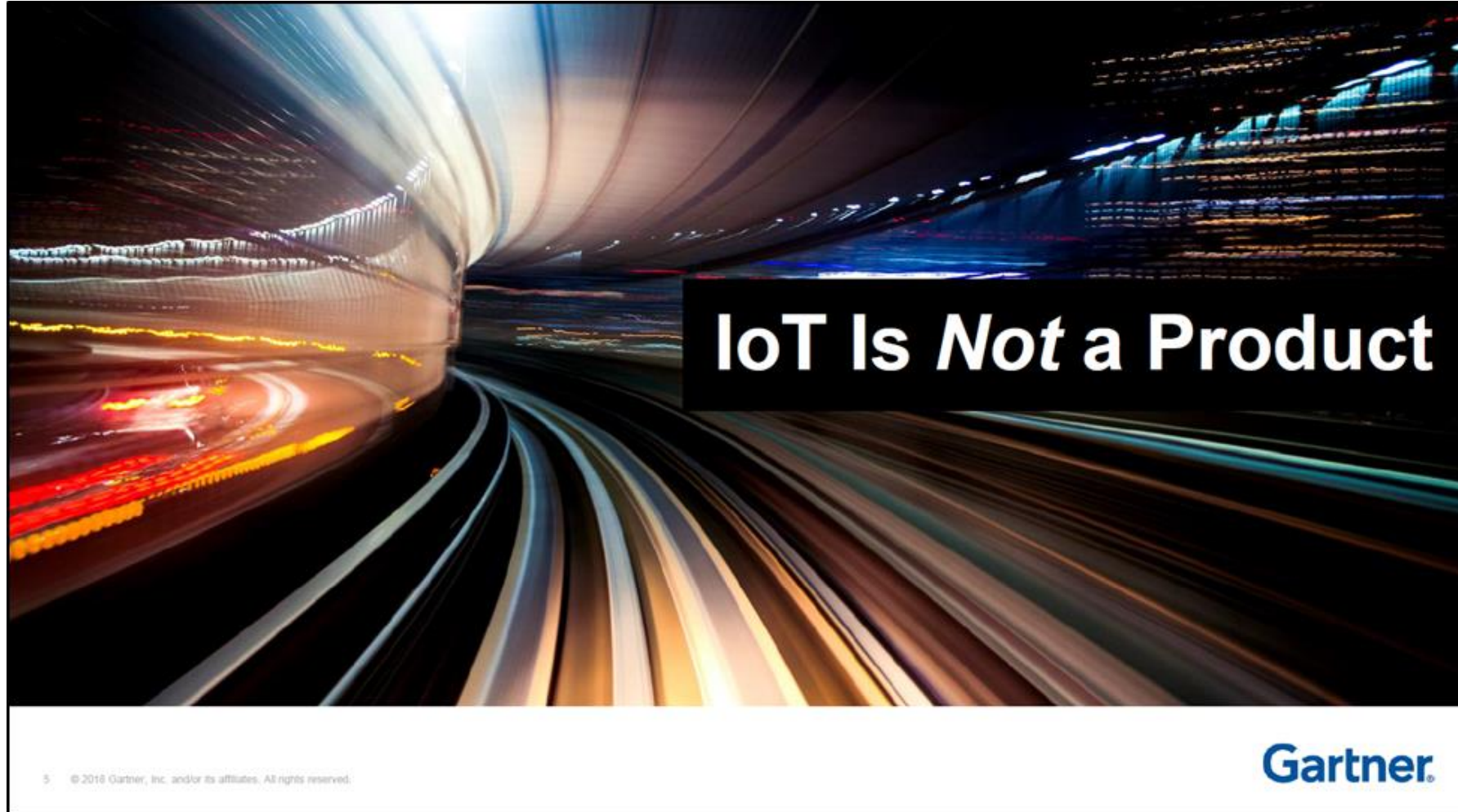




Anwendung der IoT-Technik in der O&G Industrie

Mike Kesselmeier - Account Executive MindSphere

What is IoT?



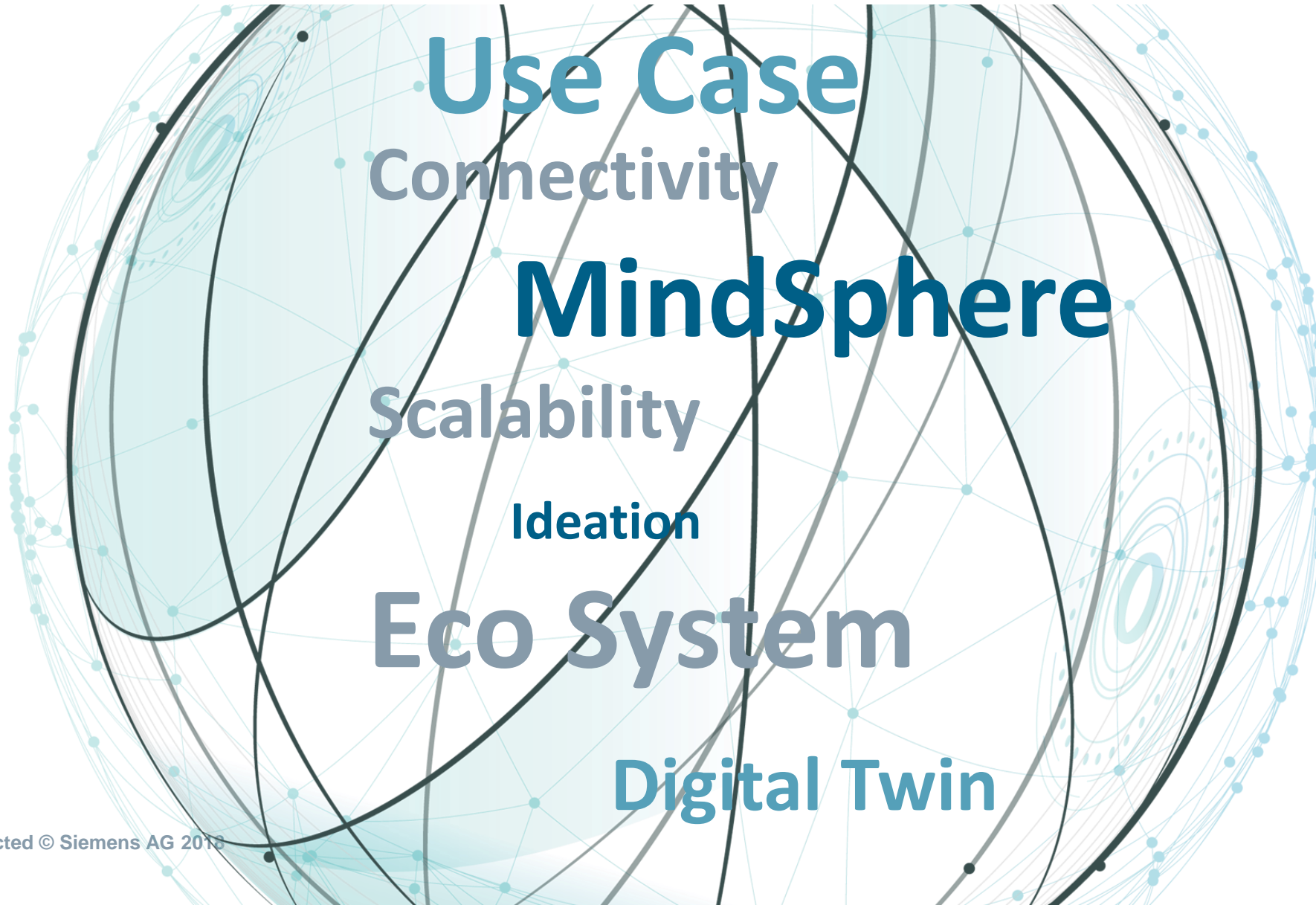
IoT Is *Not* a Product

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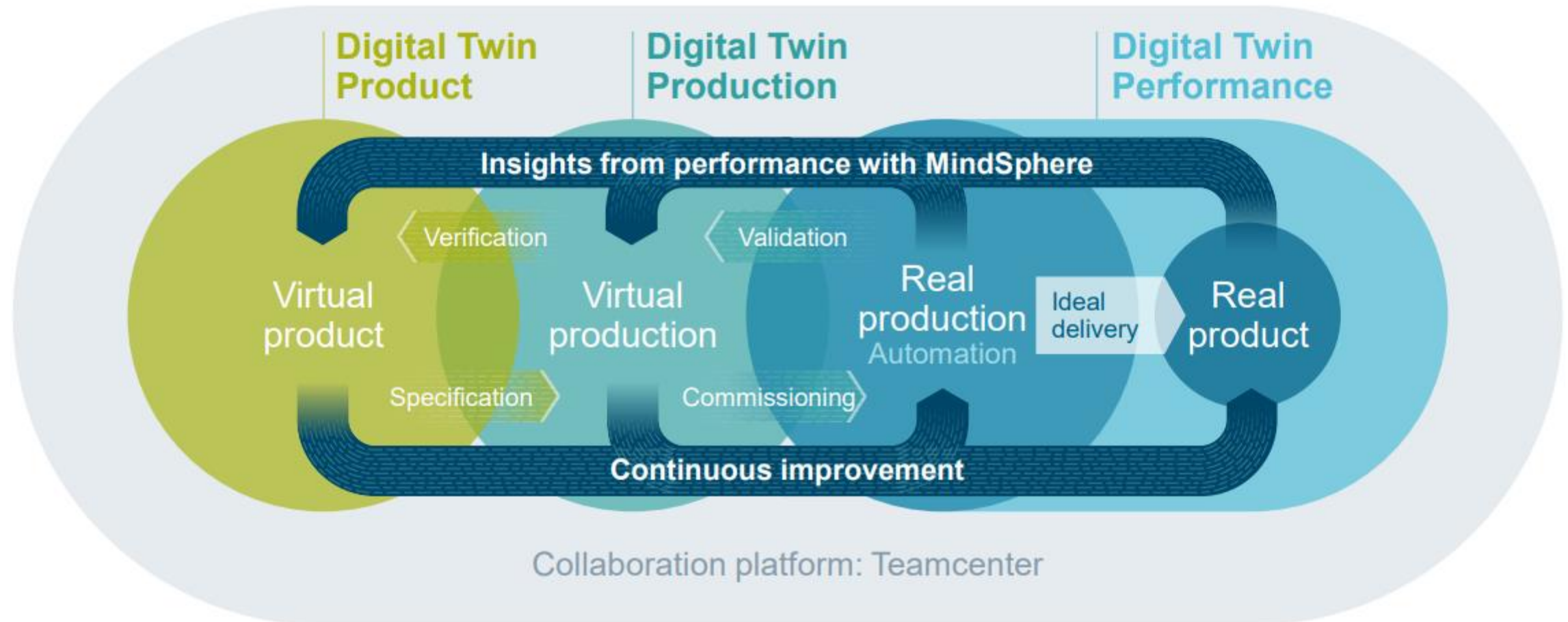
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Gartner – The Business Impact of IoT by Peter Havart-Simkin

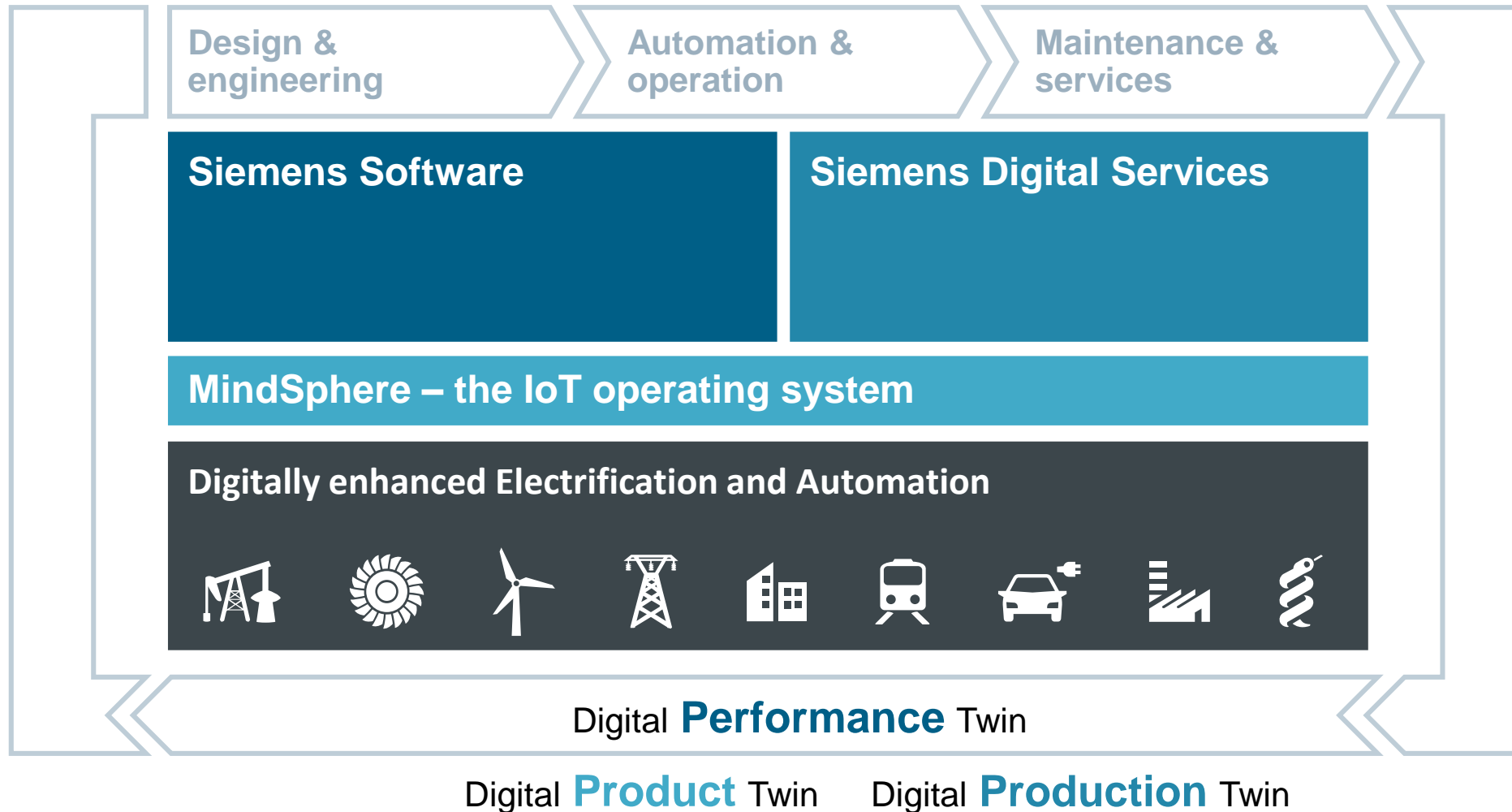
Key topics in the context with industrial IoT



Digital Twin of Performance



Digital twin in a closed Life-Cycle Data-Loop with MindSphere



MindSphere-Concept

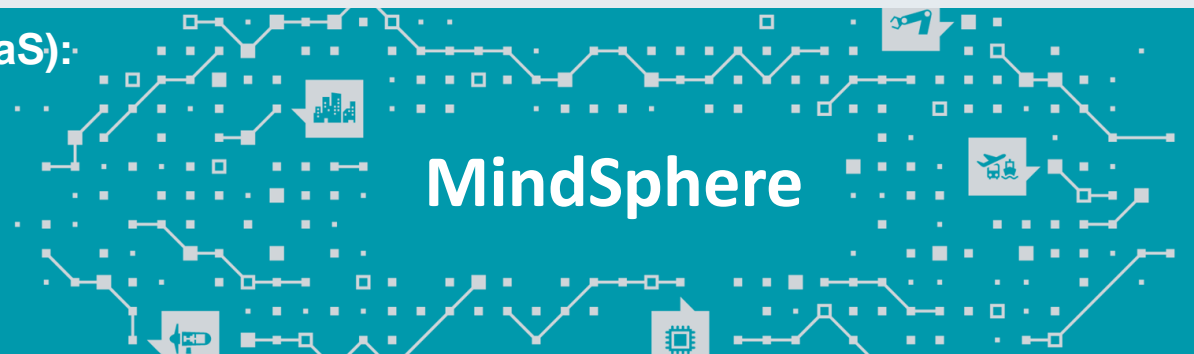
Software as a Service (SaaS):

Powerful industry solutions with advanced analytics



Platform as a Service (PaaS):

Develop robust industrial IoT solutions faster with global scalability

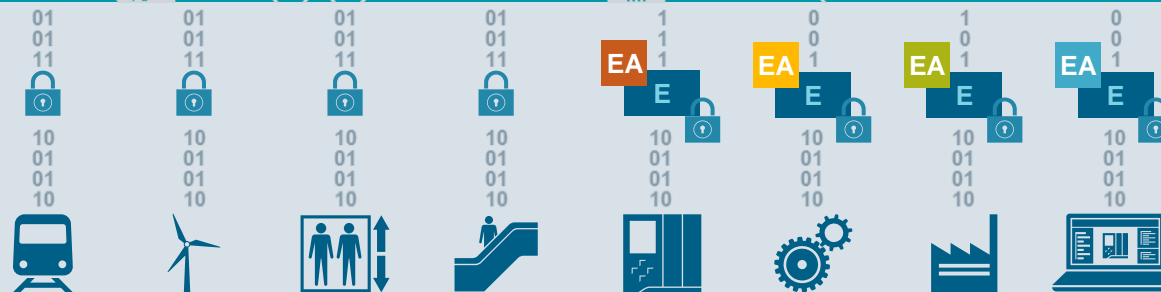


Edge Management

Edge Device Management, Edge App Management, and Edge App Store

Infrastructure as a Service (IaaS):

Connect products, plants, systems, machines and enterprise applications



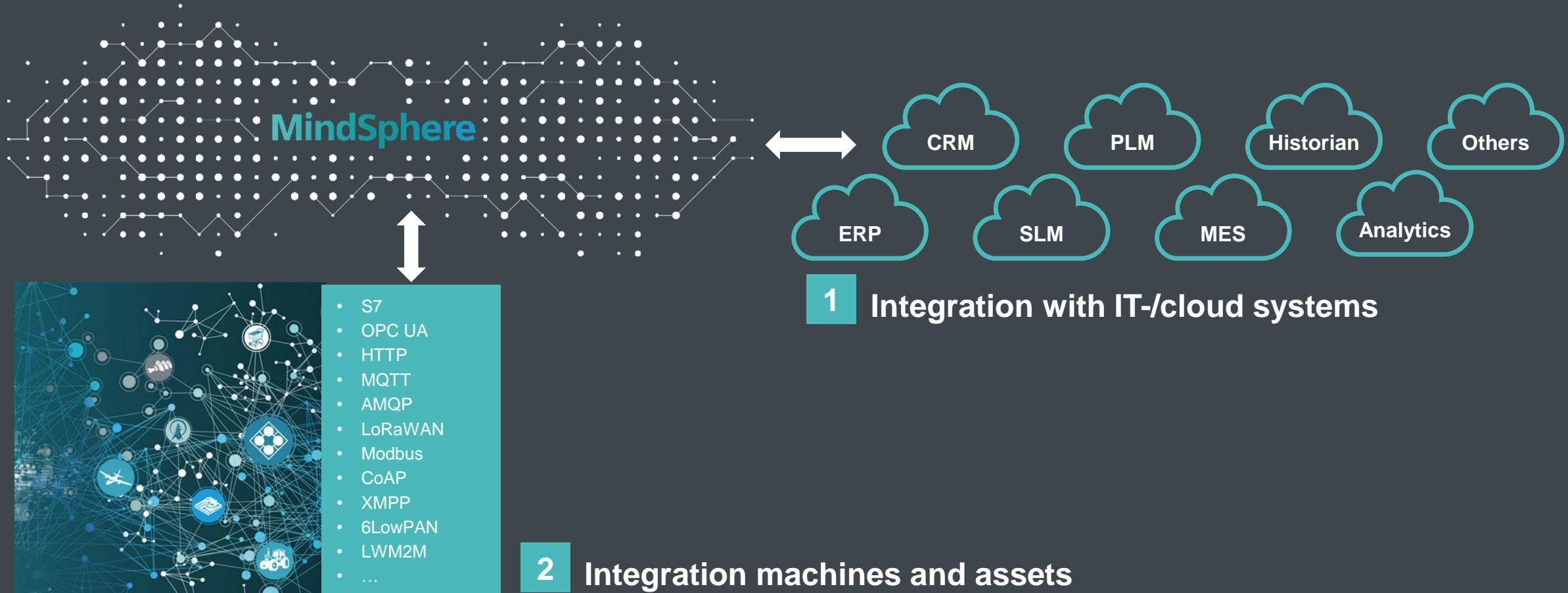
Edge Apps

Siemens, partner (OEM), and 3rd-party Edge Apps

Edge Devices

Multiple enabled devices hosting the Industrial Edge platform

Data context with machines/assets and IT-/cloud systems



IoT Solutions are a Business Challenge

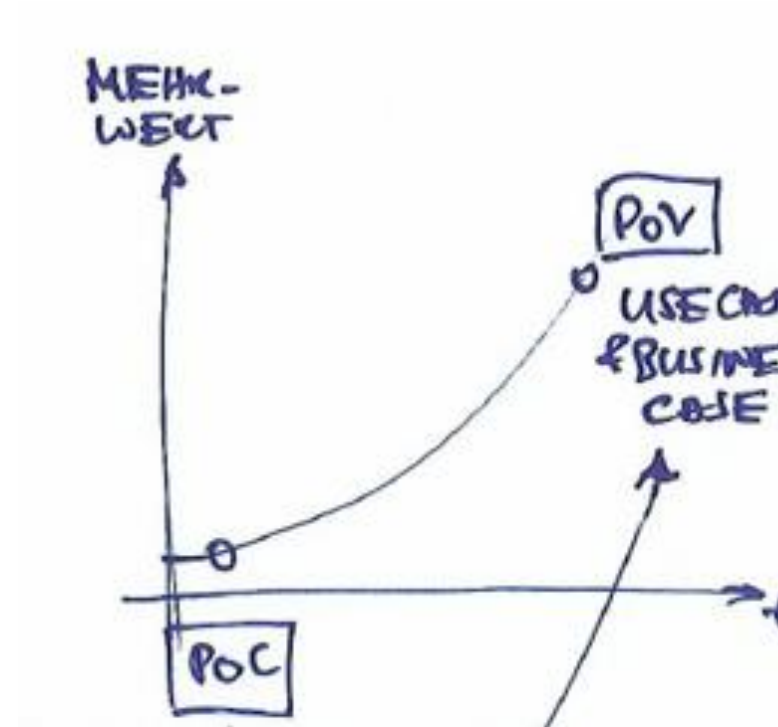


Unrealistic vendor marketing
Immature vendors / technologies
PoC over-focussed on technology

In some markets
as many as
80% of POCs
do not make it
into production

Gartner

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Will the business case pay for the use case?

Recommendations

- ✓ Focus on business outcomes, not the IoT technologies
- ✓ Push business value to the front of your IoT use case selection
- ✓ Avoid POC business objectives becoming detached from the IT work and vice versa — business and technology go hand in hand
- ✓ Start your IoT journey now — do not get left behind by your competitors — do nothing is not an option

IoT will have a material effect on business — across the board

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Digitalization Journey



↑ IoT Value Generation

Ideate & Plan

Generate use cases of IoT for your business

Proof of Value

Realize a first IoT Proof of Value project with MindSphere

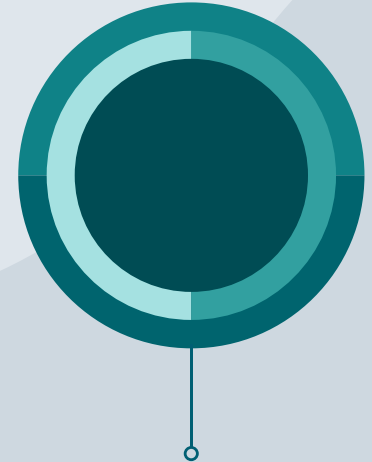
Connect & Monitor

Implement your IoT solution and start to generate value

Analyze & Predict

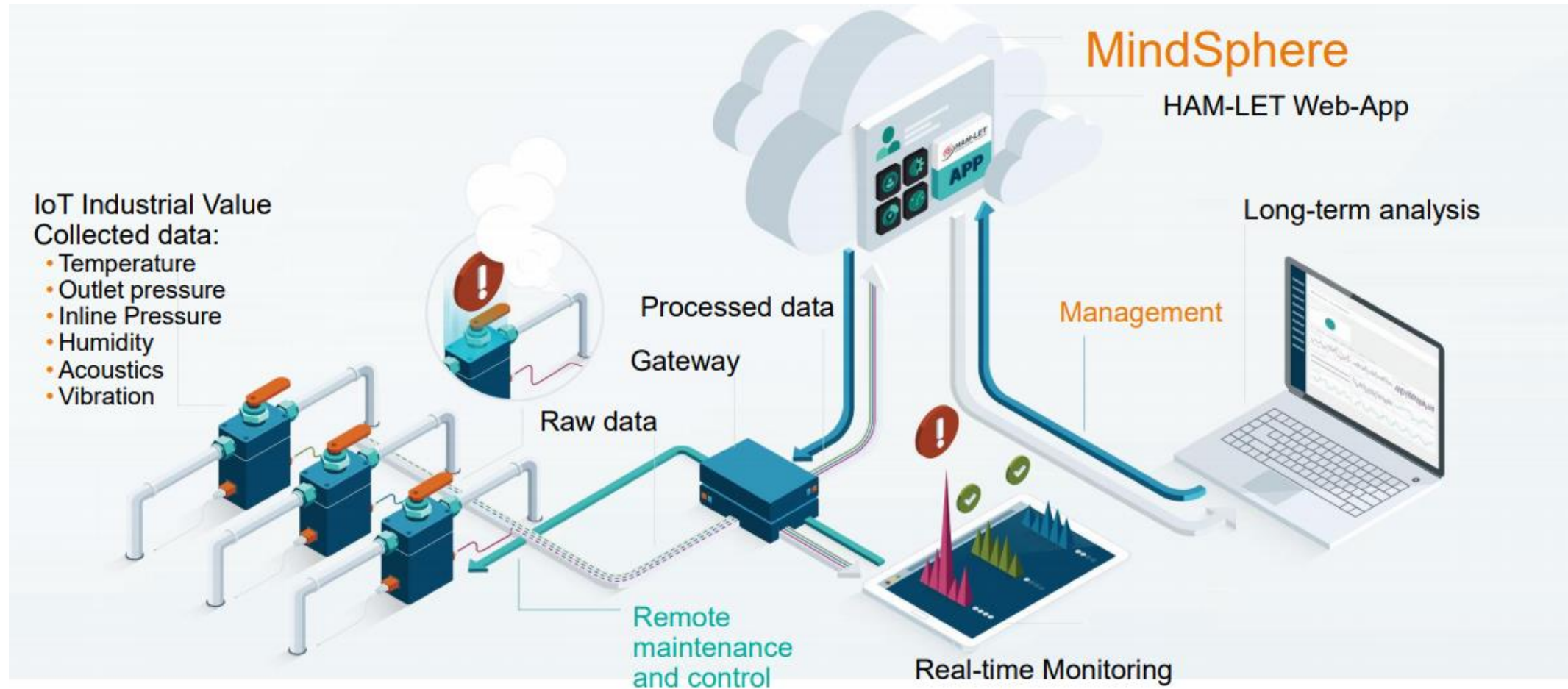
Scale your tailored IoT solution and predict events based on in-depth analysis

Digitalize & Transform

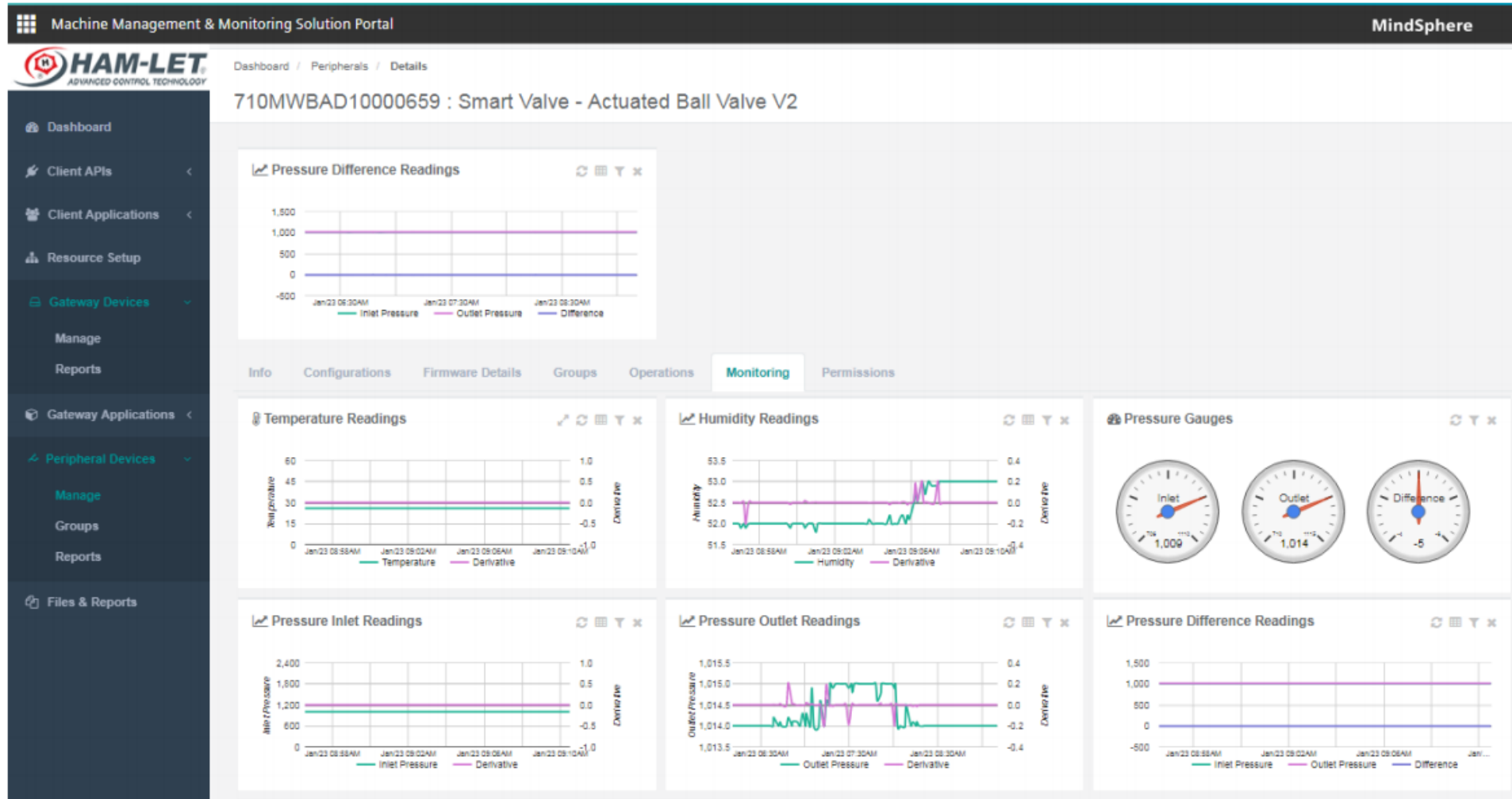


Maximize your value add by digitally transforming your industrial set-up

Ham-Let: Valve health through acoustic machine learning



Example



How to start an IoT-journey?



Focus on value add and not following the hype

Look at the big picture along the value chain

Avoid the pseudo complexity



www.mindsphere.io

Thank you!