WEBINAR

Edge IoT webinar 3: How to win business in edge & IoT



DHEERAJ REMELLA
Chief Product Officer

Volt Active Data



DARIUS SINGH
Director, Consulting

STL Partners



JOE HURMAN
Senior Consultant

STL Partners



TALIESIN KAUFFMANN
Consultant

STL Partners

Thursday 5 October – 4PM BST | 11AM EDT | 8AM PDT

STL PARTNERS

VOLT ACTIVE DATA

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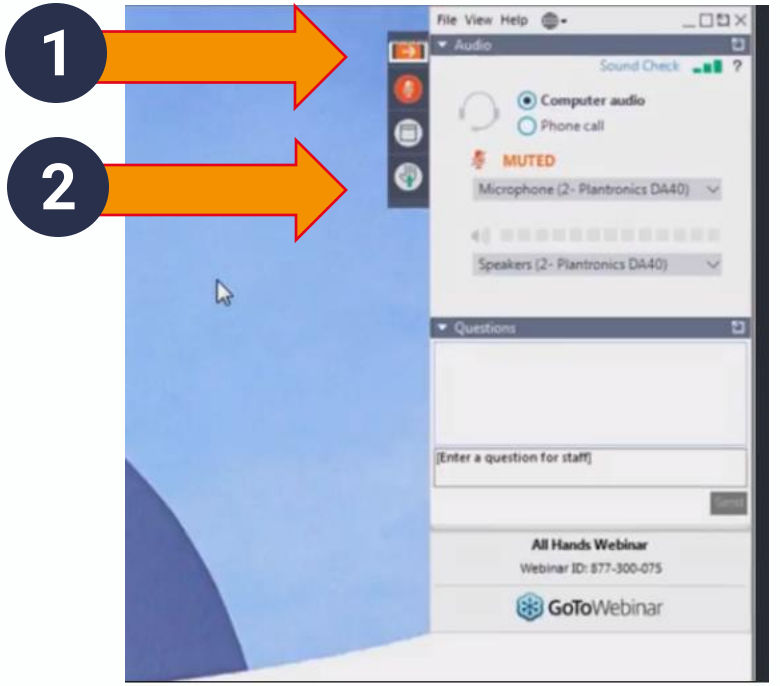
3 Volt Active Data: Considerations for edge IoT confluence

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ONGOING WEBINAR SERIES

STL Partners & Volt Active Data Edge IoT platforms webinar series

Edge IoT platforms – verticals & use cases enabling growth	Is there such a thing as an edge IoT platform?	How to win business in edge & IoT	Integrating edge IoT platforms with enterprise systems
February 2023	May 2023	October 2023	Q1 2024

Webinar 3 — Thursday 5 October – 4PM BST | 11AM EDT | 8AM PDT

Our speakers



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Business model differentiation in edge & IoT



JOE HURMAN

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STL Partners

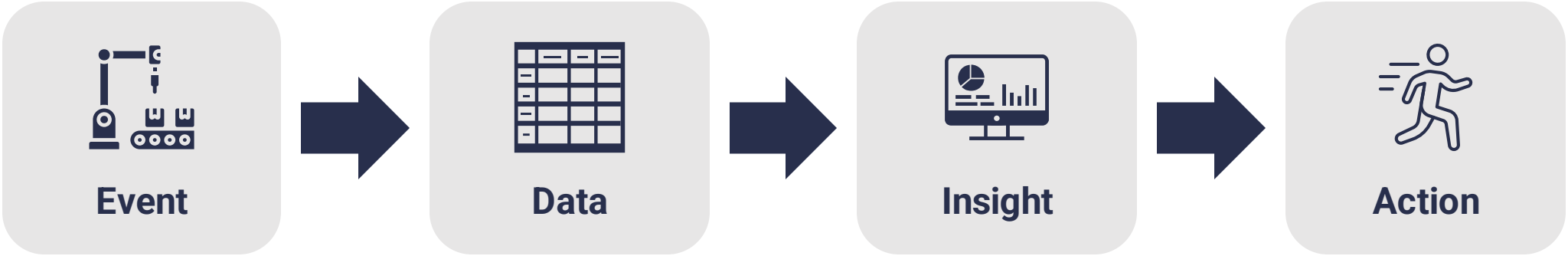


TALIESIN KAUFFMANN

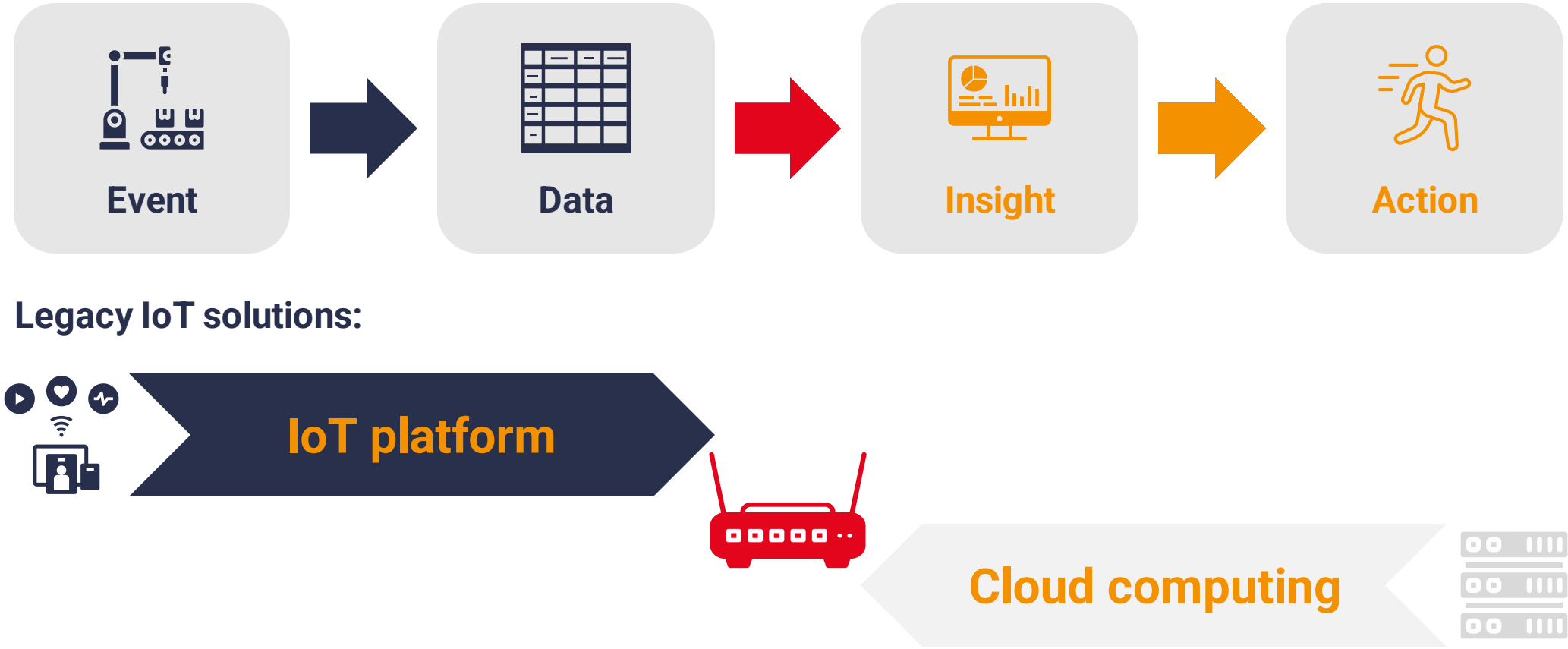
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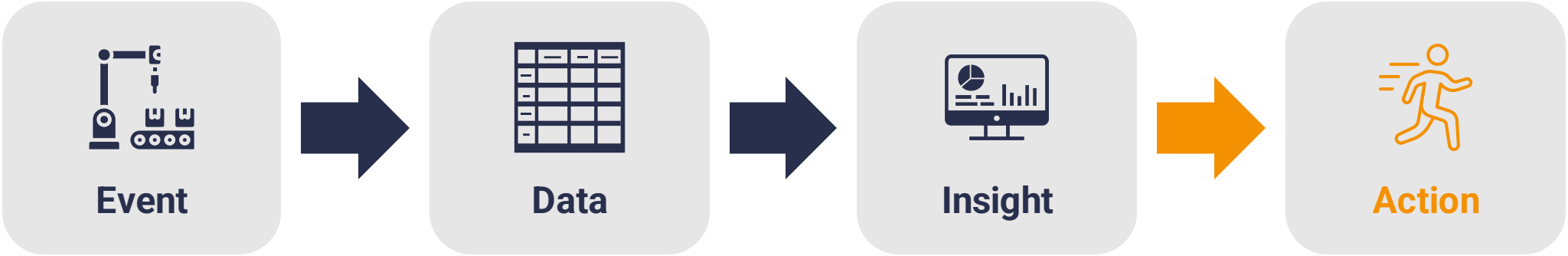
Many enterprises face a challenge in transforming event data from a variety of sources into timely insight and action



Data collection and insight have previously been managed as two standalone systems, with an IoT gateway interface

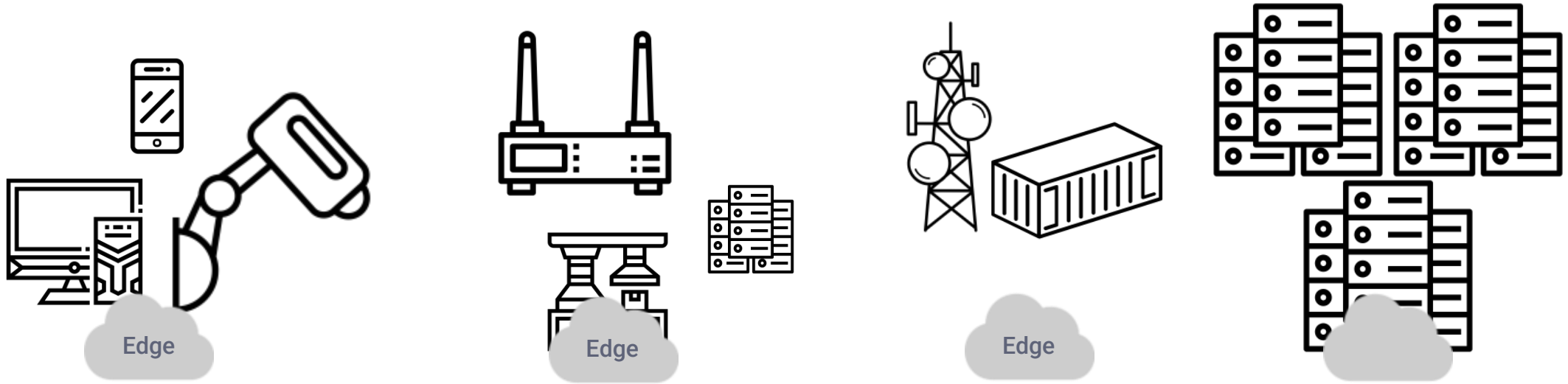


IoT solutions are becoming smarter, in particular thanks to smarter IoT gateways





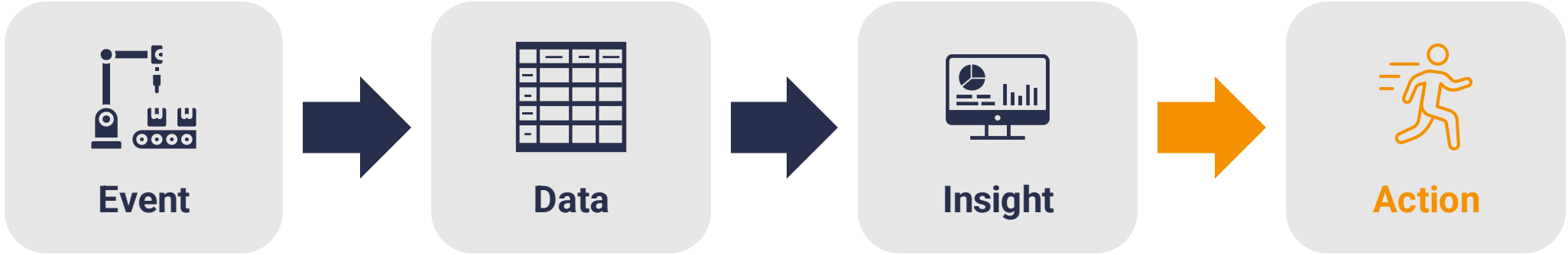
Simultaneously, edge computing is driving a move towards more distributed computing



Device edge | On-prem edge | Network edge | Cloud

Edge & cloud computing

IoT and edge are converging towards distributed and automated systems of data collection, analysis and action



Edge-enabled IoT solutions:





Demand for edge-enabled IoT solutions is being pushed forward by a variety of different verticals and use cases

Early adopters

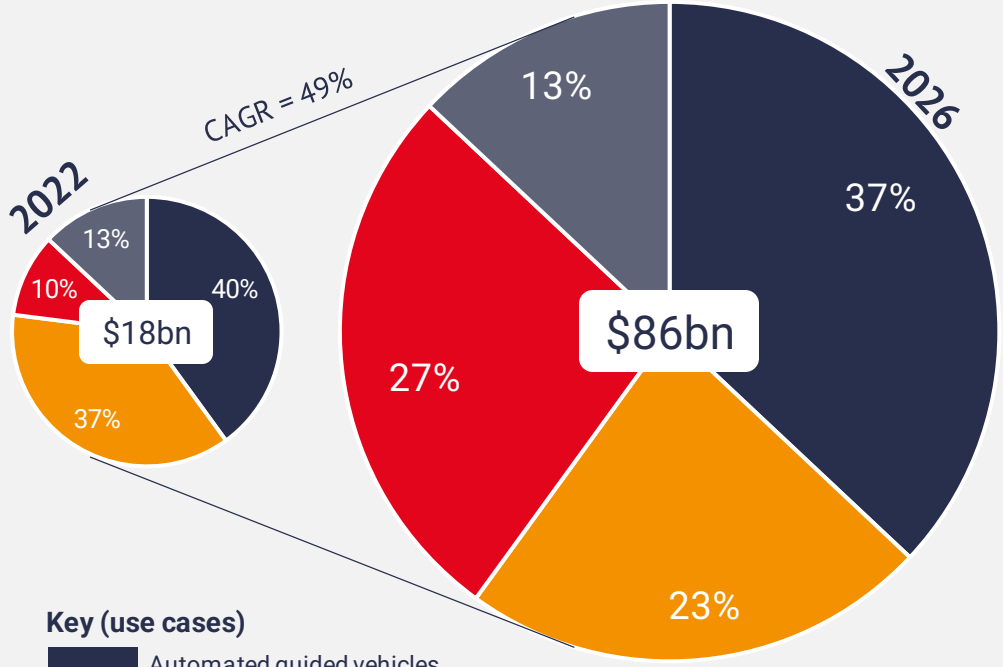
- Utilities
- Logistics
- Manufacturing
- Mining

Up and coming innovators

- Transport
- Agriculture
- Retail
- Healthcare

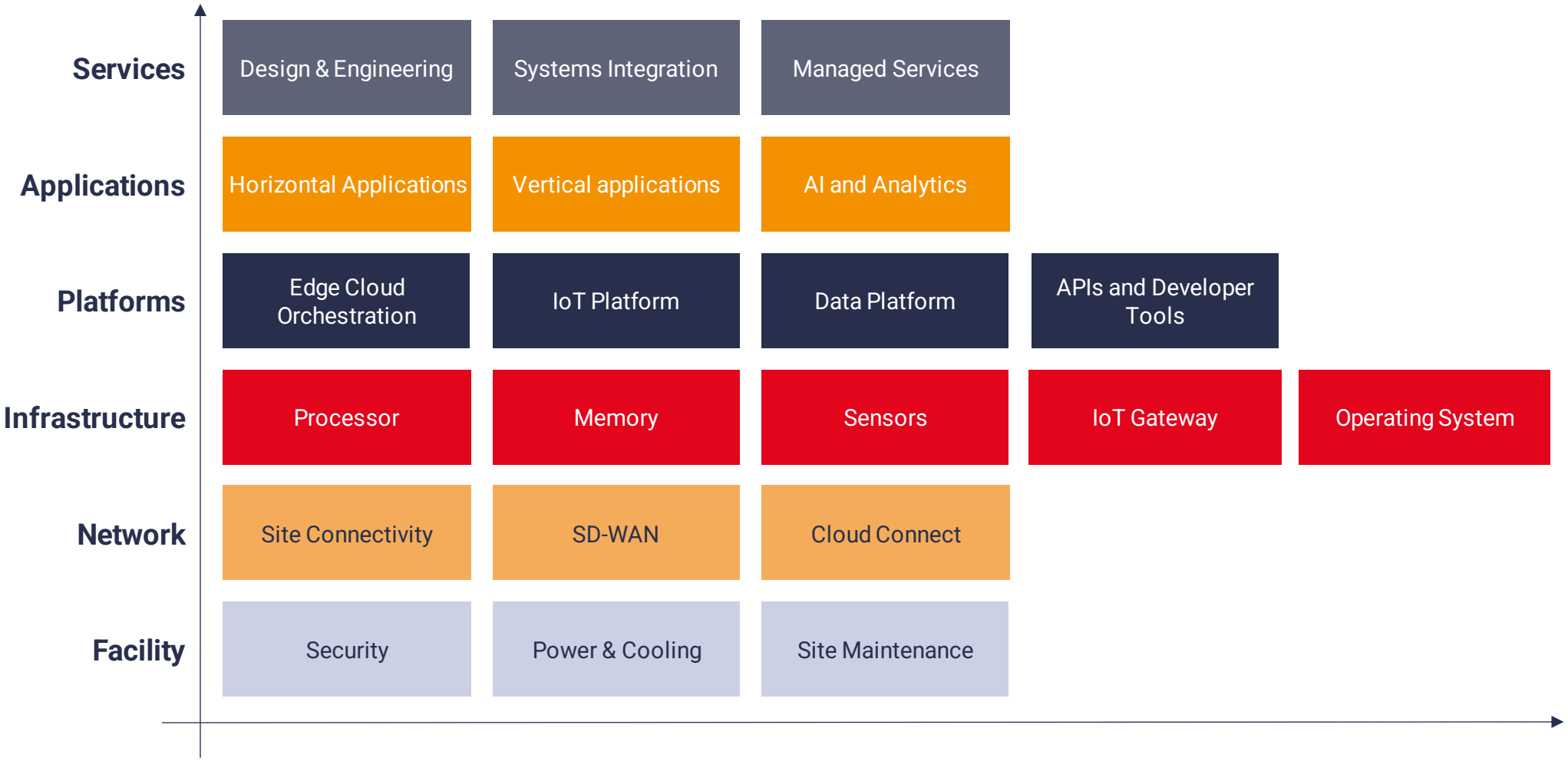
Speculative explorers

- Defence
- Finance
- Construction



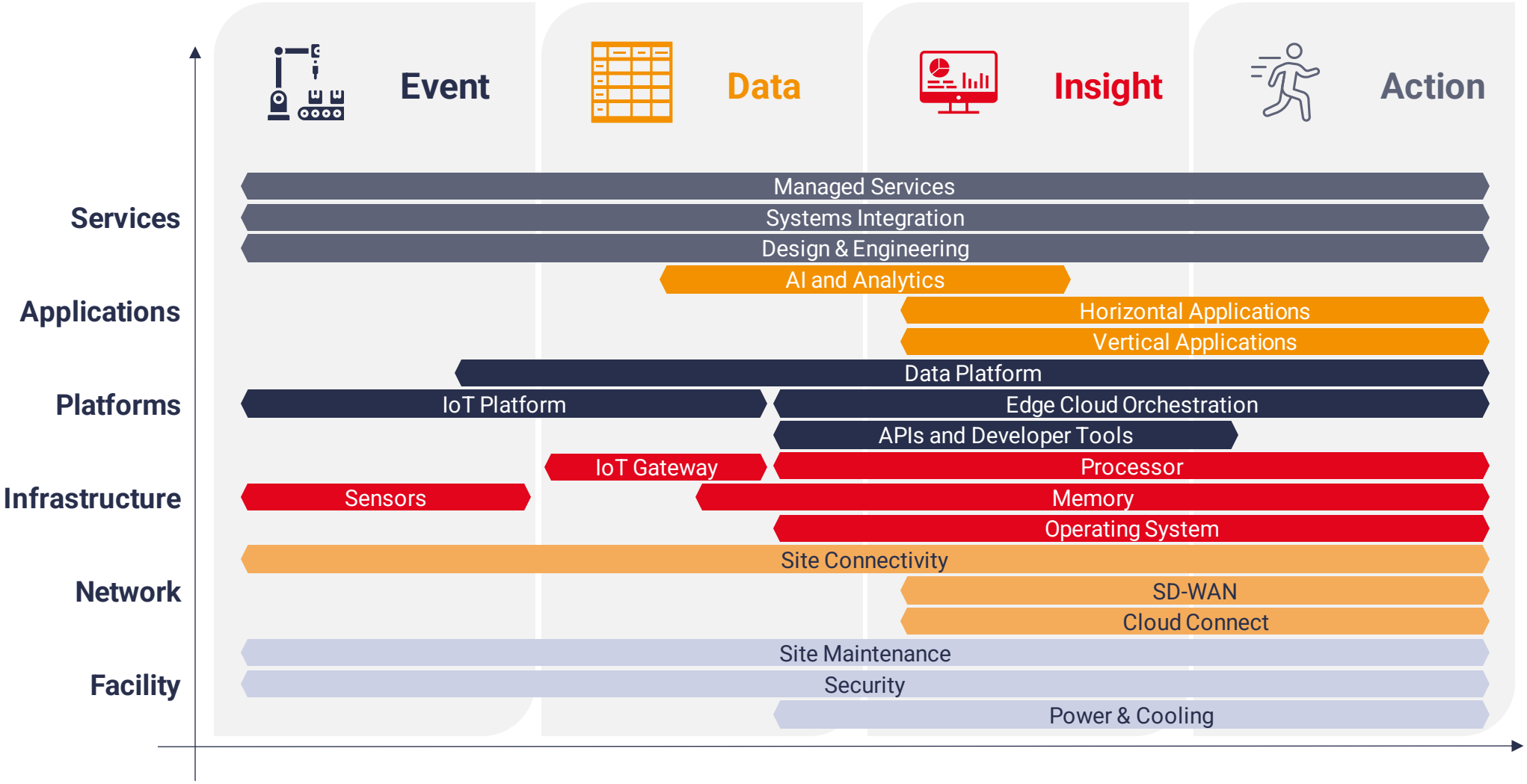
Although this market is concentrated by use case, it is fragmented in its value chain

STL Partners has broken down the edge & IoT value chain into six key parts

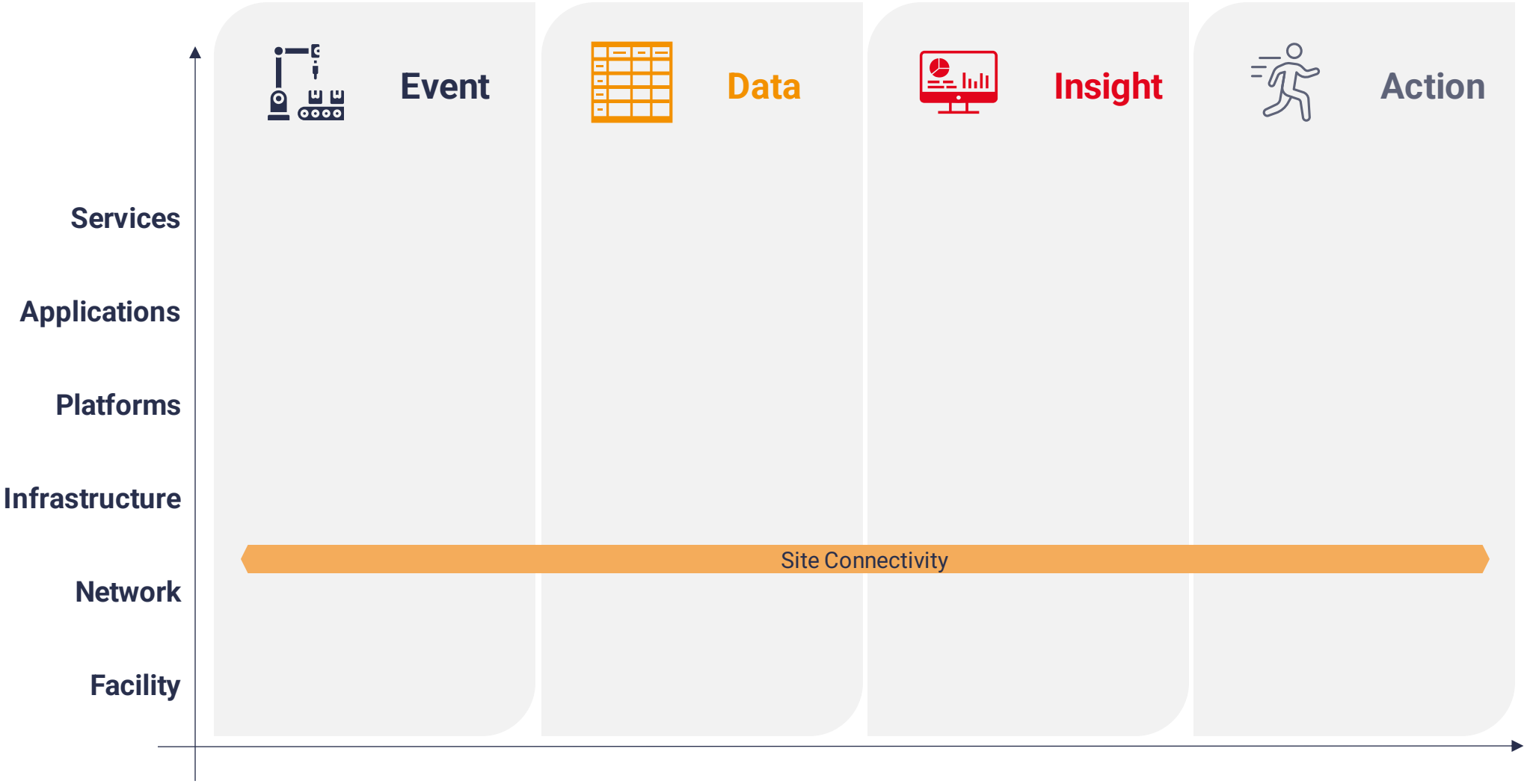


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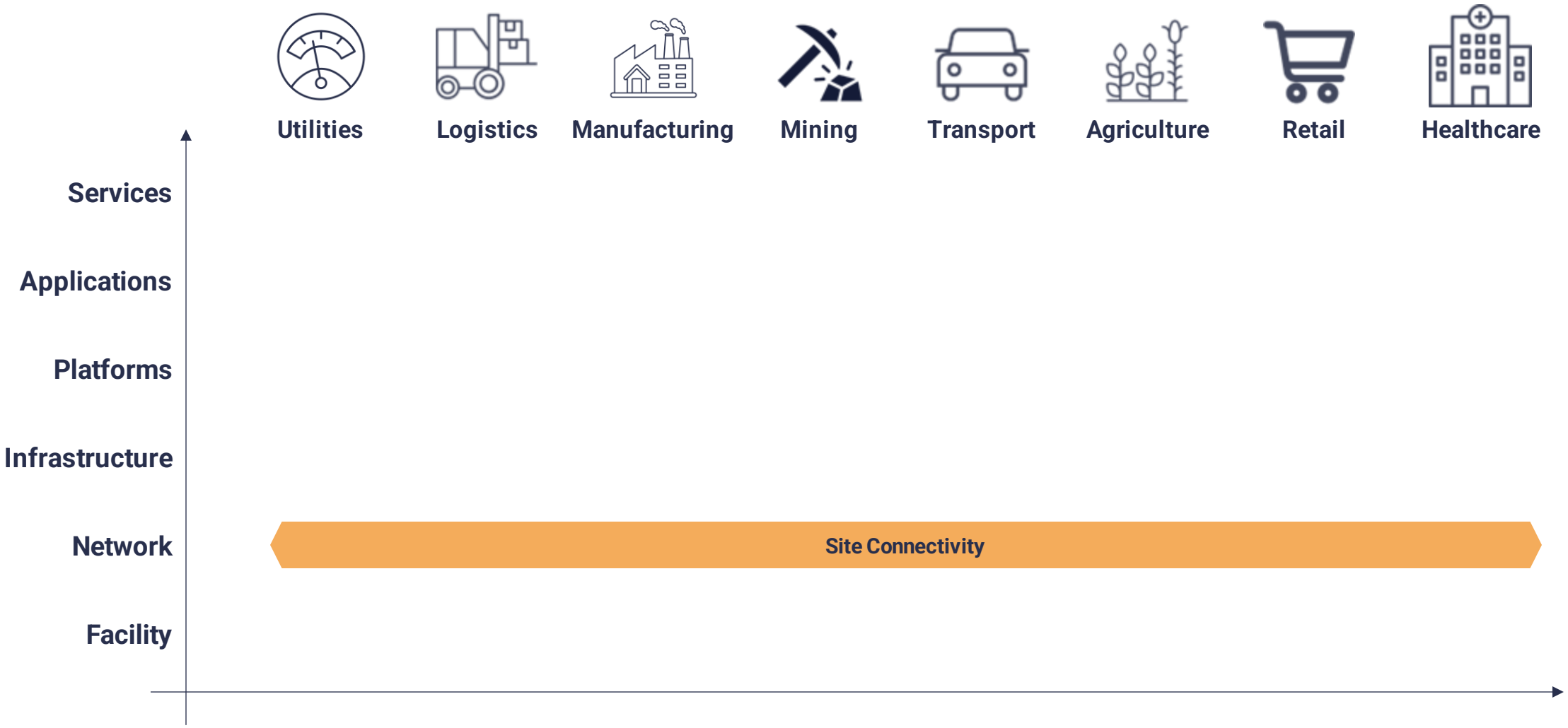
And these capabilities can be mapped onto the flow of data from event to action



Isolating just one component of the value chain highlights the technical complexity within an edge & IoT solution...



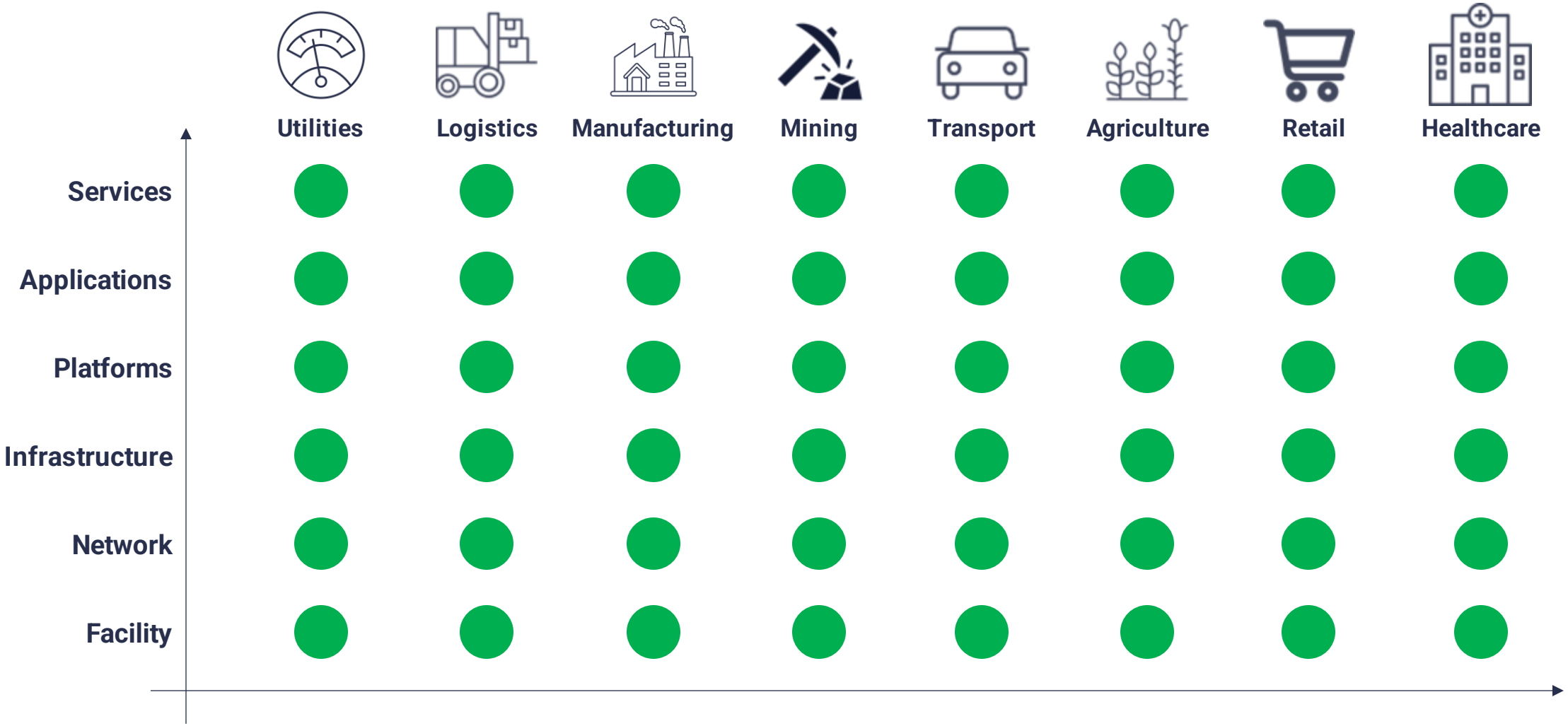
...and this stems from an additional key dimension of complexity to consider: the vertical nuance



Parallel development of similar capabilities across different verticals has resulted in differing language and technologies



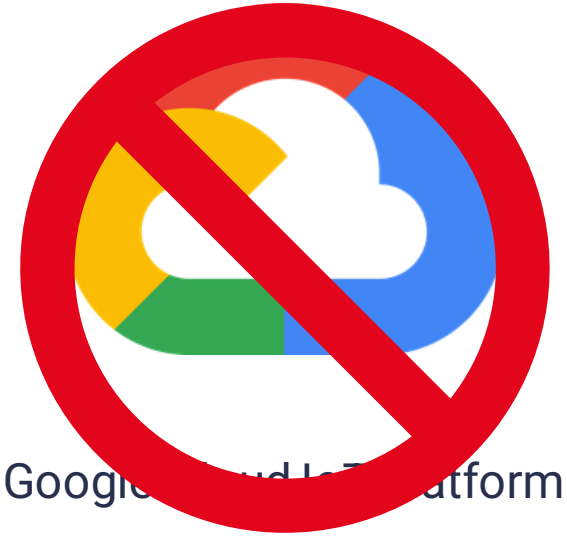
It is this diversity and complexity that makes a broad offering so difficult to make profitable



Even the largest global technology businesses have struggled to make such an approach work



Retired
July 2022

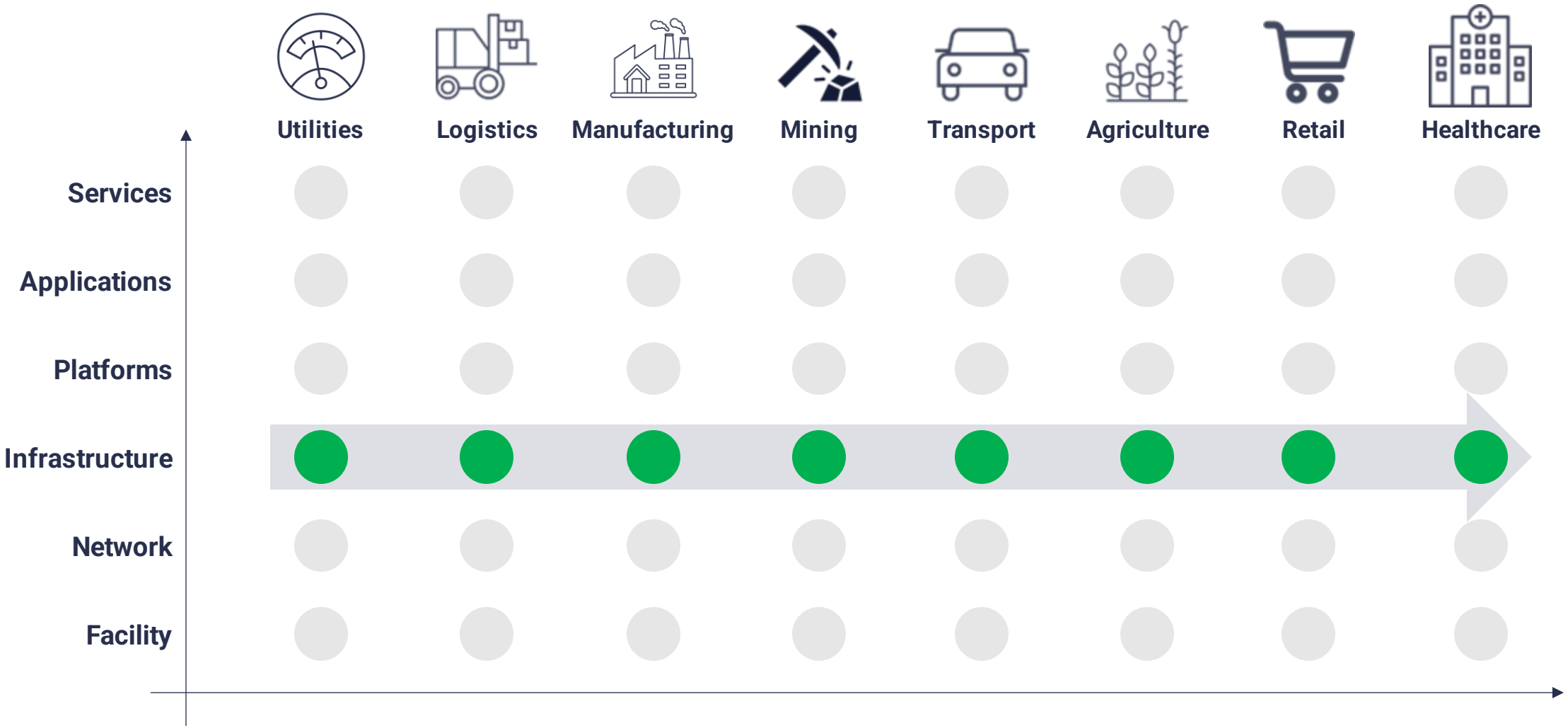


Retired
August 2023

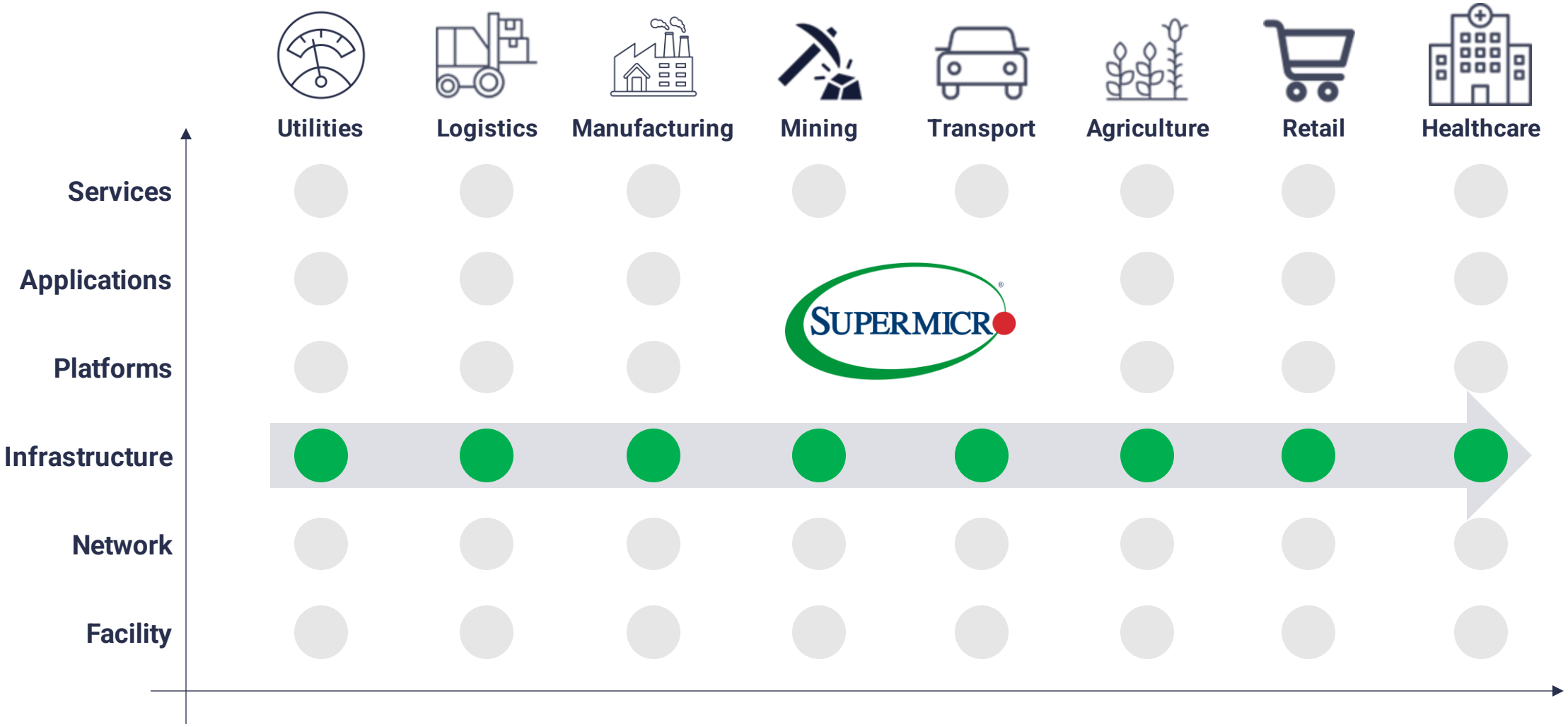


Retiring
December 2023

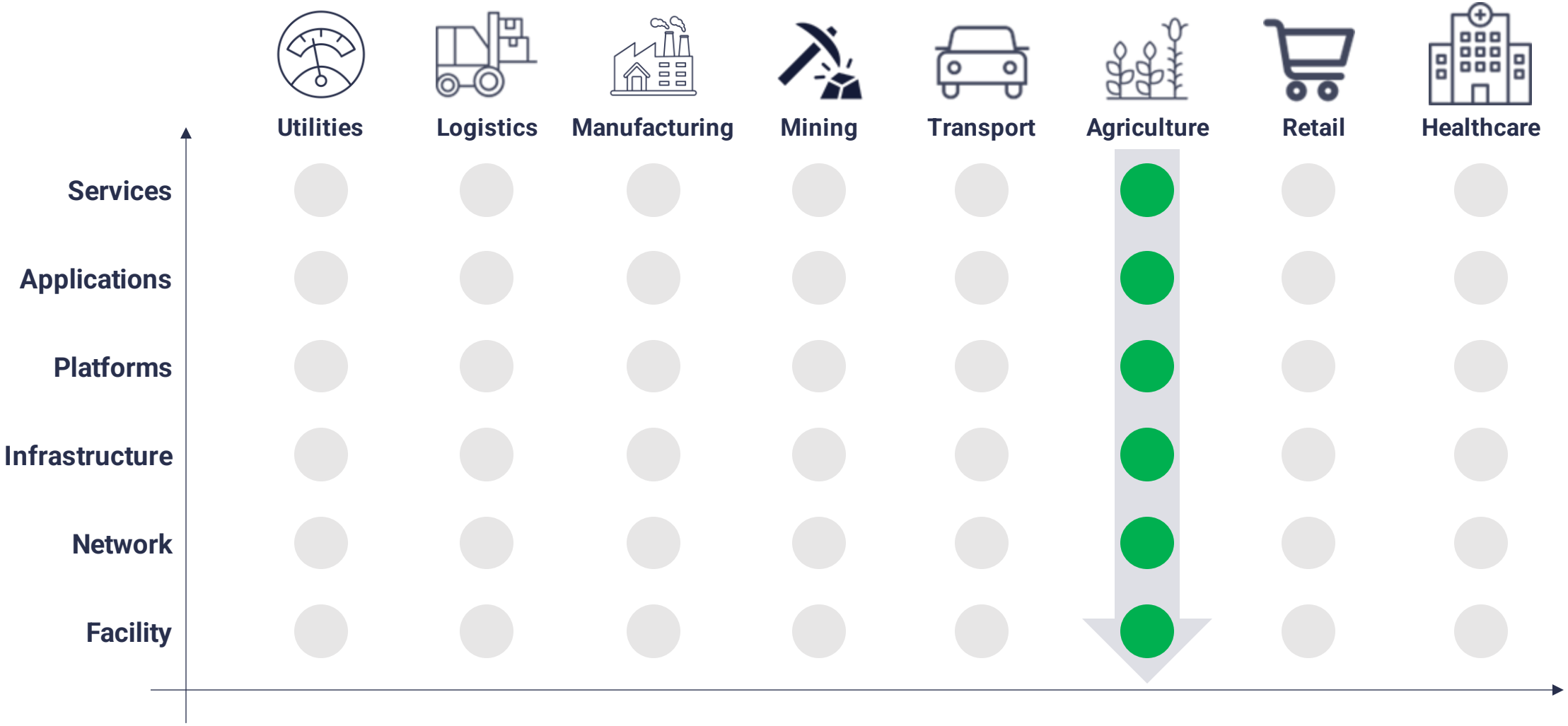
The majority of successful offerings seek to optimise for a specific capability...



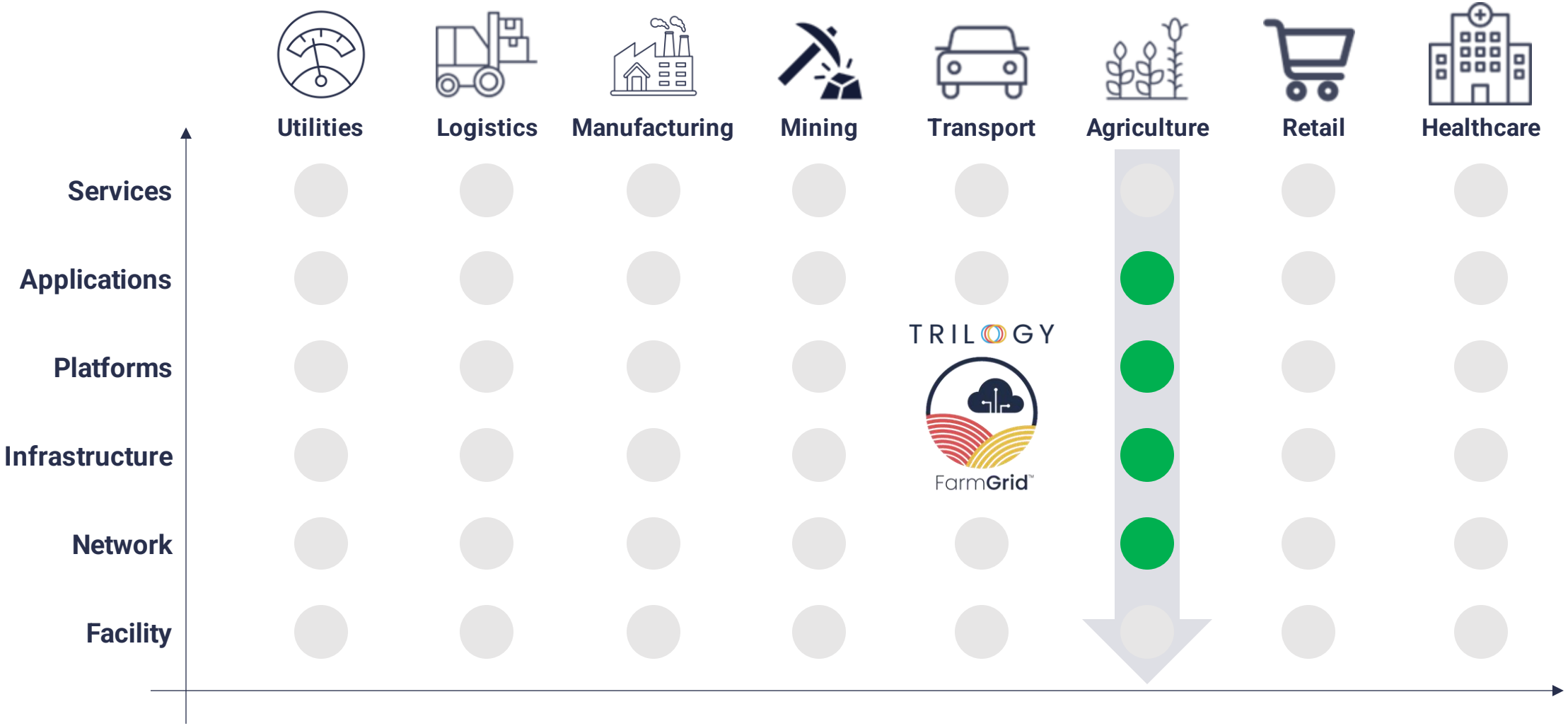
...such as Supermicro, and their horizontal offerings in intelligent edge hardware



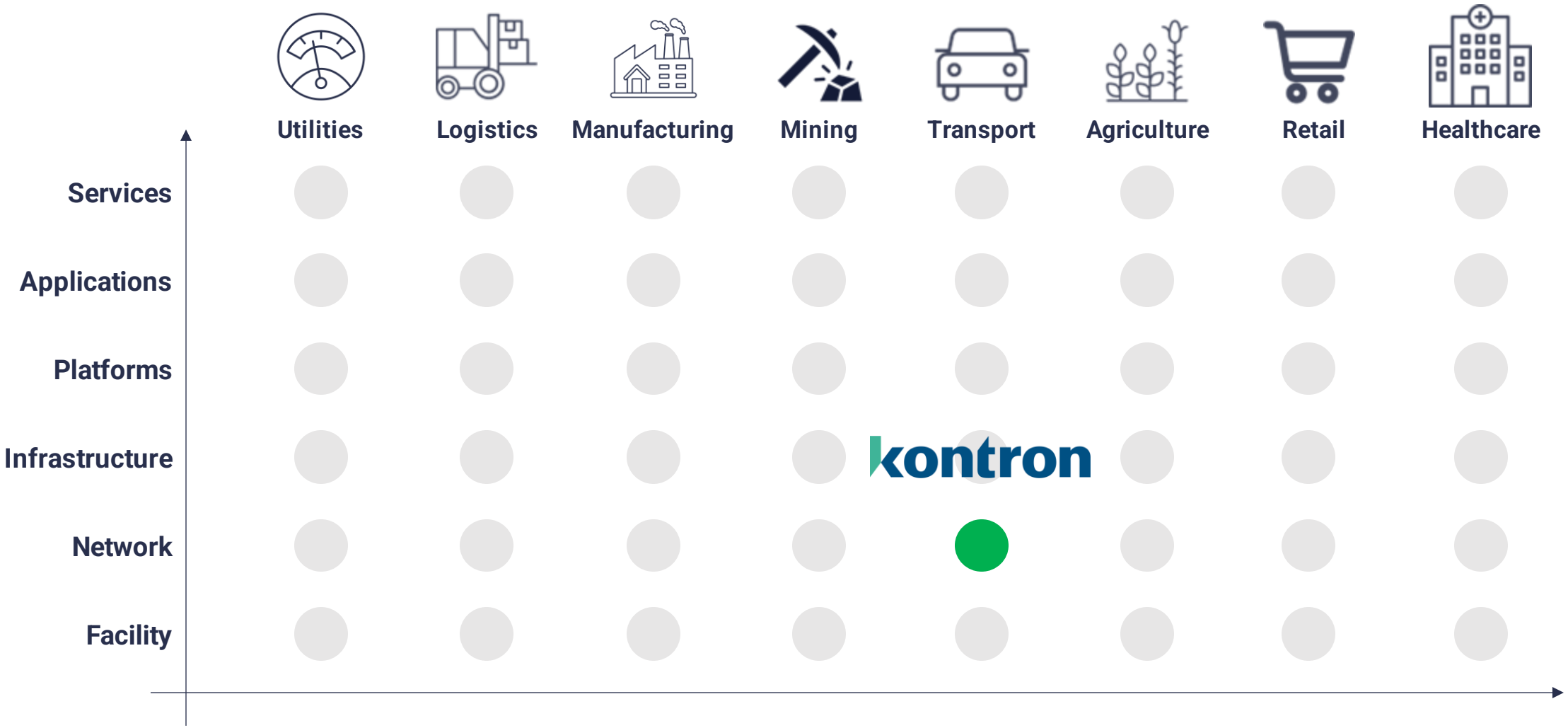
The other option is to target a specific vertical within the edge and IoT ecosystem...



...such as Trilogy Networks' FarmGrid solution

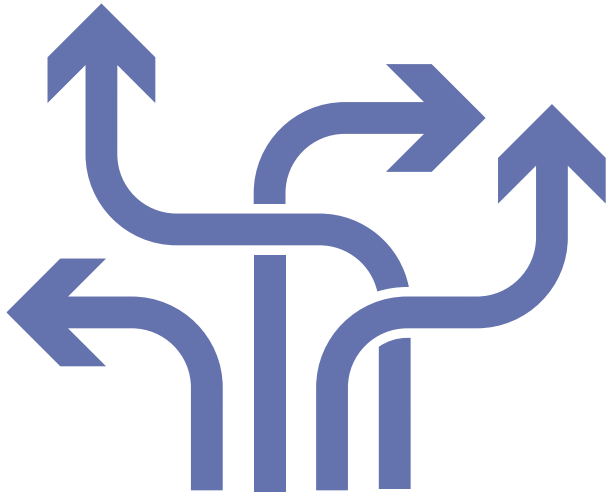


Many companies even specialise in just one discrete market within the edge and IoT ecosystem



Defining the market is key, but it's just the start...

STL has defined three key factors in maximising the revenue opportunity within edge & IoT



Go-to-market

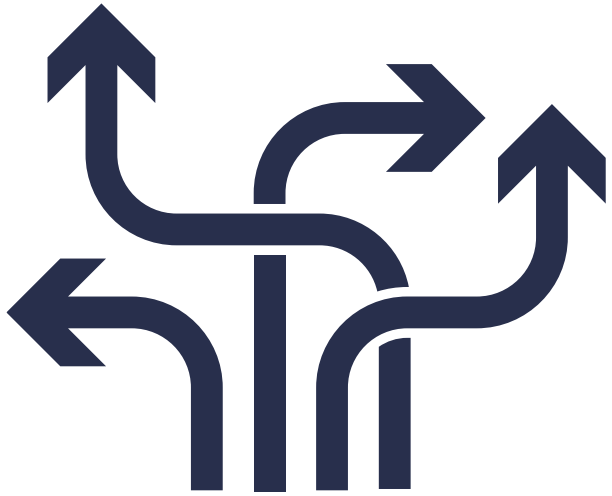


Partnerships



Monetisation

The first key priority is to understand who the end buyer of your solution is, to establish your go-to-market strategy



Go-to-market

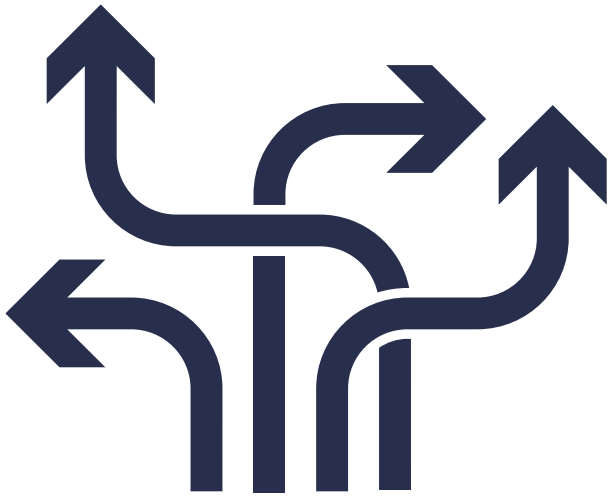


Partnerships



Monetisation

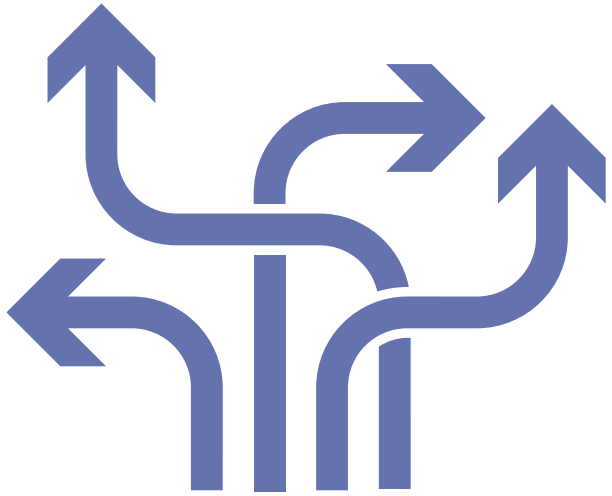
The first key priority is to understand who the end buyer of your solution is, to establish your go-to-market strategy



Go-to-market

- Vertical nuance
- Enterprise nuance
- Buyer nuance

Similarly, it's crucial to understand how partnerships can expand your addressable market



Go-to-market



Partnerships



Monetisation

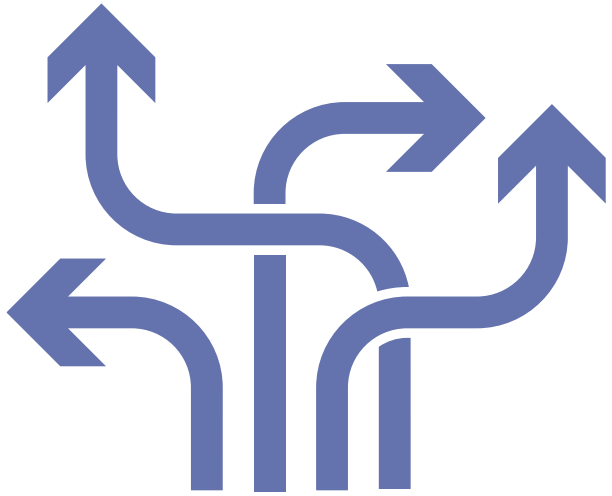
Similarly, it's crucial to understand how partnerships can expand your addressable market



Partnerships

- Ecosystems
- Marketplaces
- Pre-integration

Finally, nuancing the monetisation model to suit customer demands can maximise revenue from a specific customer



Go-to-market



Partnerships



Monetisation

Finally, nuancing the monetisation model to suit customer demands can maximise revenue from a specific customer



Monetisation

- Consumption & outcome-based models
- Subscription models
- Fixed fee

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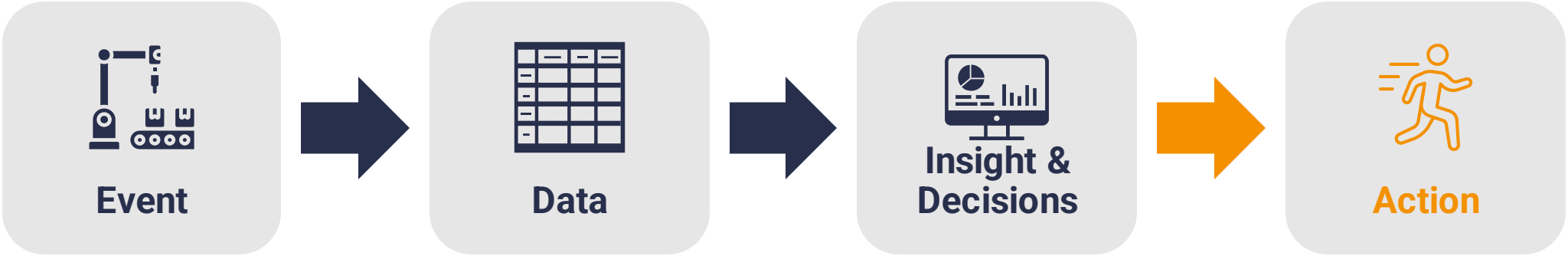
CONSIDERATIONS FOR EDGE IOT CONFLUENCE

Dheeraj Remella

CPO



IOT Platforms – Active Decisions to drive actions

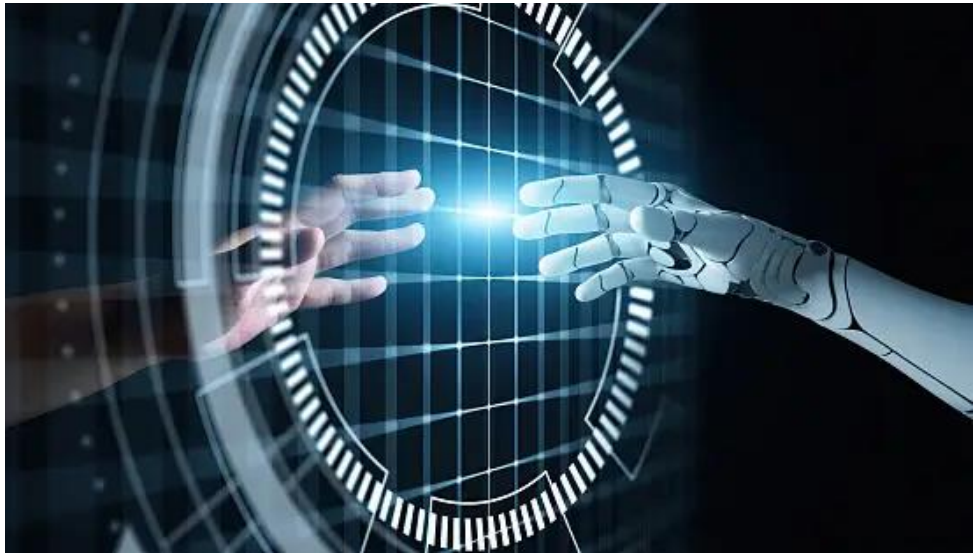


Edge-enabled IoT solutions:



Digital Twins

- Not just for data collection
- Action Twin at the Edge vs Analytics Twin in the Cloud
- Driving actions on their physical twins
- Decisions augment by ML
- Industrial Metaverse



What's common?



Utilities



Logistics



Manufacturing



Mining

Data, Decisions & Intelligent Automation



Healthcare



Retail

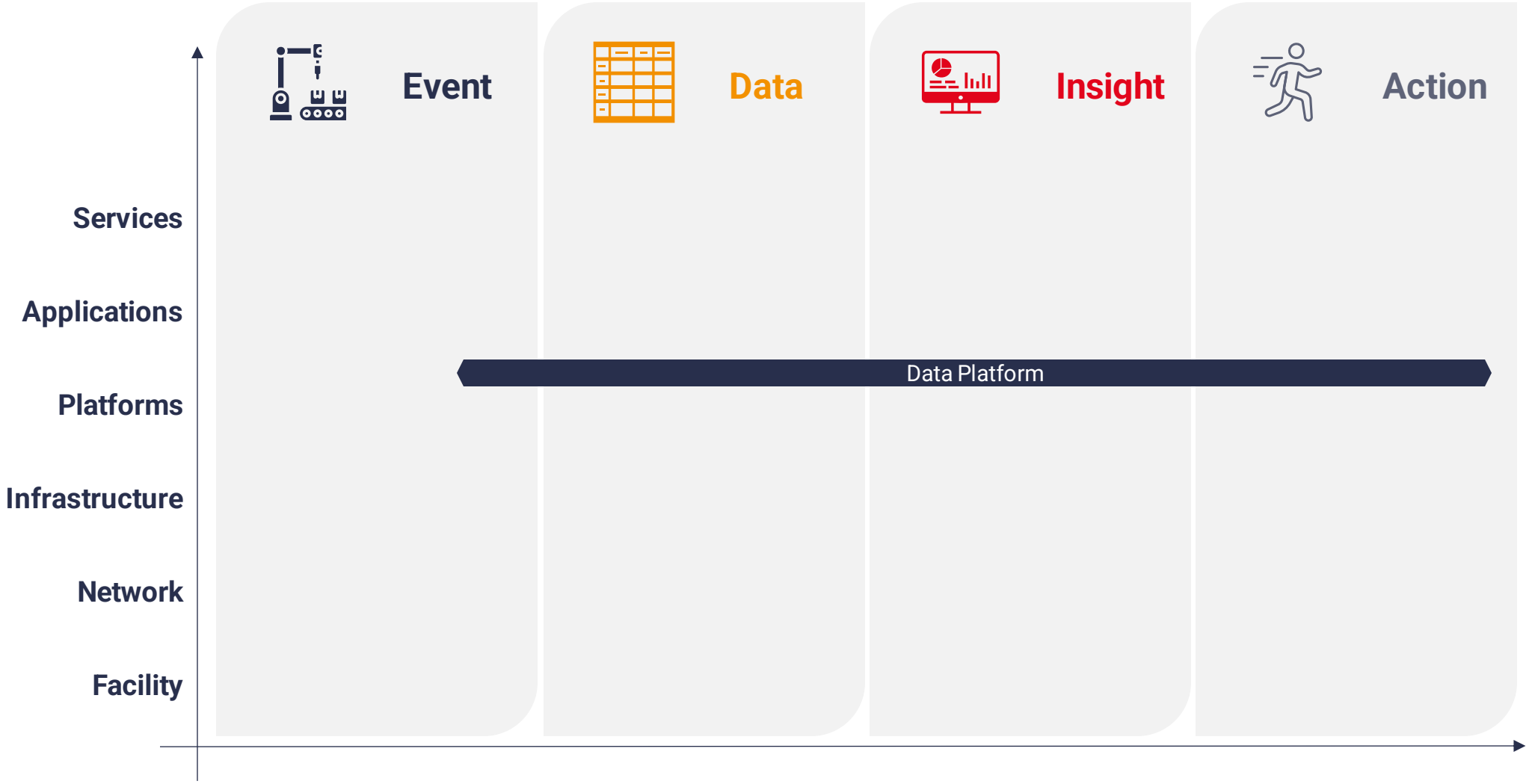


Agriculture



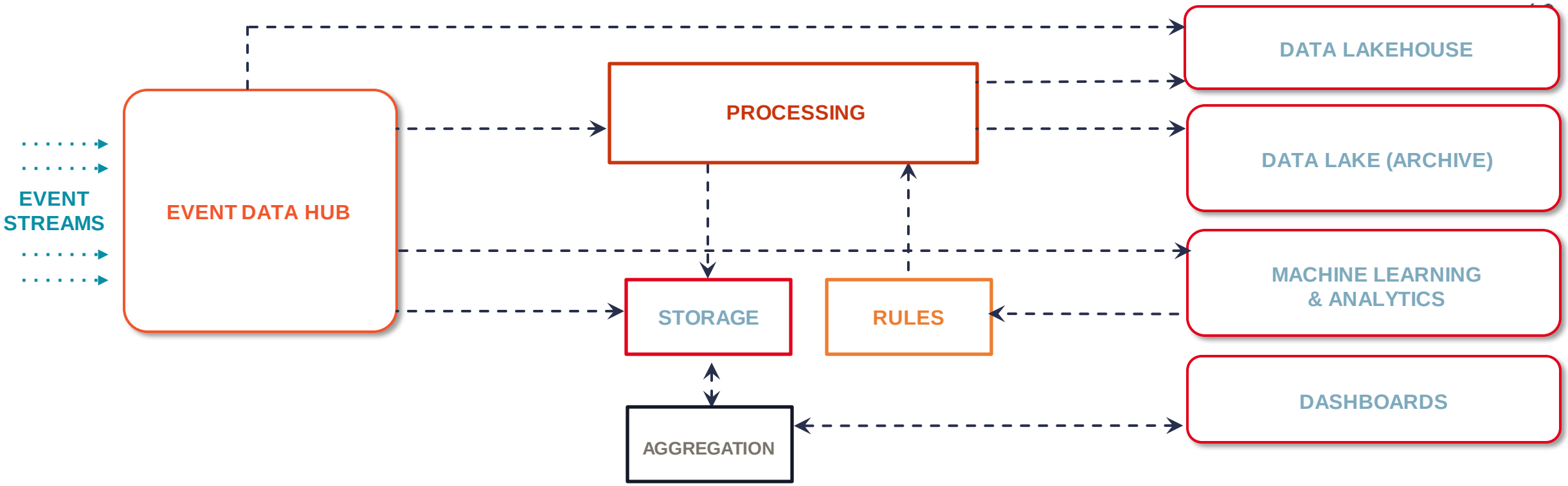
Transport

Volt Active Data – A Unified Data Platform

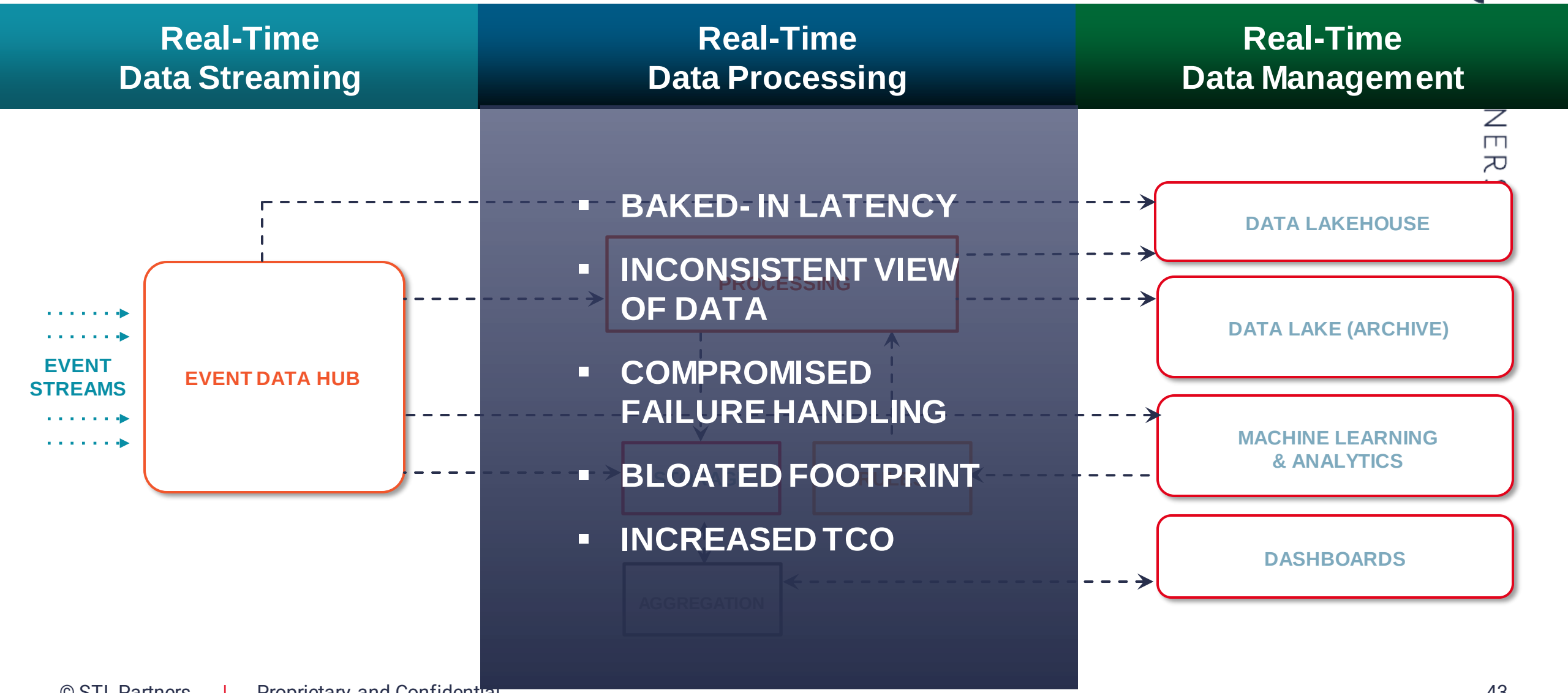


Layered Architecture

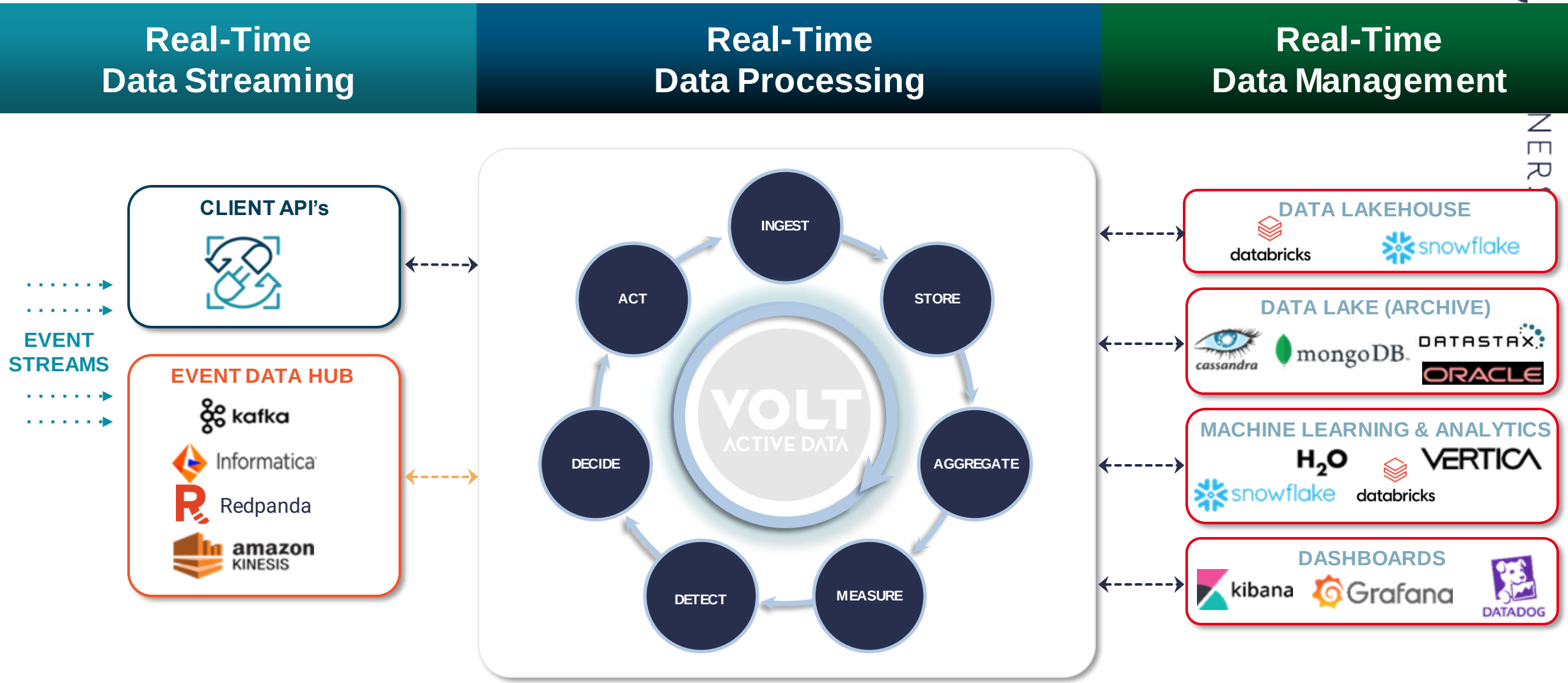
Real-Time Data Streaming	Real-Time Data Processing	Real-Time Data Management



Layered Architecture - Challenges



The Volt Active Data – Single Unified Platform



Why Volt helps win

- Shortest path from event to response measured in milliseconds
- Lowest total cost of ownership
- First mover advantage
- Intelligent automation augment by Machine Learning
- Global distributed resiliency
- Scale, Speed, Low latency and Consistency



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