IoT in Action
Sydney

Shirley Strachan
General Manager ASIA IoT Device Experience
Microsoft
Welcome!
Key Expectations of the day

Learn
Grow
Connect
<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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| 9:30–10:00am | **Executive Keynote**                                                    | Shirley Strachen + Rodney Clark  
Guest Speaker: Joshua Ridley, CEO, Willow |
|            | **How do you accelerate IoT and optimize opportunities to grow revenue and profitability?** | Success in IoT requires a mindset in innovation, in business model and in partnership. You will see how Microsoft is enabling partners across the IoT value chain to design, build and scale repeatable IoT solutions from edge to cloud. |
| 10:00–10:45am | **Intelligent Edge and Intelligent Cloud**                               | Tony Shakib  
Guest Speaker: Paul Hamshere, GM of IoT, Telstra |
|            | **The rapid evolution of IoT capabilities affords unprecedented opportunities for business innovation and new risks to manage. Learn how you can simplify your IoT journey, secure your solutions from device to the cloud and take advantage of more choice and openness to create enterprise-grade IoT and edge solutions.** |
| 10:45–11:30am | **Addressing the Challenges of IoT Security with Azure Sphere**          | Danielle Damasius |
|            | **Learn how innovations in IoT Edge technologies, Cognitive Services and Artificial Intelligence can be easily leveraged to enhance IoT solutions – from simple to complex scenarios. See how Distributors, SIs and OEMs can work together to design, build and deploy scalable, repeatable solutions.** |
| 10:45–11:30am | **Building Intelligent Edge Solutions with Microsoft IoT and other Technology Programs** | Carl Coken, Sarah Maston  
Guest Speaker: Veli-Matti Vanamo, APAC Chief Technology Officer, Insight |
<p>|            | <strong>Learn how innovations in IoT Edge technologies, Cognitive Services and Artificial Intelligence can be easily leveraged to enhance IoT solutions – from simple to complex scenarios. See how Distributors, SIs and OEMs can work together to design, build and deploy scalable, repeatable solutions.</strong> |</p>
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<th>Time</th>
<th>Session Title</th>
<th>Speakers</th>
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<tr>
<td>11:30–11:45AM</td>
<td>Morning Break</td>
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<td>11:45–12:15pm</td>
<td>FarmBeats: Microsoft’s Vision for Data-Driven Agriculture</td>
<td>Srinivasan Chandrasekar, Director Azure Global</td>
<td>The goal of Project FarmBeats is to enable data-driven, digital farming. Data, coupled with the farmer’s knowledge and intuition about their farm, can help increase farm productivity and reduce costs.</td>
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<td>12:15–1:00pm</td>
<td>The 4 Steps of Digital Transformation</td>
<td>Andrew Smith, GM IoT Business Operations &amp; Programs</td>
<td>Learn about the four stages of digital transformation which companies go through as they leverage the capabilities of the Intelligent Cloud and the Intelligent Edge. Learn how to develop profitable, sustainable and scalable business models in a variety of partnership and commercial scenarios.</td>
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## IoT in Action, Sydney, March 19th – Event Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Track Title</th>
<th>Speakers/Topics</th>
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| Refreshment 1:00–2:00PM | **Transforming Your Business – Optional Track 1** | **Speakers:** Patrick Ward, Adeline Hsieh  
**Guest Speakers:**  
1. E&Y - Jeff Feldman | APAC Advisory IoT Leader  
2. Reekoh - Dale Rankine | CEO and Co-founder  
3. Omron - Henry Zhou | General Manager and Director  
4. Newcrest (Customer) - Gary Slater | Data Platform Lead |
| 2:00–4:30pm | **Building Your Intelligent Edge – Optional Track 2** | **Speakers:** Keon Lee, Daisuke Nakahara, Krishna Mamidipak, Xumin Chen  
**Guest Speaker:** Richard Lee, Insight |
| 2:00–4:30pm | **Azure IoT Central – Optional Track 3** | **Speakers:** Tim Symonds |
| 2:00–2:45pm | **Partner-Customer Matchmaking** | **Available Throughout Day** |
| 11:00-5:00pm | **Sponsored Partner Solution Showcase** | All-day |

**Transforming Your Business – Optional Track 1**

- **Speakers:** Patrick Ward, Adeline Hsieh
- **Guest Speakers:**
  1. E&Y - Jeff Feldman | APAC Advisory IoT Leader
  2. Reekoh - Dale Rankine | CEO and Co-founder
  3. Omron - Henry Zhou | General Manager and Director
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**Building on the morning keynote, learn how other companies have approached business model transformation, and learn how the four stages of digital transformation can apply to your organization. Discuss issues and ideas with a panel of industry experts.**

**Building Your Intelligent Edge – Optional Track 2**

- **Speakers:** Keon Lee, Daisuke Nakahara, Krishna Mamidipak, Xumin Chen
- **Guest Speaker:** Richard Lee, Insight

**We dive into recent Microsoft IoT Product innovations, from intelligent edge to intelligent cloud, and advancements in AI that create new reference architecture opportunities.**

**Azure IoT Central – Optional Track 3**

- **Speakers:** Tim Symonds

**Azure IoT Central lowers the barrier to entry to IoT, unlocking new business opportunities and new customer types. Discover how easy it is to build an IoT application stepping through an IoT Central lab.**

**Partner-Customer Matchmaking**

**Available Throughout Day**

**Use our online Matchmaking Tool to meet partners and customers who are looking for new partnership opportunities to design, build and deploy new IoT solutions.**

**Sponsored Partner Solution Showcase**

**All-day**

**Explore our Partner IoT Solution Showcase that will demonstrate the strength in innovation the Microsoft IoT Partner ecosystem is driving in key verticals in collaboration with Microsoft partner ecosystem.**
#IoTinActionMS
IoT in Action

Rodney Clark
VP Internet of Things Sales
Transformation
Intelligent Cloud

Intelligent Edge
Digital world

Physical world

Data

Control
soil temperature
71°

6CO₂ + 6H₂O + ENERGY → C₆H₁₂O₆ + 6O₂
What problem are you trying to solve?
Prioritize partnerships

IoT Ecosystem

- Professional services
- IHV
- Consulting
- SI
- Service provider
- Connectivity provider
- ISV
- Device

Customer
Choose one IoT Cloud Platform

CAUTION

AVOID TWO VERSION 1’s

Data Divided
Resource Management
Operations Management
Cost Management
Microsoft enables Partner and Customer success
Thank you
Willow is a technology company
Transforming the built world

Our mission is to empower every person and organization to connect with the built world in a whole new way.

Together with our employees, customers, partners and communities, we are making the world more sustainable, connected, intuitive and innovative.
Data is the **new gold**
But it is not being effectively mined.

Data isn’t the priority for designers
Loss of data during project delivery
Data in operations is locked away
Owners are driving blind
The stakes are higher.

In this new playing field, there is an increasing number of risk factors and variables for owners to manage.


INVESTA CASE STUDY

MANAGED REAL ESTATE PROPERTIES

AU $11.6B

PROPERTIES
37

TENANTS
>800
Investa’S JOURNEY TO A SMART BUILDING AND DIGITAL PORTFOLIO

40 Mount Street, North Sydney
- A grade office
- 28,500 sq m NLA
- Complete 2010

567 Collins St, Melbourne
- Premium grade office
- 55,000 sq m NLA
- Complete 2015

151 Clarence St, Sydney
- A grade office
- 22,000 sq m NLA
- Complete Q4 2018

60 Martin Pl, Sydney
- Premium grade office
- 40,000 sq m NLA
- Complete Q4 2019

370 Queen Street, Brisbane
- A grade office
- 46,000 sq m NLA
- Complete Q3 2022
Thank you!