

The image features a dynamic, abstract background of blue and orange liquid splashes and flowing ribbons. The word "elisa" is written in a white, lowercase, cursive font, centered in the upper half of the image. The blue liquid is the dominant color, with orange and red accents. The overall effect is energetic and modern.

elisa

Global Forum Oulu 28.-29.9.

S1: The Digital Transformation: IoT & Data (Kari Terho)

Where does the intelligence lie?



M2M

The present

IoT/loE

The smart

Big data

The past

- Device connectivity
- Remote monitoring
- The present and the past working together
- Decisions based on real-time knowledge (automatic or manual)
- Systems of systems (increased value for everyone)
- Prediction models

Things are not the thing without apps

■ Sensors, Devices,
Machines

■ Apps

2010

1B

2020

50B

5M Apps

2035

1 Trillion

500M Apps

```
bool again = true;
while (again) {
  iN = -1;
  again = false;
  getlin(in, sInput);
  system(" ");
  stringstream(sInput, iTemp);
  iLength = sInput.length();
  if (iLength < 4) {
    again = true;
    continue;
  } else if (sInput[iLength - 3] == ' ') {
    again = true;
    continue;
  }
  while (++iN < iLength) {
    if (isd(sInput[iN])) {
      if (iN == (iLength - 1)) {
        // ...
      }
    }
  }
}
```

Hype or reality?

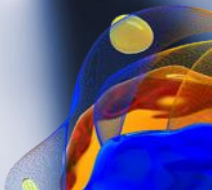


Hype or reality?

90%

of Finns can't describe the Internet
of Things in their own words.

Study by Prior Konsultointi, May 2015. 1018 participants



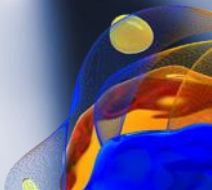
New level of service – in retail



72% of early adopters want to receive tailored special offers to smartphone when arriving in-store

72% are interested to have more information by photographing the product

Study by Prior Konsultointi, May 2015. 1018 participants



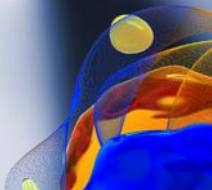
New level of service – at home



71% of early adopters want the possibility to control their lighting via smartphone

65% want to have an intelligent alarm system

Study by Prior Konsultointi, May 2015. 1018 participants



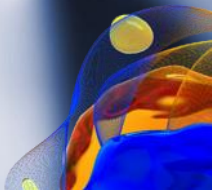
New level of service – in healthcare



80% of early adopters are willing to use smartphone connected measurement devices*

67% want to use automatically collected information for monitoring their own health

Study by Prior Konsultointi, May 2015. 1018 participants





Thank you