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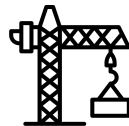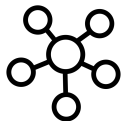**Jorik Rombouts**
CEO & Founder

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Internet of Things
from a Business Perspective

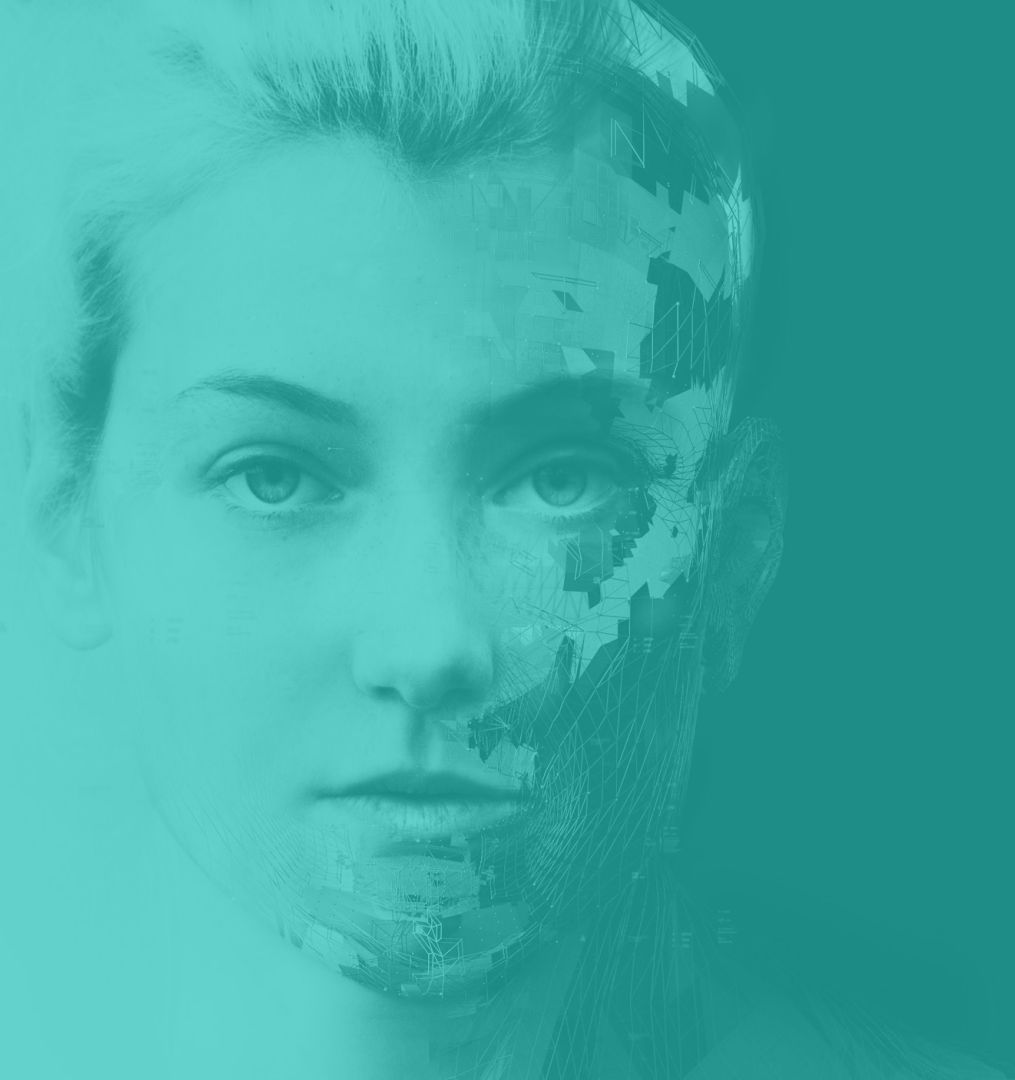# Internet of Things (IoT)

A **network** of **internet-connected objects** able to **collect and exchange data** using embedded **sensors**.

```
01100
10110
11110
```

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Four
Business
Questions

Business Question 1

What business value do I want to create?

Value

Create new
revenue streams

Increase equipment
efficiency

Improve
Safety & Security

Create customer
lock-in

6

Business Question 2
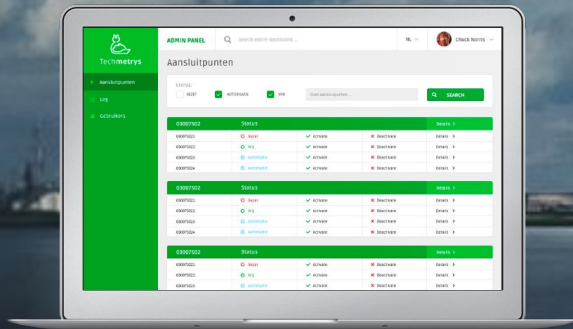
From what information can the value be created?

The dashboard displays information about shoreboxes

Availability
for skippers

Power consumption
for invoicing

Box usage history
for investments

Status information
for maintenance

Business Question 3

From what data can I extract the information?

01100
10110
11110

If data is the new oil, it is "crude oil"; it needs refining to be valuable

IoT devices generate little data, but there are many devices

A Boeing 787 aircraft can generate up to 40 Terabytes per hour of flight

Business Question 4

From what objects can the data be sourced?

Hoist Motor

Quay Crane

Ship

Straddle Carrier

Truck

Chassis

Tools

Wheel

Container

Rombit IoT Value Canvas

What **business value** do I want to create?

From what **information** can the value be created?

From what **data** can I extract the information?

From what **objects** can the data be sourced?

Rombit IoT Value Canvas

What **business value** do I want to create?

From what **information** can the value be created?

From what **data** can I extract the information?

From what **objects** can the data be sourced?

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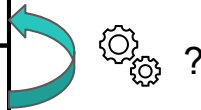
Two
Technology
Questions
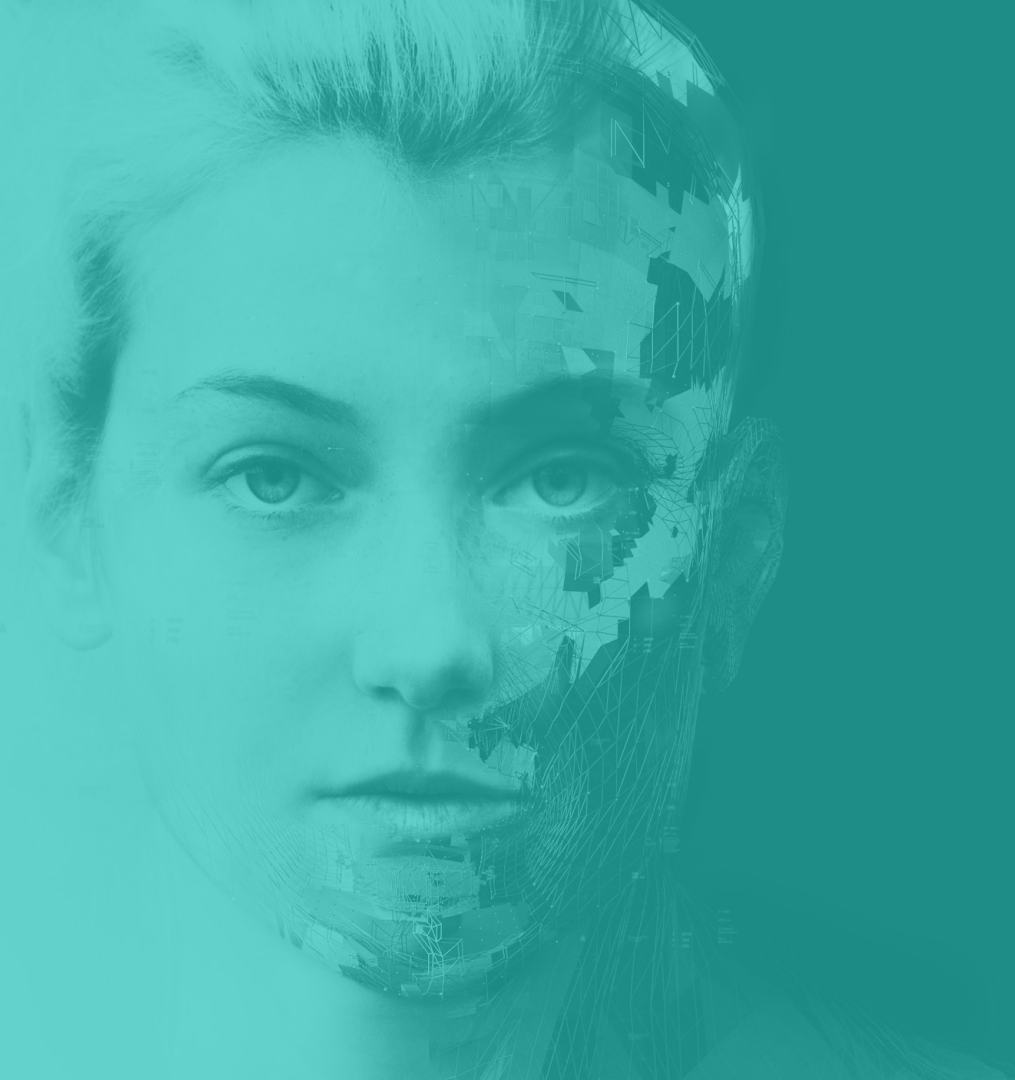
Technical Question 1

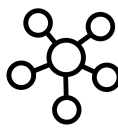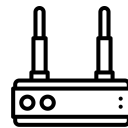# How do I get the data from the object?

From Object to Data
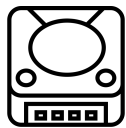
Object Sensor Controller Network Gateway Internet Data

01100
10110
11110

Technical Question 2

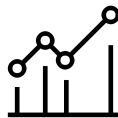# How do I extract the information from the data?

From Data to Information

01100
10110
11110

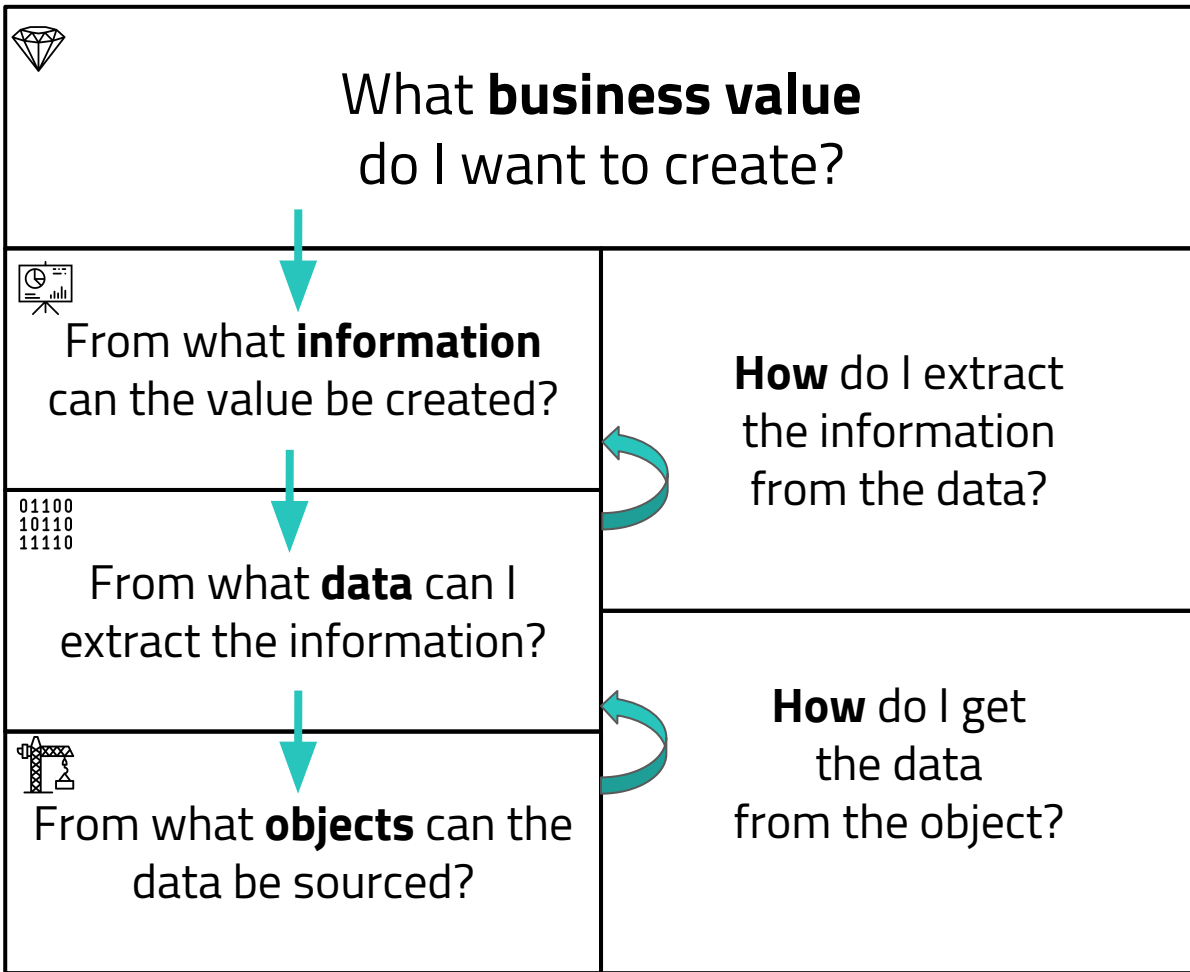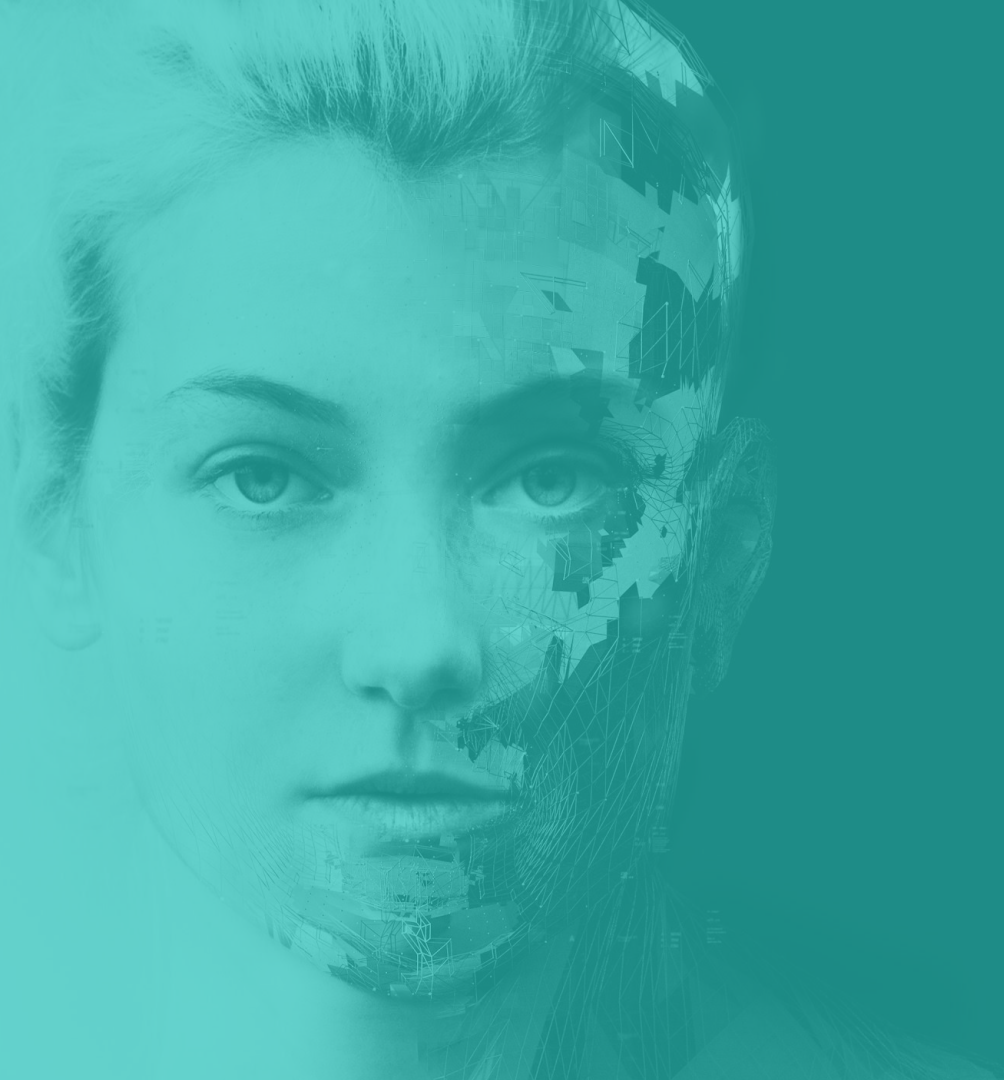Data　　　　Datastore　　　　Analytics　　　　Presentation　　　　Information
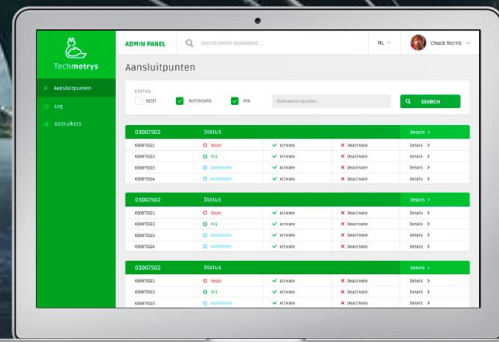
Rombit IoT Value Canvas

What **business value** do I want to create?

From what **information** can the value be created?

How do I extract the information from the data?

From what **data** can I extract the information?

From what **objects** can the data be sourced?

How do I get the data from the object?

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Cases to fuel
the inspiration

Smart docking platform

pilot: John Smith
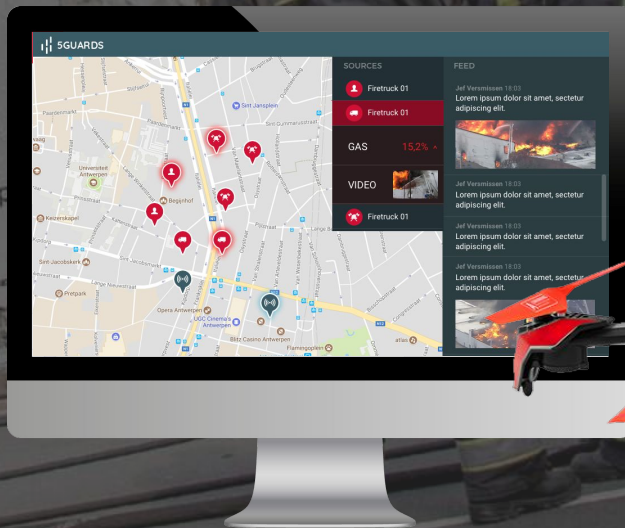ship: Southampton
ETA: 27-09-2017 - 13:50

Smart pilotage & mooring

Smart fire truck

Questions?

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