ACCELERATING MARKET ADOPTION 
AND GAINING A DEEPER BUSINESS & 
TECHNICAL UNDERSTANDING OF THE 
INDUSTRIAL IOT

The Industry of Things World addresses the opportunity for the Internet of Things in an industrial setting. We address the business models, case studies, actions, profitability and identify gaps that hide opportunities and business chances of the future. We explore specific market verticals and evaluate new enabling technologies impacting businesses. The event is designed to help you assess your business strategy, the technical, client and governmental challenges, new business models and opportunities to grow and expand.

Be part of the event where we will cover the full scope of IoT systems from the market leaders and discover the new disruptive technologies enabling IoT for your business.

Join expert speakers who will share best practices, talk about future developments, and discuss the potential for new and optimized business models to integrate IoT into systems and processes.

At the conference you will discover:
- How companies have successfully enhanced their businesses using new IoT-empowered products, services and solutions
- How organizations from industries such as engineering, production and manufacturing make the lives of their clients, users and consumers smarter, easier, and more responsive to individual needs

At the Industry of Things World, high level strategic content of the latest impacts IoT has across all major industry verticals, plays a key role. In interactive formats, experts will work with you and share their experiences to ensure you get the most out of the two event days.

Don’t miss out on the opportunity to meet all IoT stakeholders under one roof for two days, covering your knowledge and practical needs from conception and strategy, through to implementation and successful case studies.

We are looking forward to welcoming you in Berlin!

Kindest regards,
Your Industry of Things World Team

“A challenging brainstorm – you CONECT, we create”
Matteo Durelli, Ferrari

“Enlightening – stimulating – international – spectacular – networking!”
Dominik Scholz, P3 Automotive

To see the full 2015 agenda and latest speakers, go to: WWW.INDUSTRYOFTHINGSWORLD.COM

2015 KEY THEMES

- Business model impact: Understand the impact IoT will have on your current business model and how to stay ahead of the curb
- New markets: Find out how to capitalize on the Internet of Things to take advantage of the new markets in this connected world
- Product lifecycle management: Discover the secrets behind efficient and effective product and lifecycle management for your future strategies
- Data: Be part of conversations that matter about the next generation data handling strategies. How is IoT determining the value of data?
- Organizational structure: Realise the potential of IoT in your current business and how it will affect your organizational structure
- Security: Learn how to secure your operational technology and IoT applications for a safer business ecosystem

10 REASONS TO ATTEND

1. Learn about new technologies, new practices, and emerging standards
2. See the latest product releases from leading suppliers
3. Hear how others are solving some of your most challenging problems
4. Discuss your issues and ideas with peers, suppliers, and analysts
5. Network with colleagues and develop valuable relationships with peer and supplier executives
6. Expand your knowledge by attending sessions with formats designed to enhance learning
7. Discover new ways to breakdown silos and organizational barriers
8. Collaborate with peers on shared problems like system implementation, legacy systems, new skill sets etc.
9. Impress your boss and colleagues with new fresh ideas to improve performance
10. Inject your requirements into supplier product roadmaps

WHAT DO YOU GET?

BE PART OF THE 4TH INDUSTRIAL REVOLUTION
BOOK YOUR PLACE TODAY!
BECOME A BUSINESS PARTNER

Industry of Things World addresses the opportunity for the IoT in an industrial setting. Be part of the only platform that explores the business models, case studies, actions, profitability and identify missing gaps that hide opportunities and business chances for your products, services and solutions.

Over 400 senior international industry execs will attend to discuss key industry topics, exchange knowledge and create new partnerships.

Join the event as a business partner to explore specific market verticals, market your products and gain brand exposure to your target audience.

Our dedicated tailored Business Partner packages will allow you to:

SHOWCASE YOUR PRODUCTS
We will help you to educate cross industry IoT end users on how to overcome key tech challenges. We will work with you to create a bespoke speaking opportunity and marketing package that best represents your service portfolio.

REACH INDUSTRY DECISION MAKERS
With the top IT, product, innovation, strategy and infrastructure executives you have the opportunity to use the conference sessions as a platform to participate in panel session debates or to construct your own industry relevant presentation to push your message to the industry.

INCREASE YOUR VISIBILITY
An expo stand in our dedicated networking and exhibition area will give you the visibility you need to promote your offering to your target audience. We will work with you to ensure you get the most of your targeted marketing campaigns and get your company in front of over 25,000+ key industry executives in the lead up to the event.

Don’t miss out on the opportunity to play an active role in the event and ensure you reach your target audience, all conveniently over 2 days in Berlin.

“It’s a really fantastic way to benchmark yourself and see where you stand!”
Christophe Ralite, Nexans France

WHO WILL YOU MEET?
Over 400 leading industrial IoT experts, end users and leaders will gather in Berlin in September for the Industry of Things World 2015 Conference. Here is just a small sample of the decision makers you will meet at the event:

- CEOs / COOs / CIOs / CTOs
- VPs, Directors, Managers, Architects of:

GET IN TOUCH
Jacqueline Kahlen-Hanlon, VP Business Development
Phone: +49 (0)30 52 10 70 3 - 34
Email: jacqueline.kahlen-hanlon@we-conect.com

For more information on the agenda and formats to get involved, go to:
WWW.INDUSTRYOFTHINGSWORLD.COM

WHO SHOULD SPONSOR?
Industry of Things World is the place where IoT, Data, Security, Hardware, Software, Middleware and other relevant solutions join up. If you provide any of the following you need to join in:

- Engage with real industry end users of IoT services
- Influence business strategies and create new opportunities for your business
- Be part of real-life problem solving conversations to position your expertise
- Showcase how companies have successfully enhanced their businesses using your new IoT-empowered products, services and solutions
- Mingle with organizations from industries such as engineering, production and manufacturing. Make their lives, users and consumers smarter, easier, and more responsive to their individual needs

BUSINESS PARTNERS

BOSCH
Invented for life

blue yonder
Forward looking, Forward thinking

DEVICE INSIGHT

vodafone
Empowering ideas

zühle
software

FLEXERA

COPADATA

pwc

SUPPORTING ASSOCIATIONS

COOPERATION PARTNER

media partners
“World class speaker panel.”

Matthias Buchhorn, Bombardier
SPEAKERS & MODERATORS 2015

UNIVERSITY OF ST. GALLEN
Oliver Gassmann, Professor of Innovation Management, Managing Director of the Institute of Technology Management

INDUSTRIAL INTERNET CONSORTIUM
Richard Soley, Executive Director

IBM RESEARCH
Moshe Rappaport, Executive Technology Briefer

PROCTER & GAMBLE
Filippo Passerini, Chief Information Officer

3M
Thomas Andrae, Director, 3M New Ventures

THYSSENKRUPP ELEVATOR AMERICAS
Rory Smith, Director of Strategic Development, Americas

LIDO STONE
Eliot Mazzocca, President

TRANSWESTERN
Roger Vasquez, Director of Engineering

ESTÉE LAUDER
Rhonda Vetere, CTO

VOLKSWAGEN
Cornelia Schäusker, Head of Volkswagen DataLab

E.ON CLIMATE AND RENEWABLES
Thomas Pump, Head of Asset Information Systems

TRUMPF
Klaus Bauer, Head of System Development

FRAUNHOFER
Michael Henke, Board of Directors, IML

UNIVERSITY OF APPLIED SCIENCE (HTW) BERLIN
Matthias Hartmann, Head of Production & Logistics, Information & Technology Management

FRAUNHOFER
Olaf Sauer, MD Automation, IOSB

AIRBUS OPERATIONS
Jean Bernard Rentz, Head of PLM R&D & Innovation

DSAG
Otto Schell, Member of the Board, Industry Solutions and Business Processes

BITKOM
Wolfgang Dorst, Head of Department Industrie 4.0

EVENING KEYNOTE

IEEE
Mary-Lynne Nielsen, Director of Corporate Programs

MARTIN FORD
Martín Ford, Valley Entrepreneur, Futurist and Speaker, Leading expert on the Robot Revolution, Artificial Intelligence, Job Automation, and the Impact of Accelerating Technology on the Economy and Society

IEEE
Roberto Minerva, Chair, IoT Initiative

FRAUNHOFER
Wilhelm Bauer, Head of IOA Institute

UNIVERSITY OF APPLIED SCIENCE (HTW) BERLIN
Bastian Halecker, Research Associate, Innovation & Technology Management

SCHINDLER GROUP
Michael Nilles, CIO

GERMAN RESEARCH CENTER FOR ARTIFICIAL INTELLIGENCE
Detlef Zühlke, Scientific Director, Innovative Factory Systems

ECLIPSE FOUNDATION
ian Skerrett, Marketing Director

KHS
Peter Stelter, Executive VP, Technology Management

KONICA MINOLTA
Dennis Curry, VP & Director of Business Innovation EU / EMEA

BOSCH SOFTWARE INNOVATIONS
Dirk Slama, Director Business Development

FLEXERA SOFTWARE
Vikram Koka, Vice President of IoT

KOREA EVALUATION INSTITUTE OF INDUSTRIAL TECHNOLOGY (KEIT)
Gyu Taek Lee, Program Director for Embedded Software

KONICA MINOLTA

BLUE YONDER
Alexander Beck, Principal Consultant

FEDEX
Yves Sinigallia, Managing Director, IT, EMEA

KONICA MINOLTA

BOSCH SOFTWARE INNOVATIONS
Gabriel Wetzel, Director Product Group Internet of Things

For the full list and updates, please visit: www.industryofthingsworld.com

To book your place today, go to: www.industryofthingsworld.com
AGENDA OVERVIEW

PRE-CONFERENCE DAY  SUNDAY, SEPTEMBER 20, 2015

20:00 ICEBREAKER SESSIONS

Take advantage of a relaxed setting in one of Berlin’s iconic venues with great views over the city, for an evening of informal discussions, networking and drinks to get things started in style.

Some of the topics that will be discussed include:

- Managing product and lifecycle strategies in the era of industrial IoT
- Data, data, data – what do you need and how can you get it?
- Security in the age of interconnectivity – is unhackability possible?
- Dealing with unforeseen competition: how to secure your market share?
- Privacy and the industrial Internet. What happens to your sensitive data?
- Game changing digital universe monetization opportunities – reality?
- Are industrial IoT technologies impacting your company’s skill set?
- Open collaboration business models – adapt or die?

CONFERENCE DAY 1  MONDAY, SEPTEMBER 21, 2015

7:00  Registration

7:30  Breakfast briefing

9:00  Official conference opening – Chair welcome & intro

9:10  Where does the hype end & the opportunities begin?

- One of the most in demand keynote speakers for technology innovation in Europe will share his views on the future of IoT and how it will affect businesses

Moshe Rappaport, Executive Technology Briefer, IBM Client Research

9:40  The Industrial Internet: Applying internet thinking to industrial systems

- The Internet has changed much of the way we live our lives, but not industrial systems
- The changes to industrial systems that become connected will change our world and disrupt enormous markets
- Available efficiencies from industrial uses of IoT will change the way we think about products and services
- No one company, or even small group of companies, will hold the key; we need to work together to get there faster

Richard Soley, Executive Director, Industrial Internet Consortium

10:10  Cloud computing, big data, security and the Internet of Things

Many IoT applications comprise large amounts of data. This data is putting a significant strain on existing infrastructures. Cloud computing enables IoT innovation by helping to address the complexity of connecting millions of objects and devices while helping to manage the data strain. However, in order for the Internet of Things to work most effectively, proper use of the ‘Cloud’ is paramount.

- How can the Cloud enable IoT innovation?
- How will the Cloud and Big Data generate new revenue streams for IoT?
- What are the business and consumer benefits of the Cloud environment for IoT applications?
- The ‘attack surface’ is much larger as more and more applications are being developed. What are the security implications of this?
- What will be the future interplay between cloud computing and the Internet of Things?

10:40  MORNING REFRESHMENT & NETWORKING BREAK

11:10  STREAM SESSIONS

Stream Sessions: Choose from 4 parallel sessions, all delving deeper into specific issues for deeper analysis, understanding and interaction.

STREAM 1  Business model generation

Exploring the impact of IoT
- IoT challenges are not just technological. In what way are businesses and society affected in moving into an Internet of Things that envisions a self-configuring and adaptive, complex system of networks of sensors and smart objects?
- Complexity management: how to deal with interoperability, privacy, regulatory and energy efficiency issues and determine ways to analyse the deluge of data
- The role of IEEE IoT initiative in the industrial application context

Roberto Minerva, Chair IoT Initiatives, IEEE

STREAM 2  Technology & infrastructure

Industrie 4.0 and its management along the supply chain
- Business models for Logistics 4.0
- Measure and management models for Logistics 4.0

Michael Henke, Board of Directors, IML, Fraunhofer

STREAM 3  Data management

Big Data and the Internet of Things

Cornelia Schaurecker, Head of Data Lab, Volkswagen

STREAM 4  Security risks & strategies

Reclassifying technologies in the IoT era

Yves Sinigallia, MD Information Technology, EMEA, FedEx
### AGENDA OVERVIEW

**CONFERENCE DAY 1** **MONDAY, SEPTEMBER 21, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>STREAM 1</th>
<th>STREAM 2</th>
<th>STREAM 3</th>
<th>STREAM 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:40</td>
<td>Business model generation</td>
<td>Industrie 4.0 – from vision to work</td>
<td>Lifting your business into the era of IoT</td>
<td>Security risks &amp; strategies</td>
</tr>
<tr>
<td></td>
<td>The future of smart &amp; connected buildings and how to handle your vendors</td>
<td>The IN40 vision</td>
<td>Using new technologies to expand into new revenue streams</td>
<td>Information &amp; the genius of things</td>
</tr>
<tr>
<td></td>
<td>Roger Vasquez, Director of Engineering, Transwestern</td>
<td>Challenges for applications</td>
<td>Integrating smart products into a closed loop service model</td>
<td>• Connected sensors, devices, and resulting information will push our understanding of both the physical and digital world</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The smartfactoryKL – advancing in the network</td>
<td>Placing security at the forefront of transformation</td>
<td>• Industrial and manufacturing sectors will play a key role in our ability to make better decisions &amp; predict outcomes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The smart future of production</td>
<td></td>
<td>• Connected technologies and emerging business models will reshape the way we work and live</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Delph Zühike, Scientific Director, Innovative Factory Systems, German Research Center for Artificial Intelligence (DFKI)</td>
<td></td>
<td>A Genius level of insight will be available to most – so what is going to happen next?</td>
</tr>
<tr>
<td>12:10</td>
<td>Business model generation</td>
<td>Technology &amp; infrastructure</td>
<td>Data management</td>
<td>Security risks &amp; strategies</td>
</tr>
<tr>
<td></td>
<td>Reserved for PwC</td>
<td>Industrie 4.0 – from vision to work</td>
<td>Lifting your business into the era of IoT</td>
<td>Information &amp; the genius of things</td>
</tr>
<tr>
<td></td>
<td>Reinhard Geissbauer, Partner, PwC</td>
<td>The IN40 vision</td>
<td>Using new technologies to expand into new revenue streams</td>
<td>• Connected sensors, devices, and resulting information will push our understanding of both the physical and digital world</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Challenges for applications</td>
<td>Integrating smart products into a closed loop service model</td>
<td>• Industrial and manufacturing sectors will play a key role in our ability to make better decisions &amp; predict outcomes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The smartfactoryKL – advancing in the network</td>
<td>Placing security at the forefront of transformation</td>
<td>• Connected technologies and emerging business models will reshape the way we work and live</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The smart future of production</td>
<td></td>
<td>A Genius level of insight will be available to most – so what is going to happen next?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Delph Zühike, Scientific Director, Innovative Factory Systems, German Research Center for Artificial Intelligence (DFKI)</td>
<td></td>
<td>Dennis Curry, VP &amp; Director of Business Innovation EU/EMEA, Konica Minolta</td>
</tr>
<tr>
<td>12:55</td>
<td>Lunch break</td>
<td>Lunch briefing</td>
<td>Tech take sessions in the exhibition area</td>
<td></td>
</tr>
<tr>
<td>14:15</td>
<td>Business model generation</td>
<td>Technology &amp; infrastructure</td>
<td>Data management</td>
<td>Security risks &amp; strategies</td>
</tr>
<tr>
<td></td>
<td>Information technology for the factory of the future</td>
<td>The impact of IoT on supply chain management</td>
<td>Leveraging data for service opportunities, product differentiation, and revenue creation</td>
<td>Internet of Wind</td>
</tr>
<tr>
<td></td>
<td>• Industrie 4.0 and its implementation in Germany, current R&amp;D-activities</td>
<td>IoT-based solutions enable data automatically collected from ubiquitous sensors, minimizing the efforts to manage supply chains such as monitoring suppliers’ and customers’ transactions, tracking the progress of shipment, and alerting the demand and inventory levels. Discuss current successful case studies and find out how you can integrate IoT technology into your supply chain today. What is the impact on material, information and capital flow?</td>
<td>Traditional database management solutions fall short in satisfying the sophisticated application needs of an IoT network that has a truly global-scale. Current solutions for IoT data management address partial aspects of the IoT environment with special focus on sensor networks. What are the newest data management solutions and the most effective strategies to manage your data?</td>
<td>• No production without the net</td>
</tr>
<tr>
<td></td>
<td>• Implementation of Industrie 4.0-technologies: examples from projects</td>
<td>• The goal: new services and business models for manufacturing companies</td>
<td></td>
<td>• Asset information systems as basis for active Asset management</td>
</tr>
<tr>
<td></td>
<td>• The goal: new services and business models for manufacturing companies</td>
<td>Olaf Sauer, Automation, IOSB, Fraunhofer Institute</td>
<td></td>
<td>• Looking into a crystal ball</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rory Smith, Director of Strategic Development, Americas, ThyssenKrupp Elevator Americas</td>
<td></td>
<td>How would the future like (developments / trends)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thomas Pump, Head of Asset Information Systems, E.ON Climate &amp; Renewables</td>
<td></td>
<td>Thomas Pump, Head of Asset Information Systems, E.ON Climate &amp; Renewables</td>
</tr>
</tbody>
</table>
### AGENDA OVERVIEW

**CONFERENCE DAY 1** MONDAY, SEPTEMBER 21, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>STREAM 1</th>
<th>STREAM 2</th>
<th>STREAM 3</th>
<th>STREAM 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:45</td>
<td><strong>Business model generation</strong></td>
<td><strong>Technology &amp; infrastructure</strong></td>
<td><strong>Data management</strong></td>
<td><strong>Security risks &amp; strategies</strong></td>
</tr>
<tr>
<td></td>
<td>Complexity management in internet of things</td>
<td>Title coming shortly</td>
<td>Title coming shortly</td>
<td>Digital Factory Engineering – Airbus ICT R&amp;T vision</td>
</tr>
<tr>
<td></td>
<td>Lessons Learned from industrial history – the relevance of Henry Ford</td>
<td></td>
<td></td>
<td>Following commercial success for different kind of Aircraft families,</td>
</tr>
<tr>
<td></td>
<td>within Internet of Things</td>
<td></td>
<td></td>
<td>Airbus is today facing a significant industrial ramp up. It’s now an</td>
</tr>
<tr>
<td></td>
<td>● Management of Internet of Things – the need for new business management</td>
<td></td>
<td></td>
<td>opportunity to experiment innovation supporting manufacturing engineering</td>
</tr>
<tr>
<td></td>
<td>rules</td>
<td></td>
<td></td>
<td>and manufacturing execution:</td>
</tr>
<tr>
<td></td>
<td>● Changing business models through new technologies lead to new management</td>
<td></td>
<td></td>
<td>● ICT R&amp;T is part of this vision as a risk coverage or as a source of</td>
</tr>
<tr>
<td></td>
<td>business rules</td>
<td></td>
<td></td>
<td>innovation</td>
</tr>
<tr>
<td></td>
<td>● Internet of things technologies as new disruptive innovation?</td>
<td></td>
<td></td>
<td>● On the software side: Usability, data integration and realistic</td>
</tr>
<tr>
<td></td>
<td>● Information mobility and information security as two side of the same</td>
<td></td>
<td></td>
<td>simulations</td>
</tr>
<tr>
<td></td>
<td>coin</td>
<td></td>
<td></td>
<td>● On the hardware side: mobility and smart wireless manufacturing systems</td>
</tr>
<tr>
<td></td>
<td>Matthias Hartmann, Professor of Production &amp; Logistics, Information &amp;</td>
<td></td>
<td></td>
<td>● The presentation will present an overall ICT architecture vision</td>
</tr>
<tr>
<td></td>
<td>Technology Management, University of Applied Sciences (HTW)</td>
<td></td>
<td></td>
<td>supported by different examples</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>coming from the a350 development</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>or the R&amp;T FOFulation project</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jean Bernard Hentz, Head of PLM R&amp;T Innovation, Airbus Operations</td>
</tr>
<tr>
<td>15:15</td>
<td><strong>Case study: Contextual drug delivery</strong></td>
<td><strong>Workforce: the essential skill sets of tomorrow</strong></td>
<td><strong>Can the Internet of Things be part of the circular economy?</strong></td>
<td><strong>Advanced manufacturing and smart factory applications in Korea</strong></td>
</tr>
<tr>
<td></td>
<td>● How IoT will redefine how healthcare is delivered</td>
<td>● Transformation is obvious, change of the future of the skill sets is in</td>
<td>● The impact of circular economy on HP’s value chain</td>
<td>Korea has grown based on a large-scale manufacturing industry. This</td>
</tr>
<tr>
<td></td>
<td>● The power of a data driven approach</td>
<td>progress</td>
<td>● The enabling role of 3D in business models</td>
<td>was a very quick and economical way. But lately, Korea faced a lot of</td>
</tr>
<tr>
<td></td>
<td>● Start-Ups as catalysts for large corporates to drive new business</td>
<td>● How do we deal with non-existent skills for jobs that need to be done?</td>
<td>● The importance of open innovation and collaboration</td>
<td>competition. To overcome this crisis, Korea has decided to innovate in</td>
</tr>
<tr>
<td></td>
<td>in new areas</td>
<td>● Key take Away on transformation 4.0 &amp; related Workforce</td>
<td>Kirstie McIntyre, Director, Social</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● A case study</td>
<td></td>
<td>and Environmental Responsibility, EMEA, HP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thomas Andrae, Director 3M New Ventures, 3M</td>
<td></td>
<td></td>
<td>Gyu Taek Lee, Program Director for Embedded Software, Korea Evaluation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Institute of Industrial Technology (KEIT)</td>
</tr>
<tr>
<td>15:45</td>
<td><strong>AFTERNOON REFRESHMENT &amp; NETWORKING BREAK</strong></td>
<td><strong>TECH TAKE SESSIONS IN THE EXHIBITION AREA</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**CONFERENCE DAY 1** MONDAY, SEPTEMBER 21, 2015

16:30 PLENARY

**Best practices for IoT deployments**
- From smart heating to connected factories
- What is requested for a successful deployment
- What are the barriers and the key enablers
- How to deliver business outcomes

17:00 IoT transforming your business – how to leverage technology

What do successful business of the future look like? Is this “future” we are talking about now? For many, the mere prospect of remaking traditional products into smart connected ones is daunting. But embedding them into the digital world using service based business models is much more fundamentally challenging. Where is innovation going to come from?

Filippo Passerini, Group President Global Business Services & Chief Information Officer, The Procter & Gamble Company

17:30 Title coming shortly

Vodafone

18:00 Afternoon keynote

The rise of Artificial Intelligence: Implications for jobs and the economy

Martin Ford, Valley Entrepreneur, Futurist and Speaker, Leading expert on the Robot Revolution, Artificial Intelligence, Job Automation, and the Impact of Accelerating Technology on the Economy and Society

18:30 End of Conference Day 1 & Networking drinks

20:00 DINNER

Time to relax, unwind and let all the knowledge exchange sink in a secret location with entertainment and more opportunities to make new connections.

**AGENDA OVERVIEW**

**CONFERENCE DAY 2** TUESDAY, SEPTEMBER 22, 2015

8:00 Registration

8:00 Breakfast briefing

8:50 Chair welcome

9:00 IoT – from technology to successful business models

- Overcoming the dominant logic of an industry
- The magic triangle of a business model
- 55 core patterns for 90% success
- From idea to sustainable change

Oliver Gassmann, Professor of Innovation Management, Managing Director of the Institute of Technology Management, University of St. Gallen

9:30 Digital utopia or real business case?

Wolfgang Dorst, Head of Industrie 4.0, BITKOM e.V

10:00 PLENARY

The economics of the Industrial Internet

Does the exponential growth of devices equate to cost savings, or are the savings hard to define at the micro level but intuitively obvious at the macro level? Is there practical data that shows the economics of the Industrial Internet? Leading Finance and Economics experts will discuss the future of the Industrial Internet.

10:30 WORLD CAFÉ INTRO

10:50 MORNING REFRESHMENT BREAK & NETWORKING BREAK

11:00 START-UP LOUNGE

This is your chance to experience the newest industrial IoT technologies and ideas first hand. Join the Start-Up Lounge sessions to hear elevator pitches from the most innovative Start-Ups. This session is designed to allow you to identify your next investment project. For information on how to get involved email: maria.relaki@we-connect.com.
AGENDA OVERVIEW
CONFERENCE DAY 2 TUESDAY, SEPTEMBER 22, 2015

11:20 WORLD CAFÉ SESSION

Round Table Stream A
1 Predictive applications on realtime machine and sensor data
   Alexander Beck, Principal Consultant, Blue Yonder
2 IoT and Privacy
   Mary Lynne Nielsen, Director of Corporate Programs, IEEE S
3 IoT meets manufacturing – impacts on work, skills and employment
   Sebastian Schlund, Head of Production Management, Institute for Industrial Engineering, Fraunhofer IAO
4 Security of industrial networks
   Tba
5 IoT Data: A new role for analytics!!
   Tba
6 Connected M2M / IoT market: Enable global connectivity to launch innovative services
   Tba
7 Setting up the top management agenda in the IoT
   Matthias Hartmann, Professor of Production & Logistics, Information & Technology Management, University of Applied Sciences (HTW)
   Bastian Halecker, Research Associate, University of Applied Sciences (HTW)
8 Using the IoT as a user relationship improvement tool
   Tba

Round Table Stream B
1 How can Open Source approaches to both hardware and software accelerate market adoption?
   Ian Skerrett, Marketing Director, Eclipse Foundation
2 Big data and analytics in an IoT world
   Gabriel Wetzel, Director Product Group Internet of Things, Bosch Software Innovations
3 Managing big IIoT data
   Tba
4 Making the IIoT unhackable
   Tba
5 Implementation strategies for sensor data analytics
   Tba
6 Factory automation in a connected world: Service platform and remote monitoring
   Tba
7 Impact of IIoT on your next wave of team members and their skill set
   Otto Schell, Board Member, DSAG
8 The value of the IoT for your end users
   Tba

START-UP LOUNGE
This is your chance to experience the newest industrial IoT technologies and ideas first hand.
Join the Start-Up Lounge sessions to hear elevator pitches from the most innovative Start-Ups.
This session is designed to allow you to identify your next investment project.
For information on how to get involved email: maria.relaki@we-conect.com.

12:30 LUNCH BREAK

13:30 WORLD CAFE SESSION CONTINUED

Round Table Stream A
Round Table Stream B

15:15 How reliable is the IoT infrastructure?
   Storage capacity, scalability and inbound data-center bandwidth requirements are just some issues organizations are already facing as they struggle to manage growing volumes of data, including smart sensors, tablet computers, wearable devices, applications and more. How can we efficiently converge IT and operations technology Systems?

15:45 How to run global operations in the Industrial Internet era
   Rhonda Vetere, CTO, Estee Lauder

16:15 PANEL DISCUSSION
Creating a standards framework for IoT
   How can standards work is such and wide ranging and diverse area as IoT? – and yet how can the market possibly reach its full potential without standards?
   ● What does the concept of standards really mean in the context of IoT?
   ● How can the varied standards relevant to the area effectively be integrated for IoT solutions?
   ● Can a verticalized approach to standards work?
   ● How can Open Source approaches to both hardware and software accelerate market adoption?
   Mary Lynne Nielsen, Director of Corporate Programs, IEEE S
   Wolfgang Dorst, Head of Industrie 4.0, BITKOM e.V.

16:45 Special Guest Star – to be announced shortly

17:15 CONFERENCE WRAP UP

17:30 End of conference

To book your place today, go to:
WWW.INDUSTRYOFTHINGSWORLD.COM
DEFINING THE FUTURE OF THE INDUSTRIAL IOT

“An outstandingly strategy & structure oriented event with strong B2B tools.“

Jonas Stenbeck, Director Business Intelligence Consumer Sales, Vattenfall AB
WHO WILL ATTEND

95%

of attendees are decision makers with direct or indirect budget responsibility

81%

of attendees join to evaluate new services, technologies and products

69%

of attendees have budgets ranging over 1m $

INDUSTRY OF THINGS WORLD AUDIENCE

END USERS 35%
OEM 21%
SOFTWARE DEVELOPERS 13%
HARDWARE MANUFACTURERS 10%
CONSULTANTS/MARKET RESEARCH 9%
ACADEMICS 6%
START UPS 5%
OTHER 1%

GEOGRAPHIC SPLIT

25%
Germany
17%
UK
13%
USA
10%
France
9%
India
7%
China
5%
Japan
4%
Belgium
3%
Spain
3%
The Netherlands
2%
Canada
2%
ROW

DONT MISS OUT ON THE BIGGEST INDUSTRIAL FOCUSED IOT EVENT.
SAVE THE DATE IN YOUR DIARY NOW!

PAST SUPPORTING COMPANIES INCLUDE

INDUSTRY OF THINGS WORLD 2015
SEPTEMBER 21 - 22, 2015 | BCC BERLIN CONGRESS CENTER, GERMANY

More stats and info about the event:
WWW.INDUSTRYOFTHINGSWORLD.COM
SAVE YOUR PLACE NOW!

<table>
<thead>
<tr>
<th>TICKET OPTIONS</th>
<th>DELEGATE GOLD PASS</th>
<th>TEAM GOLD PASS</th>
<th>SINGLE SOLUTION PROVIDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 nights accommodation</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-event ice-breaker session</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Networking dinner on day 1</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Industry survey results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Full DocPack of presentations and audio recordings</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>2.5 event days</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>More than 40 case studies and 30+ interactive sessions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Exhibition</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Managed partnering sessions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Lunch and refreshments</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Conference documentation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>All event audio recordings</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Online Networking Center / Access to the One2One Meeting platform</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>PRICE (excl. VAT)</strong></td>
<td><strong>2,795 €</strong></td>
<td><strong>2,795 €</strong></td>
<td><strong>3,495 €</strong></td>
</tr>
</tbody>
</table>

BOOK YOUR TICKET TODAY!

BE PART OF THE BIGGEST, INTERNATIONAL, CROSS INDUSTRY INDUSTRIAL INTERNET OF THINGS EVENT!

TO SPONSOR
jacqueline.kahlen-hanlon@we-conect.com | +49 (0)30 52 10 70 3 - 34

TO SPEAK
maria.relaki@we-conect.com | +49 (0)30 52 10 70 3 - 43

TO BE THERE
www.industryofthingsworld.com

For more information on the programme, speakers and how to get involved visit our website
WWW.INDUSTRYOFTHINGSWORLD.COM