

Internet of Everything InFocus

Monetization, Management and Trust

17-18 October 2017
Amsterdam

TM Forum's Internet of Everything InFocus conference was held at the Okura hotel in Amsterdam and gathered 66 senior-level IoT professionals and experts representing all parts of the IoT ecosystem from CSPs (TM Forum's traditional core audience), technology solutions providers, digital industry leaders, innovators and analysts. Across two days, attendees engaged in open discussions and sharing of experiences with unique points of view on the areas identified by TM Forum members as the three key capabilities necessary to succeed in IoT and digital business: monetization, management and trust.

The conference opened with an introduction from the Forum's Senior Director of the IoT & Digital Business programme, Craig Bachmann, on the Forum's work and relevance in helping companies from across the digital ecosystem better equip themselves to grasp the trillion-dollar business opportunity IoT offers. This was followed by a strong analysis of the marketplace and business requirements to successfully enter it by Infosys.

Day one's emphasis was on grasping the business opportunity and monetizing IoT and digital services from different angles. We heard about the need for collaboration in innovation from a prestigious panel featuring Erik Meijer of Deutsche Telekom Group Innovation, Kees van der Klauw of Philips Lighting and Chairman of the European Commission's AIOTI, as well as Pilgrim Beart, serial entrepreneur and the man behind British Gas's Hive system. The discussion perfectly illustrated one of the main principles of TM Forum: open collaboration and innovation, and set the tone for the whole event which continued in this open spirit.

Attendees also took part in dynamic workshop sessions, on day one this was led by BearingPoint Partner & CEO Digital Ecosystem Management, Angus Ward, following an introduction to the TM Forum ecosystem mapping and management software, CurateFx, by developer, Kevin McCaffrey of Tr3dent. The workshop session focused on new business models for the digital era and was truly buzzing with tables of six to ten people working together on different IoT or digital service use cases and developing value canvases for these. The results are being translated into CurateFx and will be accessible to attendees shortly.*

We heard more about innovation and new business models from Fernando Cerezal and Gorka Atienza who spoke about how BBVA, the international banking group, was expanding and monetizing its R&D initiatives beyond the group to explore and develop solutions for digital business beyond its original financial sector; a lesson many other organisations and industries could learn from and capitalize on, which garnered much interest from the audience.

Senior consultant at AT Kearney, James Stevenson, shared insight with us about creating value by adopting a genuinely customer-centric approach to business stating: "IoT is not about new technology, it's about applying existing technology in a smart way to the right business model. Take Uber for example – they didn't invent any new technology, instead they focused on the customer to provide an experience that turned out to be revolutionary."

Shaking things up, Verizon's David Vasquez, Director of IoT Global Business Development, was joined on stage by Independent Creative Technologist, Strategist, and Founder, Bob van Luijt,

who is also a Google Developer Expert Internet of Things. After a rapid-fire presentation that knocked everyone over on the question of the CSPs place in IoE, things didn't slow down when the duo entered into a high-energy Q&A leaving the audience begging for more!

And more they got, with afternoon sessions on implementing open APIs to enhance monetization of new digital services and grow ecosystems from TM Forum's Joann O'Brien, a case study on the "City as a Platform" from regional smart city Utrecht's Senior Policy Maker on Digital Society, Thomas Kruse, and a thought-provoking presentation from Amdocs and Gemalto asking the elephant-in-the-room question that is all-too-often forgotten in business terms: "IoT has the power and the promise the change lives, so why isn't it doing so?" Bringing the focus back to customer centricity as a key to unlocking value and monetizing services.

We wrapped up a buzzing day one with an equally buzzing panel discussion on the various IoE connectivity solutions available, how to make sense of them all, and chose the appropriate one or combination to drive business and revenue. Panelists from Teleena, Stream Technologies, Telecom Italia and InterDigital discussed strategies and use cases, promises and current offerings before leading onto slightly more technical topics of behind the scenes technologies enabling IoE management. In this section, Bosch's Global Head of Solutions for Connected Devices, Anuj Jain proclaimed the need to engage in an ecosystem of partners in which each was dedicated to their own expertise, as well as the need for enhanced interoperability at every level including between cloud and edge computing to enhance IoT services and experience. Wrapping up the day we heard more from iMont Technologies on the edge computing, which, CEO, Nigel Pugh, claims will play an increasingly vital role in securing and ensuring longevity of devices and services in the connected world.

Throughout the day key concepts kept cropping up such as ecosystem management, partners, new business models, monetization, customer experience, revenue models and trust. Lucky for attendees, there was day 2 to look forward to, after the networking drinks hosted in the sky bar at the Okura hotel providing views of Amsterdam far and wide, as well as a beautiful space for attendees to network in, and network they did!

Wednesday morning opened with the same buzz and energy as delegates left in the previous evening with new contacts made and synergies being forged, we launched straight in with an opening discussion around the platform opportunity and how various stakeholders can grasp it. With IBM Institute for Business Value, Stream Technologies and Unlimit by Reliance, the discussion gave a complete picture of the requirements both from a business and a technology perspective of the platform space from three different perspectives. Creating open, accessible, robust platforms to enable partnerships, ecosystems and monetization of services also led to the question of security and trust, which was carried on throughout the day.

Following this opening discussion we heard from VP of Digital Innovation at Orange about supporting IoE through robust, extensible platforms in a vibrant, fast-paced presentation having much the same effect as that of Verizon's the day before. It may have helped that there was an image of Scarlett Johansson in the power point! Again, the need for a customer centric approach to digital business was put forward. Pilgrim Beart, CEO of Device Pilot continued in this line of thought talking about creating long-term recurring revenue through establishing a solid relationship with the customer.

Moving on, valuable TM Forum contributors from Ericsson, Elaine Maher, distinguished fellow, and Rajshree Char, lead of the monetization and management collaboration working group within the IoE & Digital Business programme, presented TM Forum asset-based monetization

models applied to various digital business scenarios. The models behind these are accessible to all Forum members and were the subject of much excitement among attendees.

First-hand case studies on business transformation and monetizing new services from GE Digital and Philips Lighting provided real inspiration, and advice from Philips on not to forget the little guys and to make sure you are partnering with the right partners, including start-ups and disruptors – indeed it makes good sense to embrace their innovation and help grow it by working together and not against one another; again corroborating the very foundations of TM Forum.

With a unique and stellar experience, CEO of Unlimit, Reliance's IoT company, Jürgen Hase shared the path that led the company from a one-man-band in 2016 to over 200 partners of global prestige across multiple industries, and over 50 special projects. He broadened our horizons too, inviting us to consider the sizeable opportunity India and other emerging markets offers in terms of IoE, again bringing the notion of customer centricity, as well as local needs and resources to the forefront. As a closing, Jürgen highlighted that the "S" in IoT stands for security... yes, indeed, it's missing!

Taking us smoothly into the remainder of the conference which included a charged discussion on the value of trust in growing IoE with Accenture's Digital Transformation Lead, Boris Maurer, joining a panel of previous speakers including Verizon, Gemalto and IBM. The conversation quickly turned into a debate around creating true value for the customer and earning their trust, keeping it and safeguarding their data in an inherently unsecurable environment with new threats emerging everyday. The discussion also addressed trust among ecosystem partners and tools to generate this including blockchain and smart contracts and SLAs.

Schneider Electric's Head of Global Partners Programme, Nicolas Windpassinger, who is also the author of a new book coming out this year with the striking title *Digitize or Die*, presented with Director of IoT Partnerships at Cisco their recipe and guidelines for a mutually beneficial commercial partnership based on trust and pooling individual strengths.

Another element of trust focusing on the customer aspect was presented by Liberty Global and TM Forum co-lead on the IoE & Digital Business programme, and that was GDPR. Instead of the usual angle taken with this imminent European Directive that will come into force as of May 2018, the pair focused on the opportunity it would afford service providers and other organisations to gain trust and capitalise on stronger relationships with customers. Of course, compliance is tricky and proper attention must be brought to it, but beyond this, the speakers invited companies to consider overall responsible data management.

Internet of Everything InFocus's big finale came in the shape of blockchain. The panel on the role of blockchain in IoE growth ran way over and proved difficult to close with questions from the audience effectively challenging the panellists from Deutsche Telekom, SolarChange, the BitCoin Foundation and nChain, and Fintricity. There are clearly still two camps in this discussion, one hailing that, as Alpesh Doshi, CEO of Fintricity put it: "IoE and blockchain appear to be a perfect marriage", and Alexandra Mikityuk, New Media and Blockchain Expert at T-Labs (Deutsche Telekom) speaking briefly of "crazy innovative use cases for blockchain"; versus the detractors who perhaps don't quite know enough about blockchain to trust its potential value. When we did finish the discussion, we launched straight into a workshop session led by Capgemini precisely on blockchain value and uses in IoE business with again, fantastic collaboration and open brainstorming from participants.

All in all, it was an intensive and highly productive, active event with many attendees and speakers commenting on the quality of the sessions, content and networking. We, as the organising team, received great compliments as well as requests for more, which we are open to doing. If your company would like to get more involved in such activities, do get in touch with Thandi tdemanet@tmforum.org

All presentations can be accessed by TM Forum members via the event website <https://ioeinfofocus.tmforum.org/agenda/> (be sure to log in).

*For more information on CurateFx, please contact Rhea Chamberlain rchamberlain@tmforum.org

