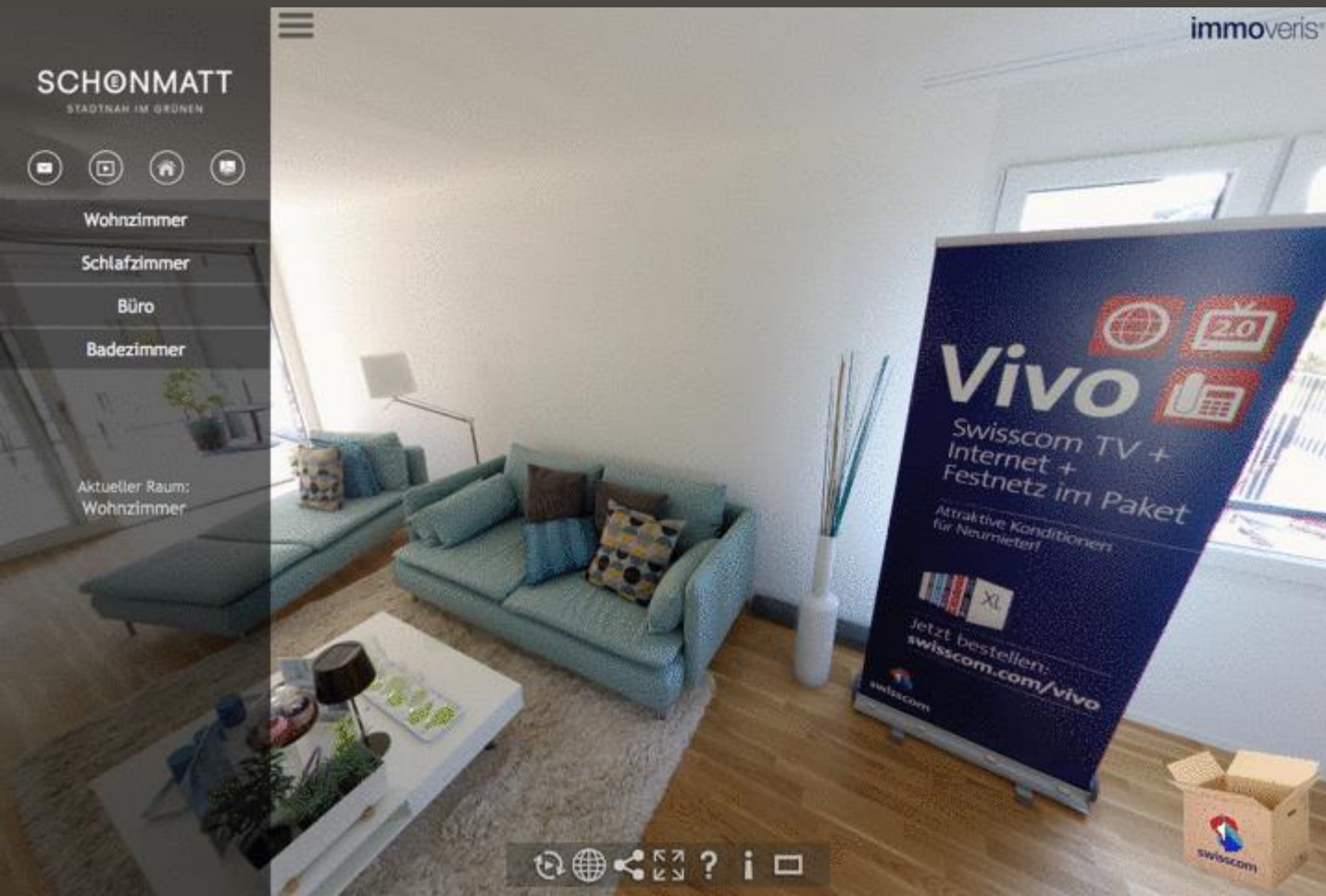


Internet of Things wenn Dinge kommunizieren



DIGITAL REAL ESTATE SUMMIT 2016



Ali Soy
Swisscom M2M/IoT Services

März 2016

Spiegelein, Spiegelein an der Wand...

*Where magic speaks,
even when you're not the fairest of them all.*

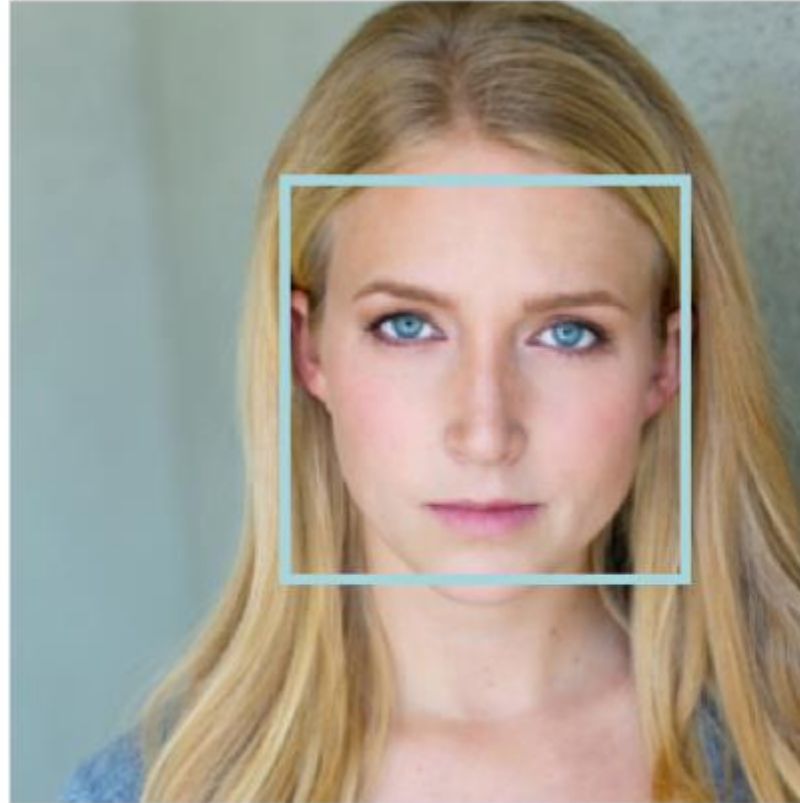
Source: <http://www.slashfilm.com/olivia-wilde-evil-queen-snow-white-penelope-cruz-jeff-bridges-beauty-beast/>

Olivia Wilde as the Evil Queen and Alec Baldwin as The Spirit of the Magic Mirror

© Disney

DisneyParks.com
407-W-DISNEY





BLINQ

Female, 25 years old



Source: <https://howhot.io>

Hmm..

Ok

Nice

Hot

Stunning

Godlike

Kilian und
die fünf
magischen
Gegenstände





M2M Connected Car



Source: Tesla



Source: <http://www.thomasbrezina.com/buchserien/tom-turbo/>



Source: <https://www.stromerbike.com/de/ch>



Freemium

Add-on

Object Self Service

Lock-In

Remote Usage & Monitoring

Products as Point of Sales

Transformation

Egosystem vs.
Ecosystem

Connected
Living

How to...



Digitale Arbeitsabläufe



Strategie und Leadership



Kundenbindung



Organisation
und Talente



Produkte und
Dienstleistungen

Transformation

Egosystem vs.
Ecosystem

Connected
Living

How to...

~~*Egosystem*~~

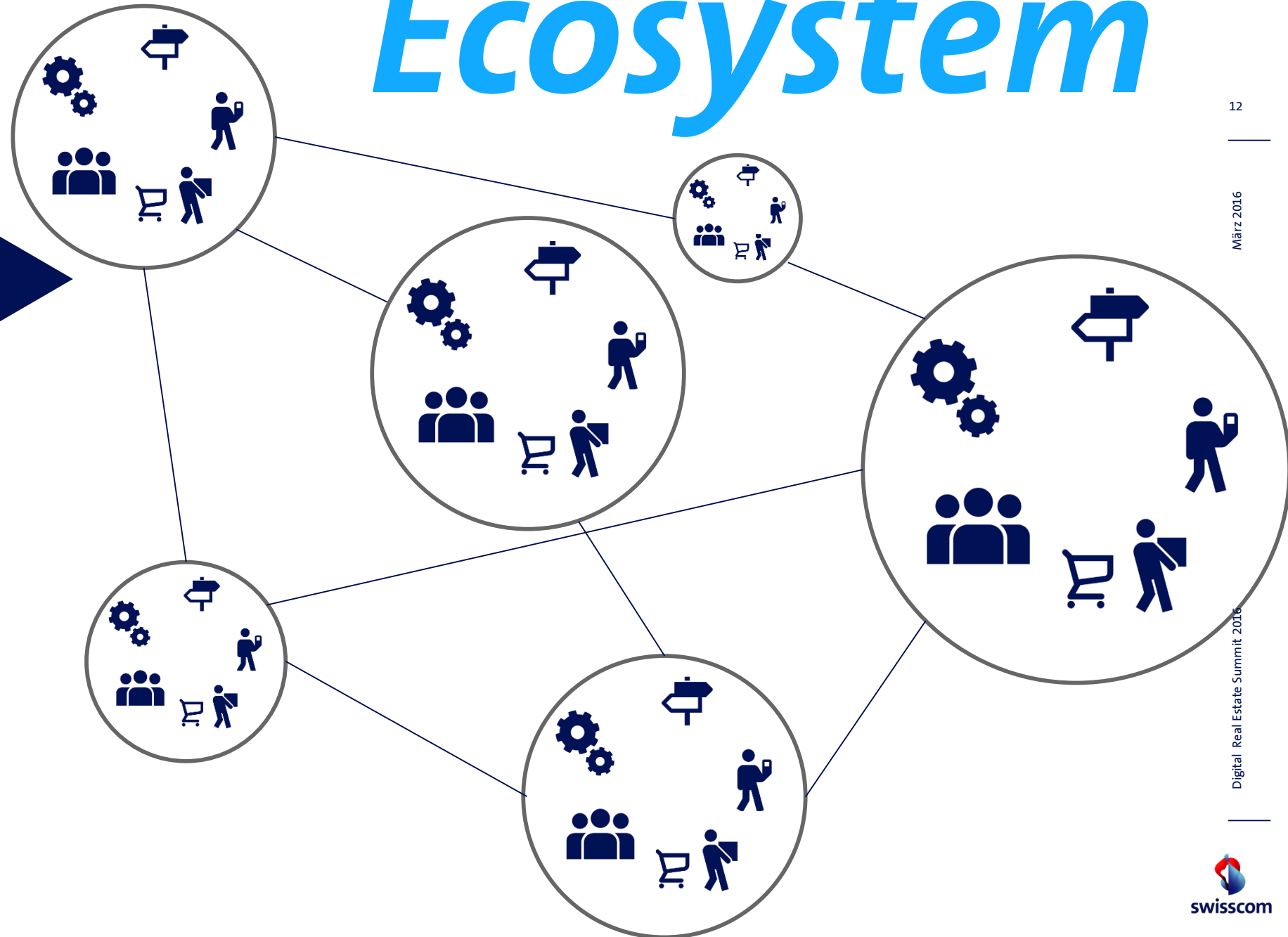
Transformation

Egosystem vs.
Ecosystem

Connected
Living

How to...

Ecosystem



Transformation

Egosystem vs. Ecosystem

Connected Living

How to...

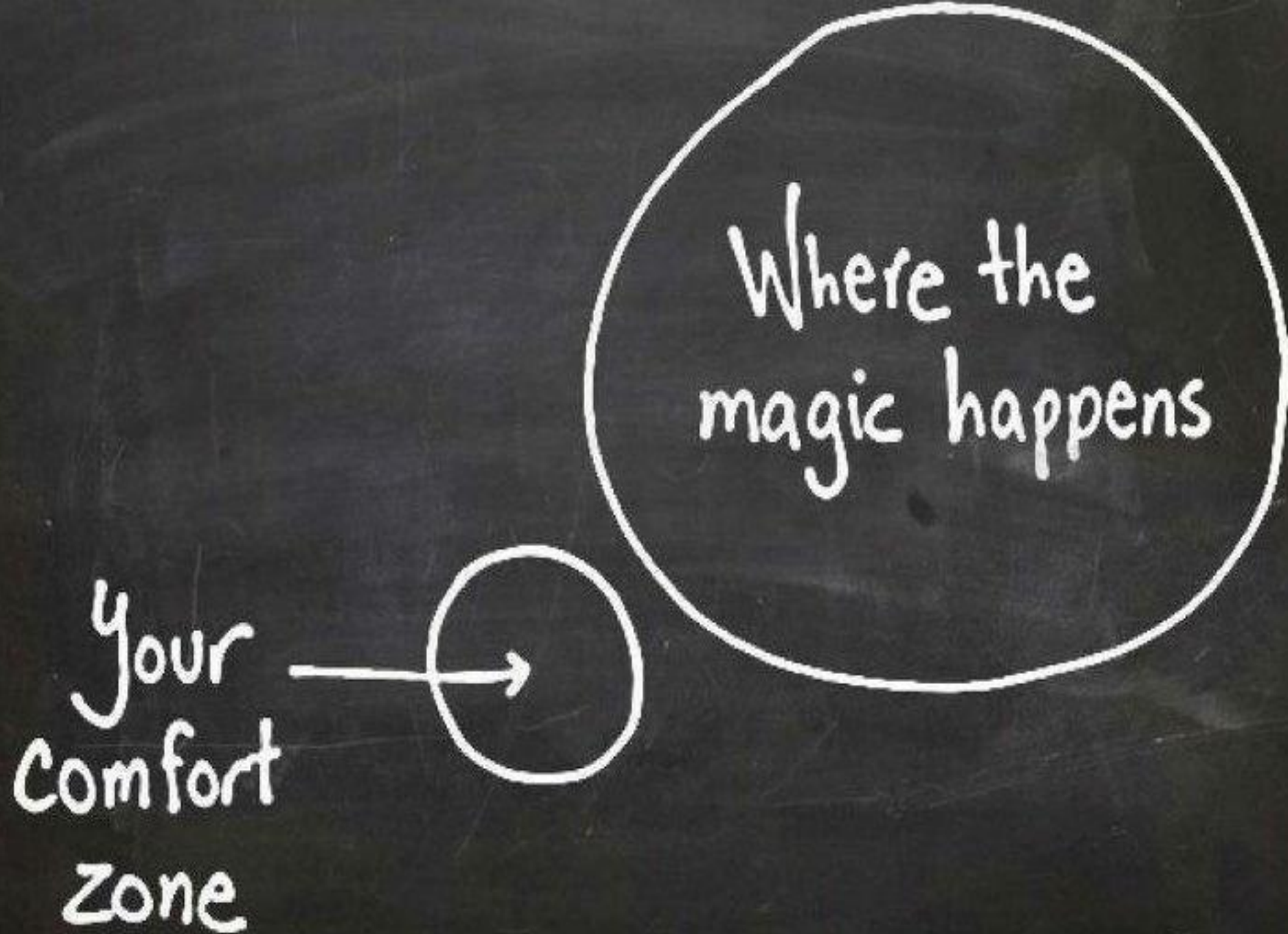


Transformation

Egosystem vs.
Ecosystem

Connected
Living

How to...



Transformation

Egosystem vs.
Ecosystem

Connected
Living

How to...



Transformation

Egosystem vs.
Ecosystem

Connected
Living

How to...

Execution
is
everything

Herzlichen Dank für Ihre Aufmerksamkeit!

Erfahren Sie mehr auf
www.swisscom.ch/m2m

Magic happens here

Ali Soy

Swisscom Business Development Manager M2M/IoT

about.me/asoy



[@alisoy1502](https://twitter.com/alisoy1502)