

## What is it?

The Internet of Things (IoT) refers to objects connected to the Internet, able to receive or transmit data for the realization of a service. This service can be additional to the initial function of the object (in this case we speak of "smart objects" or "augmented objects"). IoT impacts everyday consumer goods (accessories, appliances, etc.) but also industry and services (connected machines, robotics, etc.)

## Companies to assist you

Sigfox, Orange, PTC, 3DS, many consulting companies.

## Influencers to follow

Nicolas Lesconnec, Benjamin Cabé, Cedric Hutchings.

## What business impact?

- Innovation (customer value): IoT makes it possible to augment products with services. These services can become central to the value proposition. With plenty of connectors, a car is now a "computer on wheels", meaning that it is the connected services that give value to the car, rather than its body or engine.
- Product Lifecycle Management: Connected objects enable end-to-end monitoring, from raw materials to after-sales service.

## Resources needed

### Organizational resources:

- transversal project management (IT, legal, business units...): what are the opportunities? Internally and customer facing?

### Financial resources:

- R&D
- consulting fees

## Do's and don'ts

### Do

- conduct a robust market study to ensure that the service provided by the connected object brings value to the customer.

### Don't

- don't contribute to the « Internet of Shit »: gadget applications, badly secured.

## 3 organizations leveraging IoT

**iRobot - Selling Roomba**, a robot vacuum cleaner that moves around the house by detecting spaces and walls thanks to its sensors. It sends its data via wifi on a mobile app.

**Enedis- with Linky**, a connected electricity meter. This would allow price modulation and offer services based on consumption.

**PTC - solution** provider of Industrial IoT (IIoT). PTC equips manufacturing companies with connected objects and software for better control of production.