Verizon International**
- Linking security, privacy and trust and gauging the value of these in the IoE marketplace
  - To what extent are security and privacy concerns hindering the development of IoE?
  - Gaining trust in a widespread realm of connected devices, objects, people and enterprises
  - How does the CSP's position in the ecosystem make it well-placed to garner trust from the IoE consumer?
  - Achieving security through agile operations, AI, machine learning and robotics to keep up with constantly evolving threats
  - The competitive differentiator - exploring potential business models for monetizing privacy
- 2:10PM **EXPERT INSIGHT AND CASE STUDY: Orchestrating Trust across Partnerships in an IoE Context**  
**Nicolas Windpassinger**, VP Global Partner Program, **Schneider Electric**
- Addressing the challenges of digitization
  - Trusting partners by focusing on individual expertise to deliver an end product/service
  - How does the end-user perceive trust in the IoE context without necessarily being aware of all the partners involved?
  - Orchestrating alliances and sharing responsibility between stakeholders
- 2:35PM **FIRESIDE CHAT: Getting Up-Close and Personal with GDPR**  
**Dr. Baljit Sarpal**, MD Sarpal Consultancy, **Sarpal Consultancy**  
 Former-EU GDPR Programme Delivery Lead, **BT**  
**Zoltan Precsenyi**, Director Government Affairs EMEA, **Symantec**
- Quick overview of the European Union's General Data Protection Regulation (GDPR)
  - How will these new regulations impact companies both within and beyond the EU?
  - Will the GDPR suffice to establish a robust trust model, or is more needed?
  - Opportunities to create value through innovative, beyond-GDPR services
  - Best practices and initiatives in data ownership and use
  - Will the GDPR be able to keep up with the rapidly changing digital economy?
- 3:30PM **PANEL: The role of Blockchain and Smart Contracts in IoE Growth**  
**Assaf Ben Or**, Co-Founder & CEO, **SolarChange**  
**Jon Matonis**, Founding Director, **Bitcoin Foundation**, VP Corporate Strategy, **nChain**  
**Alex Ebeling**, Multimedia Solutions, Blockchain Services, **T-Systems**  
**Mirko Gramatke**, Strategy Director, **Deloitte**
- Considering public vs. private blockchain
  - What are the current obstacles to adoption?
  - Examining results achieved so far by using blockchain to secure and monetize digital transactions
  - The future of smart contracts in guaranteeing SLAs and how this will impact the broader digital economy
  - Should editing capabilities be introduced to blockchain? When might this be useful?
  - How can blockchain digital assets be used to generate revenue?
- 4:15PM **ROUNDTABLE EXERCISE: Blockchain to Enable Trust and Monetization Across The IoE Landscape**  
 Delegates will be seated at round tables and will discuss various points inspired by the topic of Blockchain as an enabler of Trust and Monetisation across the IoE landscape and complex digital ecosystems. Each table will discuss the same points, but outcomes will vary depending on the mix of individuals - experience and insight. Each table will select a spokesperson to provide the feedback to the broader group and conclusions will be collated. This is a highly interactive session where all thoughts and ideas are valuable to create synergy so get those thinking caps on and don't be shy!
- 5:15PM **Monetizing IoE InFocus Conclusion and Wrap Up**

# Registration & Pricing

**tmforum**  
**Internet of Everything InFocus**  
Monetization, Management & Trust  
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## Group Discounts

Group Discounts are available for teams of 3 or more delegates from the same company who register at the same time. Group discounts cannot be combined with the early bird discount. Please contact [register@tmforum.org](mailto:register@tmforum.org) to book your team.

## Work for a Service Provider?

Claim your complimentary conference pass

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## Regular price:

\$699 + VAT

*Register by 2 October*

## Late price:

\$899 + VAT

*Registrations between 2-17 October*

[CLICK HERE TO REGISTER NOW](#)

## Venue Information

Hotel Okura Amsterdam  
Ferdinand Bolstraat  
333 1072 LH Amsterdam  
The Netherlands

Hotel Okura located in the heart of Amsterdam offers reduced rates for IoE InFocus attendees.

**Book your accommodation at the host hotel here.**

## New to TM Forum?

As the world's leading industry association for digital business, TM Forum's mission is to help our members navigate the complex journey of digital business transformation and to succeed as software-defined digital service providers and enablers. We achieve this by bringing together the collective knowledge and wisdom of the industry within a unique member-driven collaboration environment to

accelerate innovation and drive business growth. We do this through: connecting the right people, accelerating innovation and R&D, and providing the blueprint for digital success. We help our members to transform and thrive in the digital world. **If your company is a member, then you are!**

[FIND OUT IF YOU ARE A MEMBER](#)

## The TM Forum IoE Program

With a thriving and active IoE Community with more than 36,000 community members, IoE project members and numerous IoE Catalyst Proof-of-Concept Projects, TM Forum has established itself as a respected industry association and collaborator in the IoE space publishing a number of valuable reports and articles on how to navigate the IoE roadmap of challenges. **Learn more.**