



# DEVELOPING & TECH IN IOT

*SMART OR CONNECTED OR  
INTERNET PRODUCT?*

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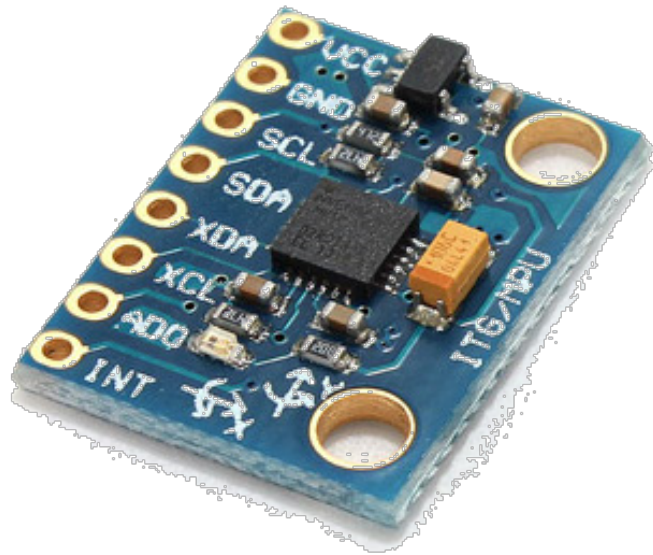




# Tokyo <-> Montreal



# Product Types



SMART



CONNECTED



INTERNET



# System Overview



ENGINEERING VIEW



DESIGN VIEW



BUSINESS VIEW

All I see is signs  
All I see is dollar signs  
Ohhhhh  
Money on my mind  
Money, money on my mind



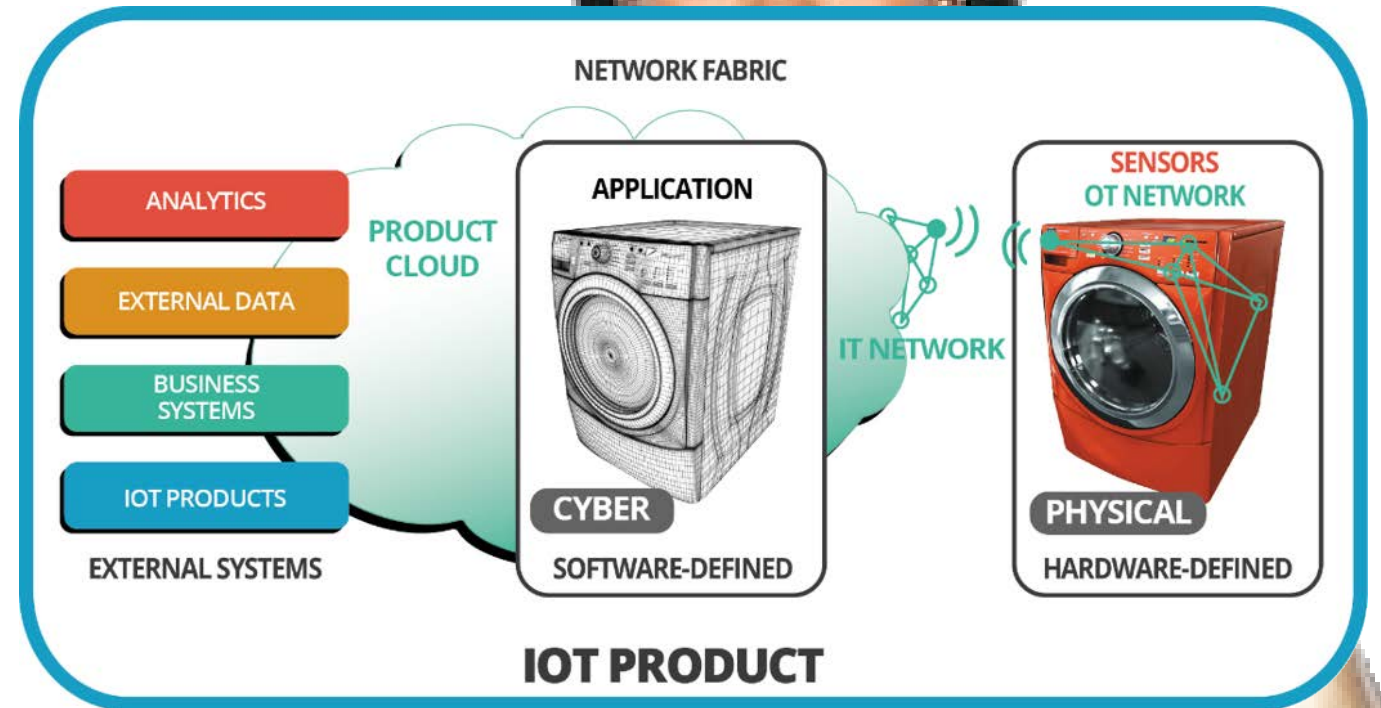
**BUSINESS VIEW**

# Value Perspective



## Trinity of Value

- Cyber model
- App
- Analytics



BUSINESS VIEW

# Product Types



SMART



CONNECTED



INTERNET

# The Internet Product

## Value Proposition

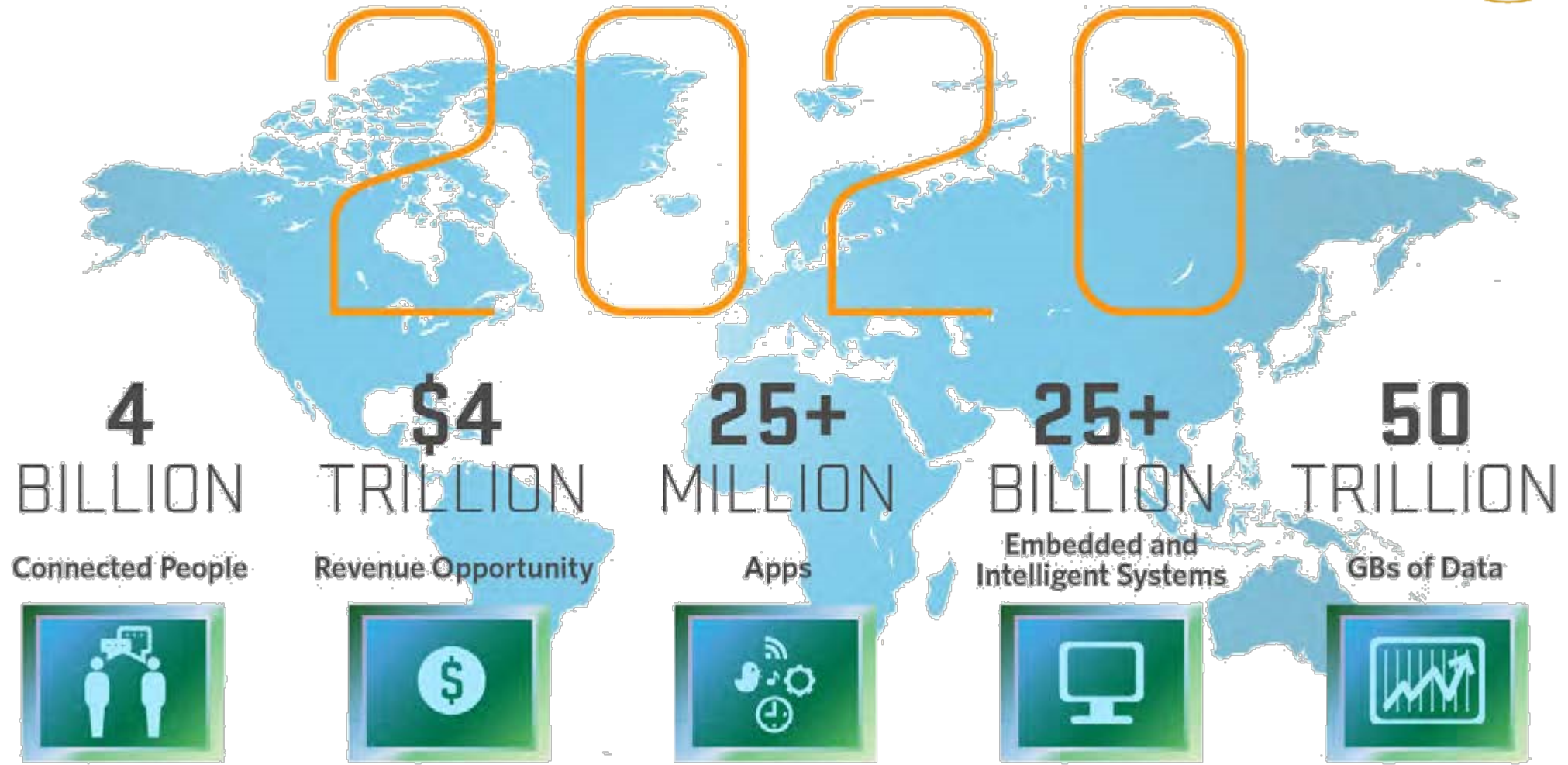
*Dry clothes as quickly as possible or for as cheap as possible while maintaining their integrity*

- Time/energy = f (ventilation, heat, weight, pricing)
- Time/energy = f (fan speed, angular velocity, heater temperature, drum temperature, weight energy pricing)



INTERNET

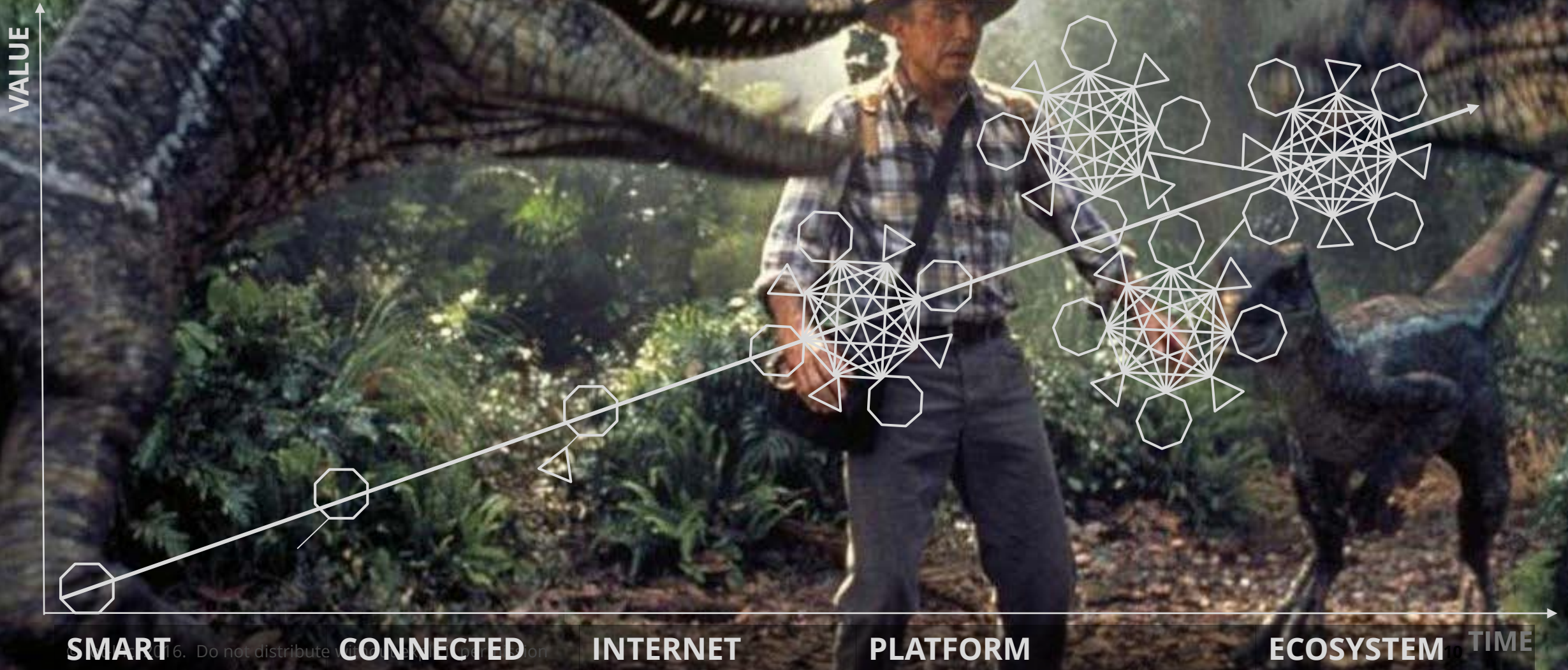




Source: Mario Morales, IDC



# IoT Technology Evolution



SMART

CONNECTED

INTERNET

PLATFORM

ECOSYSTEM

TIME

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