

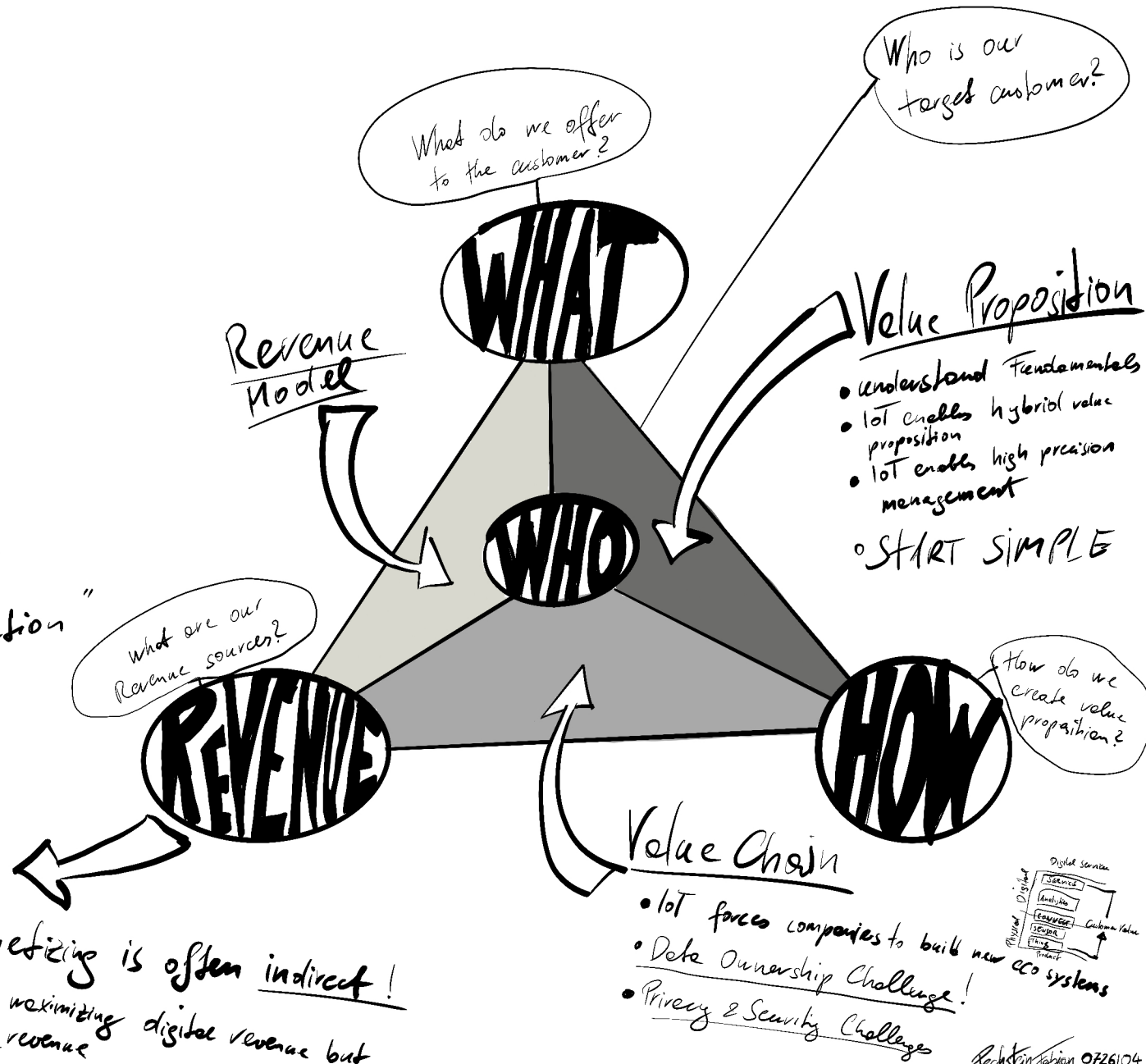
Monetizing the IoT

- the sky is the limit? - No!
Digital Paradox

- The IoT facilitates the transition from product to "as a service" - Business models!

↓ Disruptive Business Models

↓ "Evolution not Revolution"
- unless you miss out!



IoT Monetizing is often indirect!
NOT about maximizing digital revenue but
overall revenue
SMART is the new PREMIUM

Rechtshabilitation 0726104

