



ASSOLOMBARDA  
Confindustria Milano Monza e Brianza

# Vincere la sfida dell'Internet Of Things con i Big Data

*Creare valore nell'IOT con gli Analytics*

Gruppo ICT e Servizi alle imprese  
4 aprile 2016



# SAS Innovation Practice

WE FOCUS AND ADDRESS THREE MAIN KEY MARKET AREAS THAT HAVE THE HIGHEST GROWTH RATE IN THE NEXT THREE YEARS AND WHERE WE ARE ABLE TO EXPRESS MEASURABLE VALUE

MOBILE



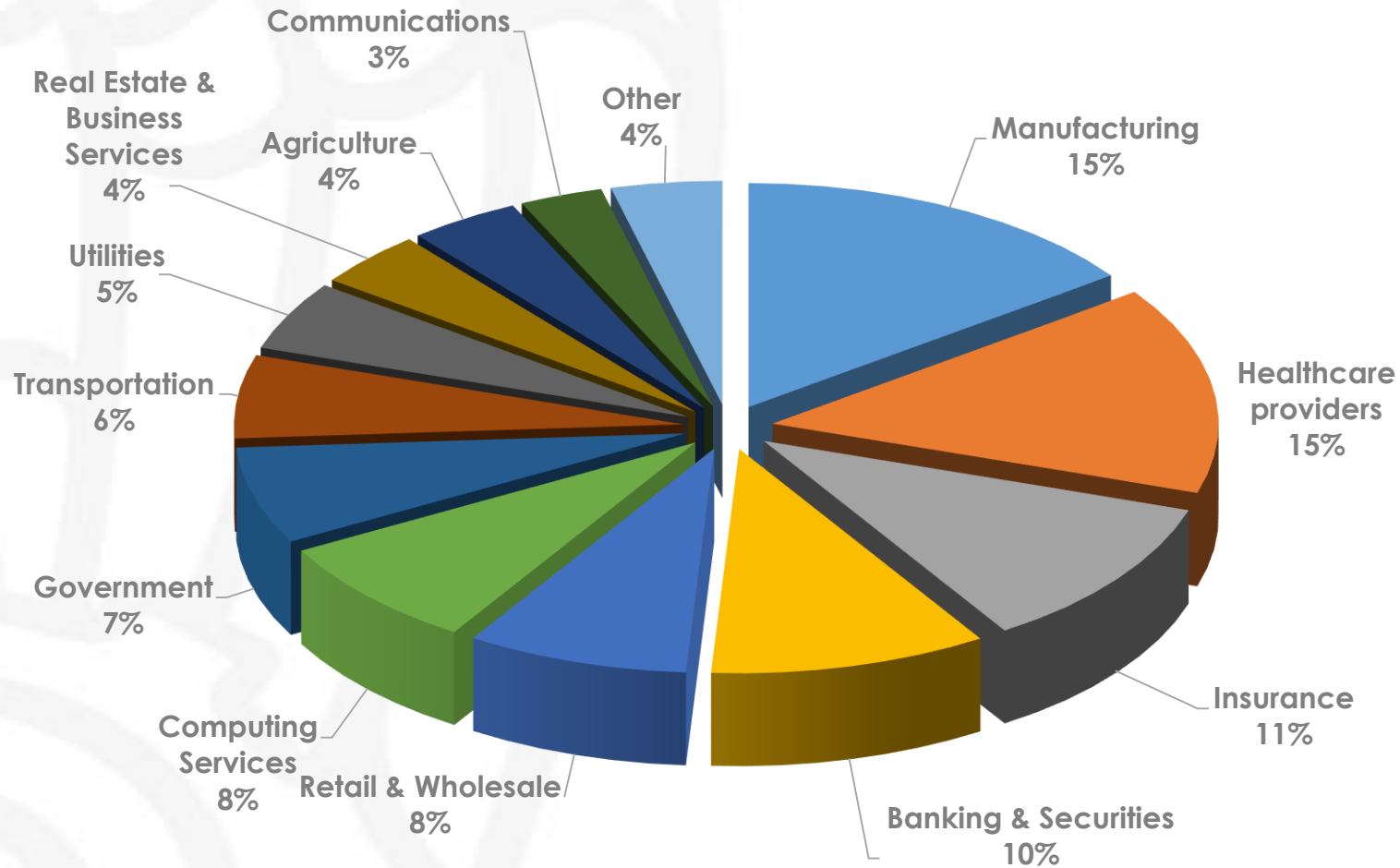
NEW MEDIA



IoT



# IoT World Markets

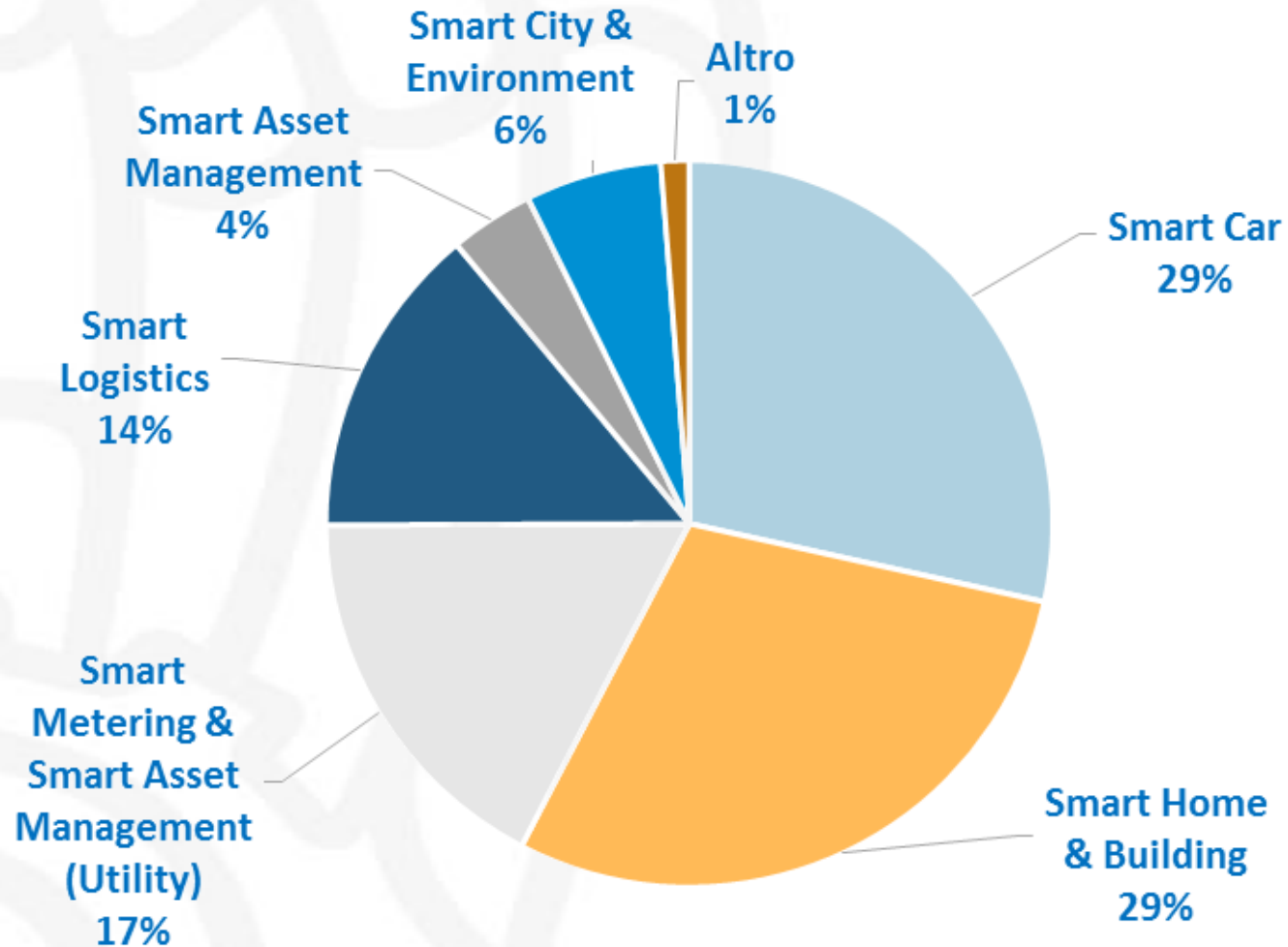


1.9

TRILLION \$ IN GLOBAL  
ECONOMIC VALUE-ADD  
THROUGH SALES INTO DIVERSE  
END MARKETS

[SOURCE: GARTNER]

# IoT Italian Markets



# 1.55

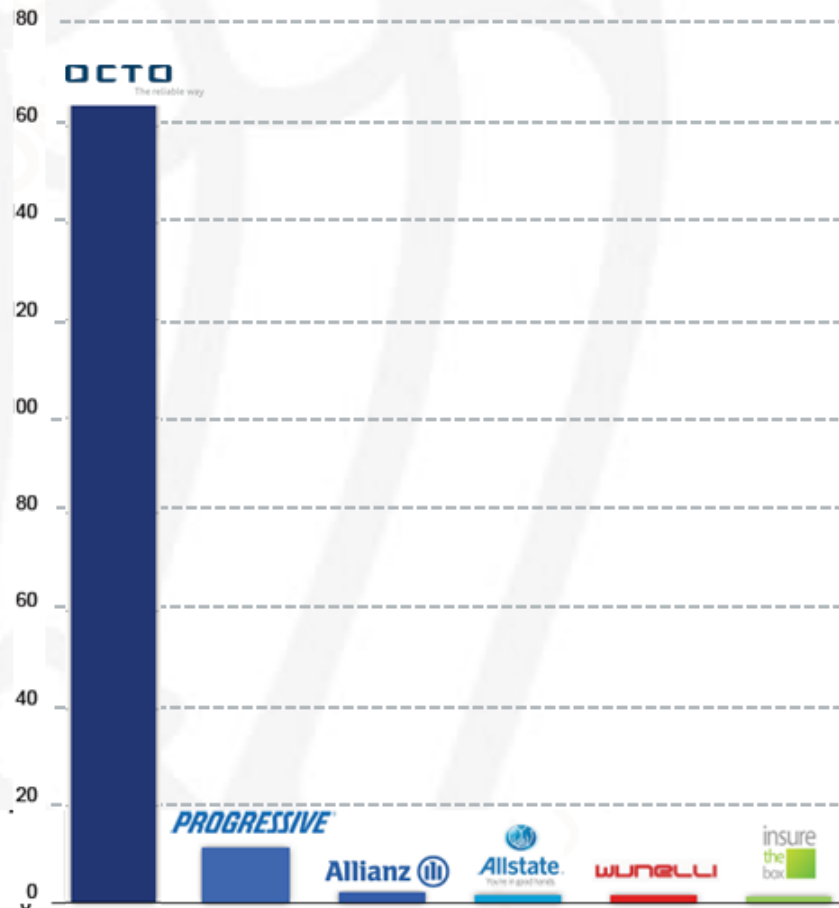
BILLION OF € THE VALUE OF THE MARKET FOR IOT IN ITALY (FAST GROWTH)

[SOURCE: OSSERVATORI.NET]



# Smart Car Data Monetization: OCTO Telematics

Driving behaviour data recorded (in billion kilometres)



Source: PTOLEMUS, Progressive Insurance, Octo Telematics, Allianz, Allstate, Wunelli, Insure the box, Insurance Daily, Real Insurance, Moody's, World Economic Forum, California Department of Insurance, News Assurances

Monetizzazione del patrimonio informativo OCTO tramite l'identificazione del drivers' behaviour.

OCTO può offrire servizi analitici a valore aggiunto sul mercato assicurativo e su mercati limitrofi generando uno stream di ricavi incrementale rispetto al core business.

- ▶ Incremento UBI Market Share
- ▶ Incremento Ricavi
- ▶ Business Transformation

# Smart City Data Monetization: CityPay-ID

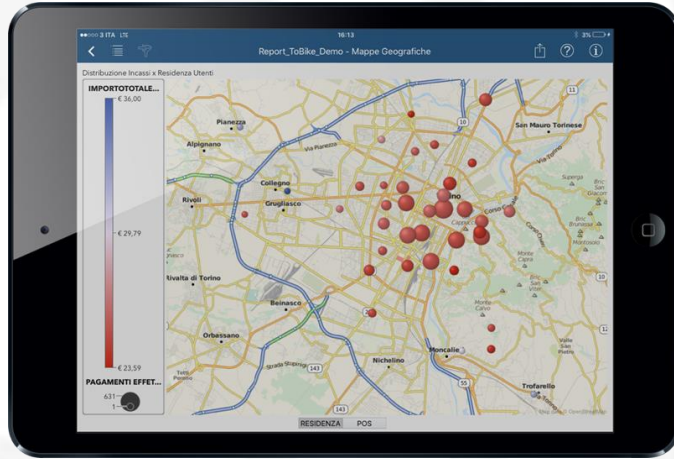
Modello universale esportabile in ogni contesto pubblico che prevede un pagamento e/o acquisto di servizi e la necessità di tracciarli.

La soluzione (WEB+APP) consente al cittadino di intrattenere con la PA rapporti più semplici, guidati e su una piattaforma unica.

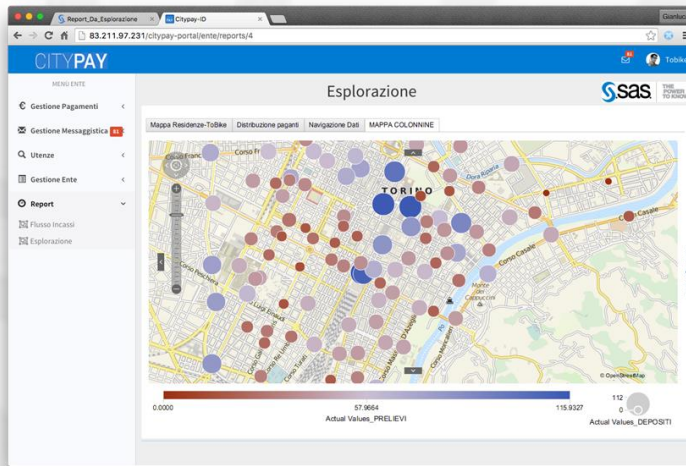




# Smart City Data Monetization: CityPay-ID



La facilità di utilizzo del Portale lo fa diventare un canale privilegiato di accesso e colloquio con la PA anche nei rapporti non finanziari ma di relazione sociale e pubblica, mettendo a disposizione dell'Ente dashboard tematici (sviluppati con SAS Visual Analytics) su abitudini del cittadino, per meglio adattare i servizi proposti alle sue necessità, anche in modo predittivo.














# IoT World Markets (2)

3.9-  
11.1

\$ TRILLION IS THE POTENTIAL  
ECONOMIC IMPACT OF IOT  
IN 2025

[SOURCE: MCKINSEY]

■ Low estimate □ High estimate

 Human	170– 1,590	Monitoring and managing illness, improving wellness
 Home	200– 350	Energy management, safety and security, chore automation, usage-based design of appliances
 Retail environments	410– 1,160	Automated checkout, layout optimization, smart CRM, in-store personalized promotions, inventory shrinkage prevention
 Offices	70– 150	Organizational redesign and worker monitoring, augmented reality for training, energy monitoring, building security
 Factories	1,210– 3,700	Operations optimization, predictive maintenance, inventory optimization, health and safety
 Worksites	160– 930	Operations optimization, equipment maintenance, health and safety, IoT-enabled R&D
 Vehicles	210– 740	Condition-based maintenance, reduced insurance
 Cities	930– 1,660	Public safety and health, traffic control, resource management
 Outside	560– 850	Logistics routing, autonomous cars and trucks, navigation

# Other IoT initiatives @SAS

CONNECTED CAR + WEARABLE SENSORS:  
CUSTOMER ENGAGEMENT AND CUSTOMER  
INTELLIGENCE





INDUSTRY 4.0:  
STOCK REDUCTION, QUALITY IMPROVEMENT,  
CUSTOMER SERVICE

FOOD + AGRICULTURE:  
PRECISION FARMING AND FOOD SECURITY





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