

# Windows 10 IoT Overview

Microsoft Corporation



Windows

# \$7.2 TRILLION

worldwide market for IoT solutions  
will be in use by 2020

**IDC:** Worldwide and Regional Internet of Things (IoT) 2014–2020 her  
Forecast

And more!



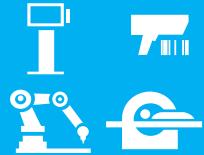
25.5 billion devices



\$72.5 trillion market

# What is the Internet of Things?

Things



Connectivity



Data

10101  
01010  
00100

Analytics

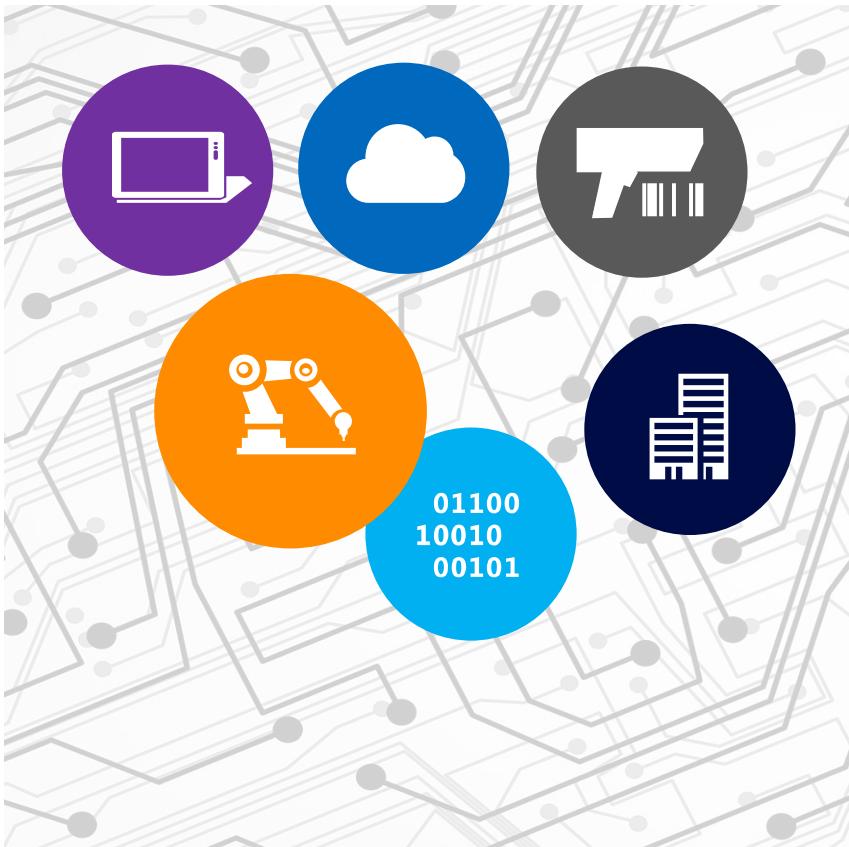


# Why the Internet of Things matters

Big opportunity for devices

New revenue streams  
through services

Ability to differentiate  
through innovation





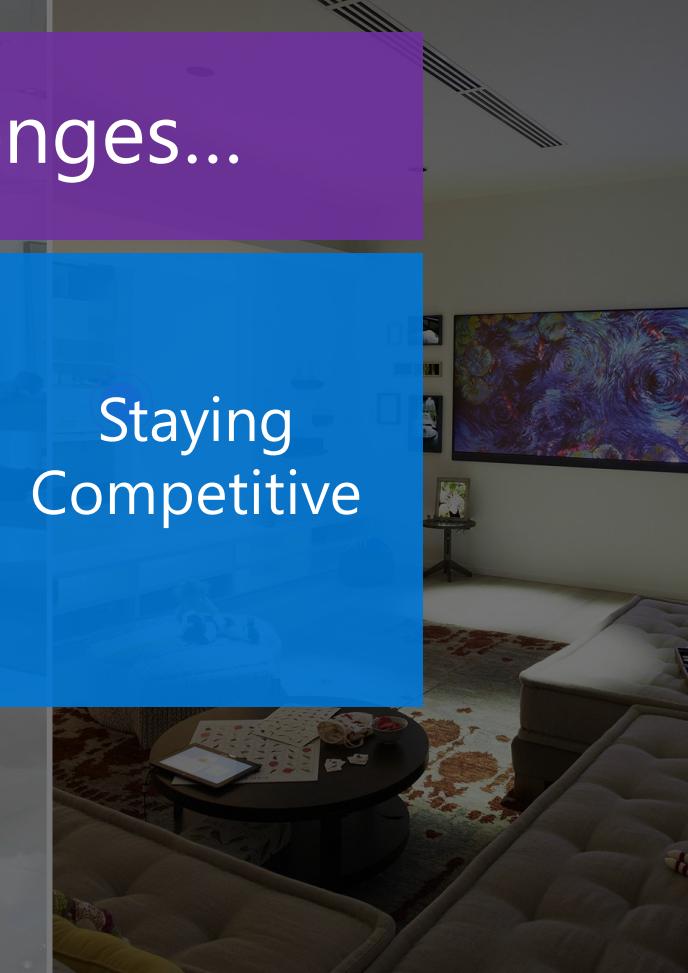
# IoT brings new challenges...



Increased  
Complexity



Device to Cloud  
Security



Staying  
Competitive

Introducing



Windows 10  
IoT



## One Windows Platform

Universal Windows Platform

Universal Windows apps and driver

One common deployment and management



Secured

# Windows 10



Connected  
IoT

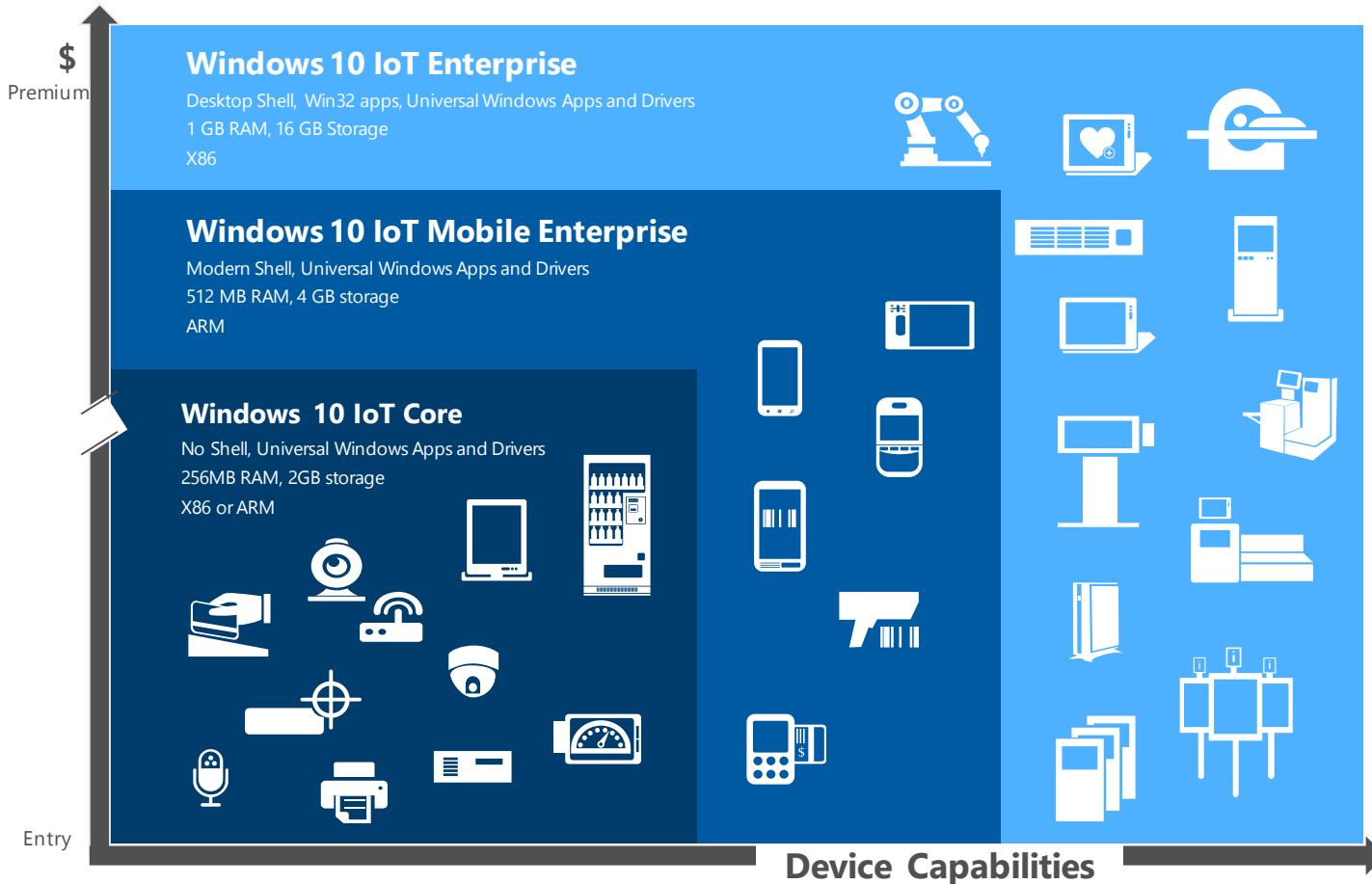
Enterprise-grade security

Granular UX Control and Advanced Lockdown

Device connectivity

Cloud connectivity

# Windows 10 IoT Editions for Devices



# Unlock the Device Opportunity

Familiar experience that enhances what makes Windows popular

Common and connected experience that scales across form factors

Enable a wider range of device types

New features drive upsell to premium hardware



# Familiar and Natural Experience

Easy for Windows users

User Experience scaled across devices

Touch and pen support

Lockdown enables granular control of the User Experience to better fit design requirements

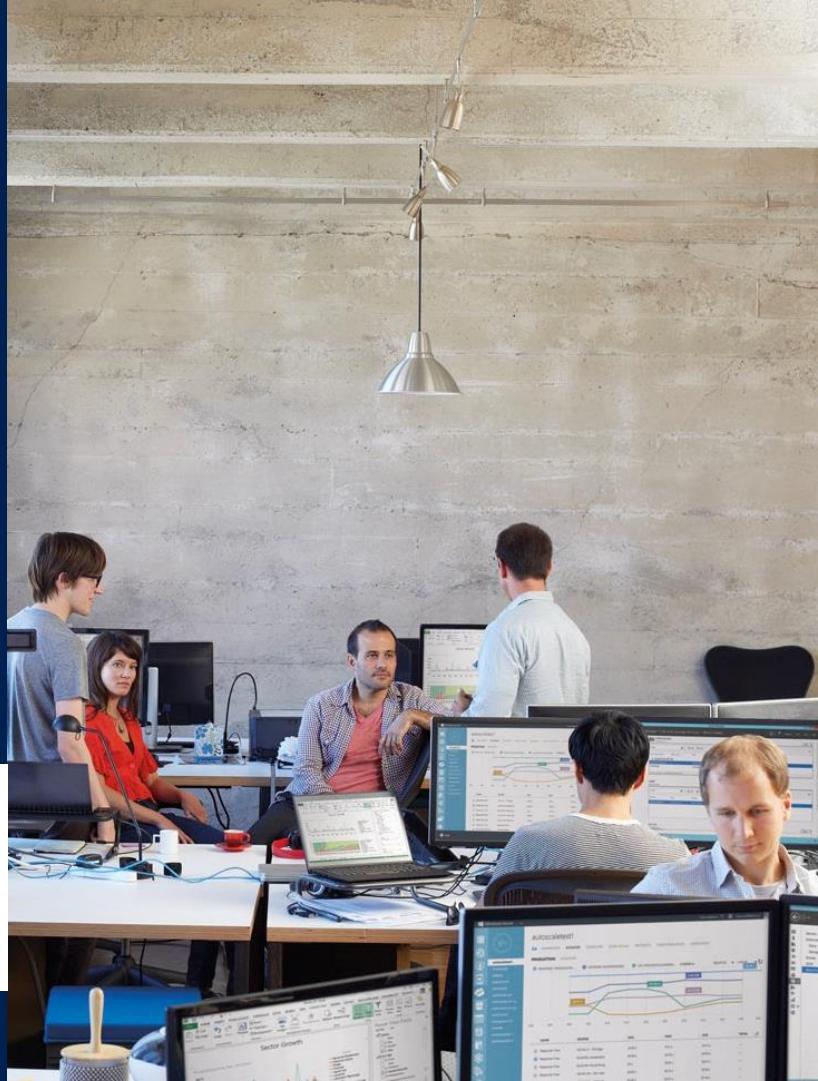
**Familiarity will drive adoption  
and in turn new device sales**



# New Features Using Premium Hardware to Drive Experience

Next generation credentials  
Industry peripheral support  
Touch and pen support  
High DPI displays

Some features will require hardware that customers don't have today



# Reduced Deployment and Management Costs

Runtime configuration –  
customize without imaging

Reduced deployment costs through easier  
provisioning and simplified activation

Enhanced management support using  
Microsoft and 3<sup>rd</sup> party tools

**Not having to build, deploy, and  
maintain images will make Windows  
10 easier to adopt, accelerating  
time to market**



# Accelerate Cloud Services Attach

Use EMS-based services to empower enterprise mobility

Connect their AD to Azure AD

Upsell advanced MDM functionality with Microsoft Intune or 3<sup>rd</sup> Party MDM Solutions

Share more securely with Azure Rights Management



# Upsell to Azure AD Premium

More secure logins and single sign on with Azure AD

Azure AD connects to existing Active Directory infrastructures

Sign-in to Windows Store and procure apps for your organization via Enterprise portal

Azure AD Premium provides self-service and login reporting capabilities

**Customers that want a more secure cloud identity experience will want Azure AD Premium**



# Use EMS To Manage All Your Devices

Advanced MDM support available with Windows 10

Uniform support across Windows 10 devices

Provide access to apps, data, and resources from anywhere with Microsoft Intune

**With a single console, customers can have a unified device management solution**



# Enhance Information Protection with Azure Rights Management

Windows 10 includes a user friendly corporate/personal data separation and containment

Azure Rights Management enhances this by:

- Providing control when data leaves the company
- Offering more granular rights
- Protecting data on other platforms

**Azure Rights Management with Windows 10 provides a holistic solution to your customer's data protection needs**



# Increase the ROI from Your Infrastructure Services



Balance Between Agility and Control - No more wiping and reloading

Customizing Windows to work with your apps

Leverage single management approach for Windows 10 IoT and corporate-owned devices with MDM

Bigger market for your services

# Finding the Balance Between Agility and Control

Customers want the latest functionality but don't want to deploy updates

New servicing model in Windows 10 provides more flexibility – enabling customers to find the mix that's right for them

This represents new consulting opportunities for you in your conversations with customers



# Deployment and App Compat Gets Easier

Windows 7/8 devices will be eligible for in-place upgrades to Windows 10

New runtime configuration options = end of wipe and reload

Technical Preview program will help identify app compatibility issues

Enterprise mode in Internet Explorer 11 provides backward compatibility

Achieve higher margins from your deployment practices by changing the conversation from initial roll out to lifecycle management



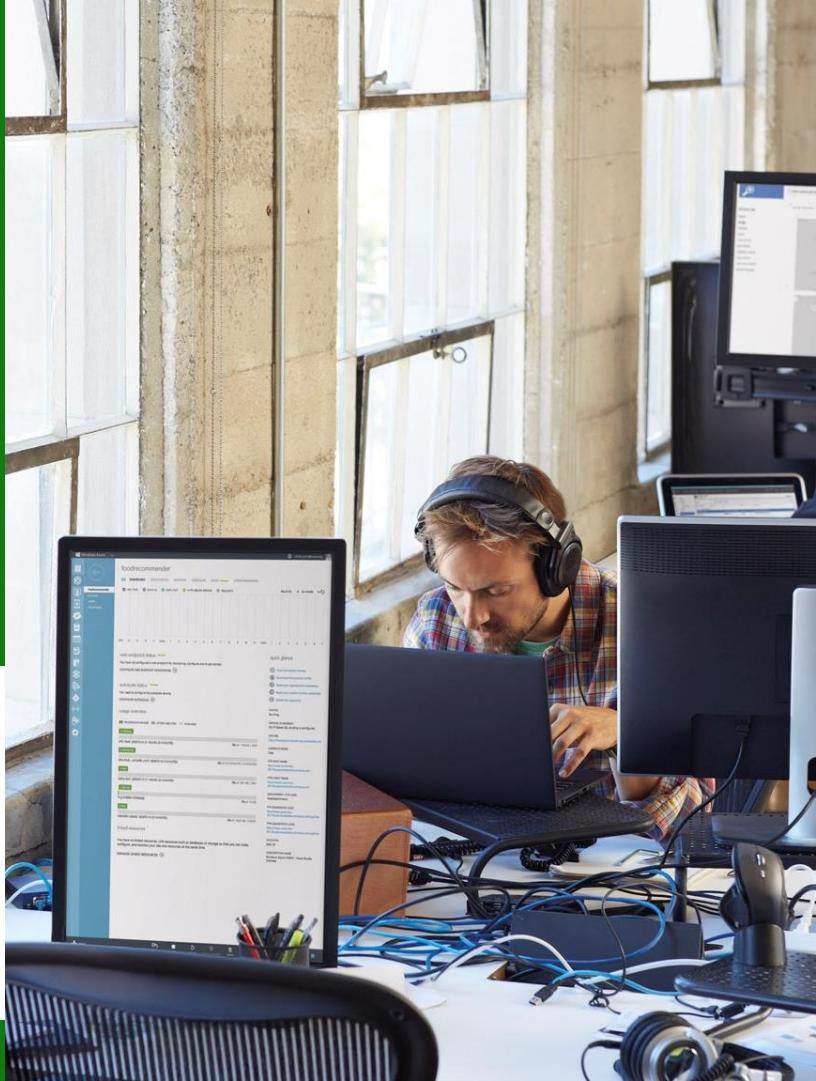
# Managing Customers Devices

Advanced MDM support available with Windows 10

Consistent support across devices

Works with 1st and 3rd party MDM solutions

**Managing Windows 10 IoT and corporate-owned devices can be done at a lower cost as MDM managed devices will approach the same level of manageability that traditional tools provide**



# Bigger Market for Your Services

Microsoft will aggressively move Windows 7/8 devices to Windows 10

One Windows Store for IoT devices, phone, tablets, and PC's

Servicing model makes it easier to standardize for app testing going forward

**Ability to create universal apps that span all Windows devices will increase ROI - with lower long term management/development costs**



# Enhance App Profitability

Build once and run on all form factors

More visibility for your apps

Run your existing apps

User experience enhancements = more usage of modern apps

Win more business using Siena or the Windows App Studio

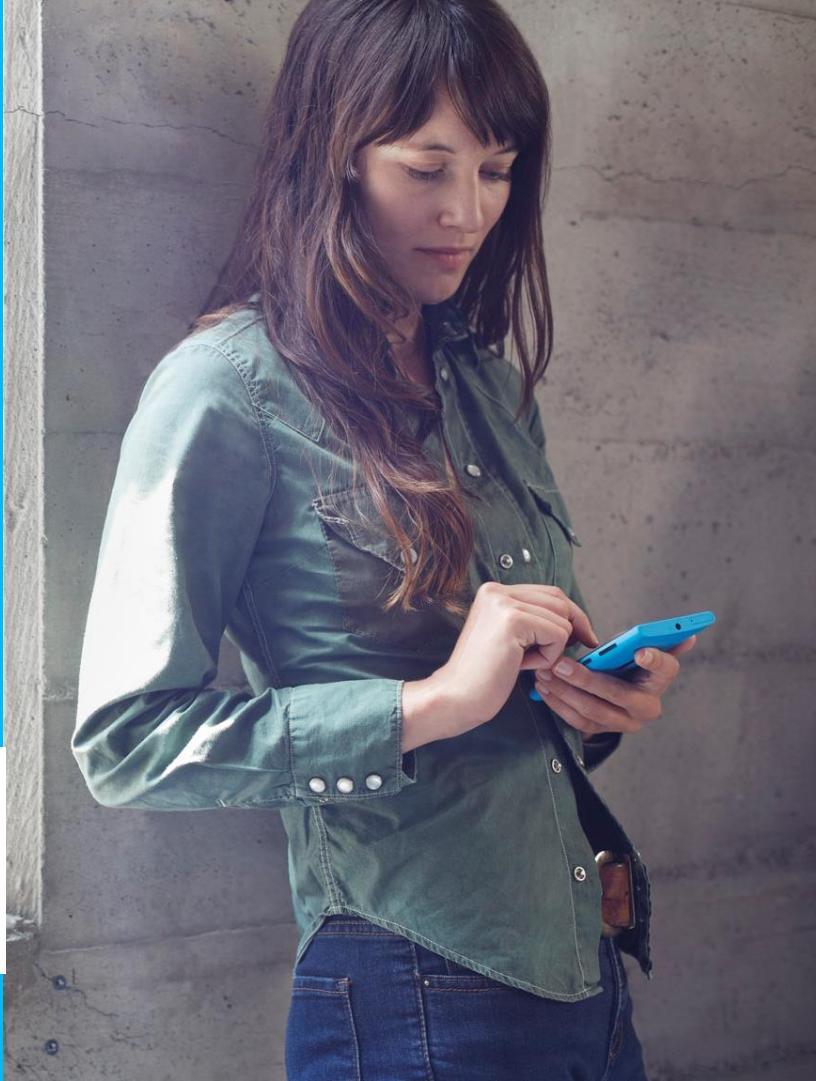


# One App, Many Form Factors

Windows 10 provides a universal application platform

Build and deploy apps using the same tools and code as PCs, phones and other industry devices

**Writing an application for many form factors become easier, driving more revenue**



# Increased Footprint of Your Apps

One public store for all Windows devices

Curated organization store

Volume purchasing of apps

More visibility for your apps  
helps drive additional revenue



# Today's Apps on Tomorrow's Platform

Majority of Windows 7 desktop applications  
will be compatible with Windows 10

Existing universal apps in the Windows Store  
will run on Windows 10

**Strong compatibility for Windows 7  
and Windows 8/8.1 apps allow you to  
focus on solving customer scenarios**



# User Experience Enhancements Drive Modern App Usage

Easy for Windows 7 users

Continuum provides a great app experience

Windowed or immersive modern apps

**Windows 10 will be easier for Windows 7 users to use, so more users will be exposed to and use modern apps**



# Prototype Apps with Siena or the Windows App Studio

Use your Excel and PowerPoint skills to build an app with Siena

Build an app with existing content in record time in App Studio

Developers can extend app in Visual Studio

**Win more business by leveraging your pre-sales resources to build a prototype application quickly**



# Help OEMs Rethink New Device Opportunities



Gain new Windows license revenue

Support common and connected experience

Capitalize of growth from a wider range of devices

New features drive more upsell to premium hardware

# Gain New License Revenue

Upgrade to Windows 10 without purchasing new hardware

When new hardware is needed, help OEMs decrease time to market using the same tools for different industry device form factors

Pull through additional licenses for related products

**Based on the new OS updates and better OEM and customer experience, Windows 10 IoT will be in demand**



# Support common and connected experience

Easy for Windows users

User Experience scaled across devices

Touch and pen support

Lockdown enables granular control of the User Experience to better fit design requirements

Familiarity will drive adoption  
and in turn new device sales



# Capitalize on growth in a wider range of devices

New technologies and business requirements will drive demand for new class devices

The number of industry devices is projected experience a significant growth

Connected devices deployments will lead to new service revenue

**Help OEMs rethink their offerings to drive greater demand for new class of devices**



# New Features Using Premium Hardware to Drive Experience

- Next generation credentials
- Industry peripheral support
- Touch and pen support
- High DPI displays

**New features will require hardware  
that customers don't have today**



# How Microsoft helps

Microsoft has the right technology that brings the Internet of Things to life



Microsoft makes the Internet of Things real today



Microsoft supports a diverse ecosystem of partners and solutions

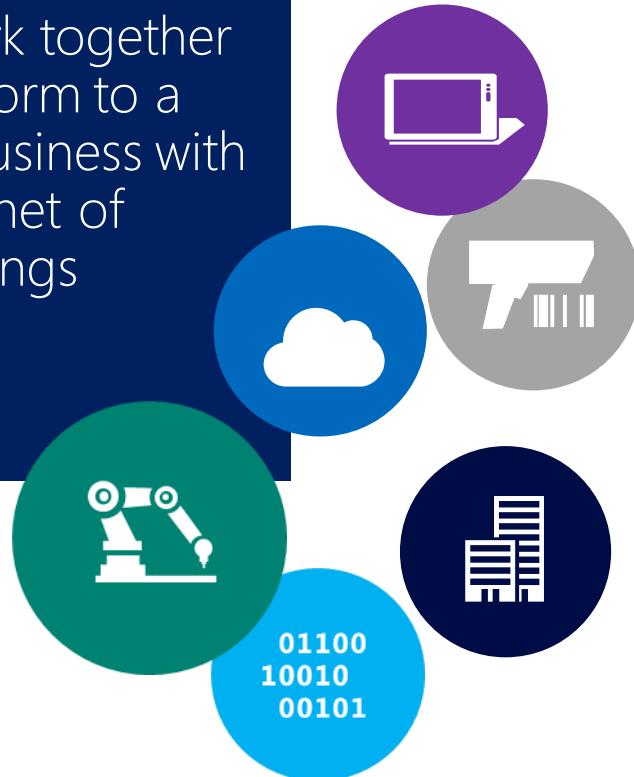


# In conclusion

The Internet  
of Things is  
happening now

We have the  
technology and the  
experience to make  
it a reality

Let's work together  
to transform to a  
digital business with  
the Internet of  
*Your* Things





# Get started today!

- Explore how Windows 10 IoT devices can transform your business
- Join the Windows 10 Insider Program at <https://insider.windows.com/>
- Learn More about [Developing for Windows 10](#)



Microsoft