



Digital Transformation

Are you ready?

Tim Cole

The Future Agency

www

SMART INDUSTRY

The IoT Business Magazine

powered by  AVNET
Silica

7,50 EUR | 2017

GOOGLE
is betting big on IoT

**EUROPE'S BEST
SMARTUP CITIES**

TESLA
The smartest factory


THIERRY BRETON
A supercomputer in
every pocket



BLOCKCHAIN REVOLUTION:
INTERNET UNCHAINED



Tim Cole
**Erfolgsfaktor
Internet**



Warum kein Unternehmen
ohne Vernetzung überlebt

Econ

et-Publizist

tor
ogger
dner
oderator
ainer
alyst

hen Moderator

Cole / Ossi Urchs

Digital ightenment Now!

Internet is making us better and
and in the process changing just
out everything around us!

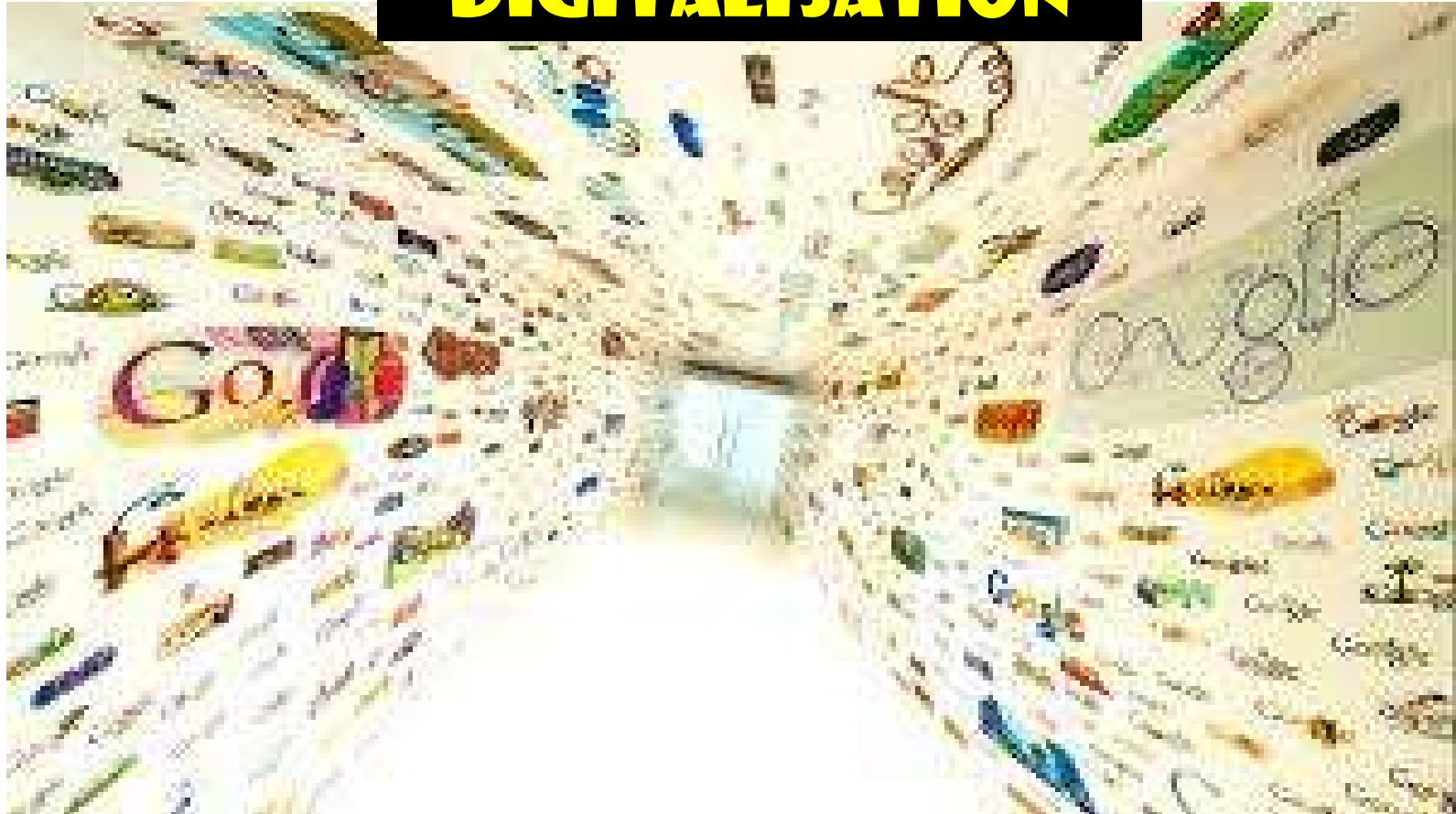


Forsthaus



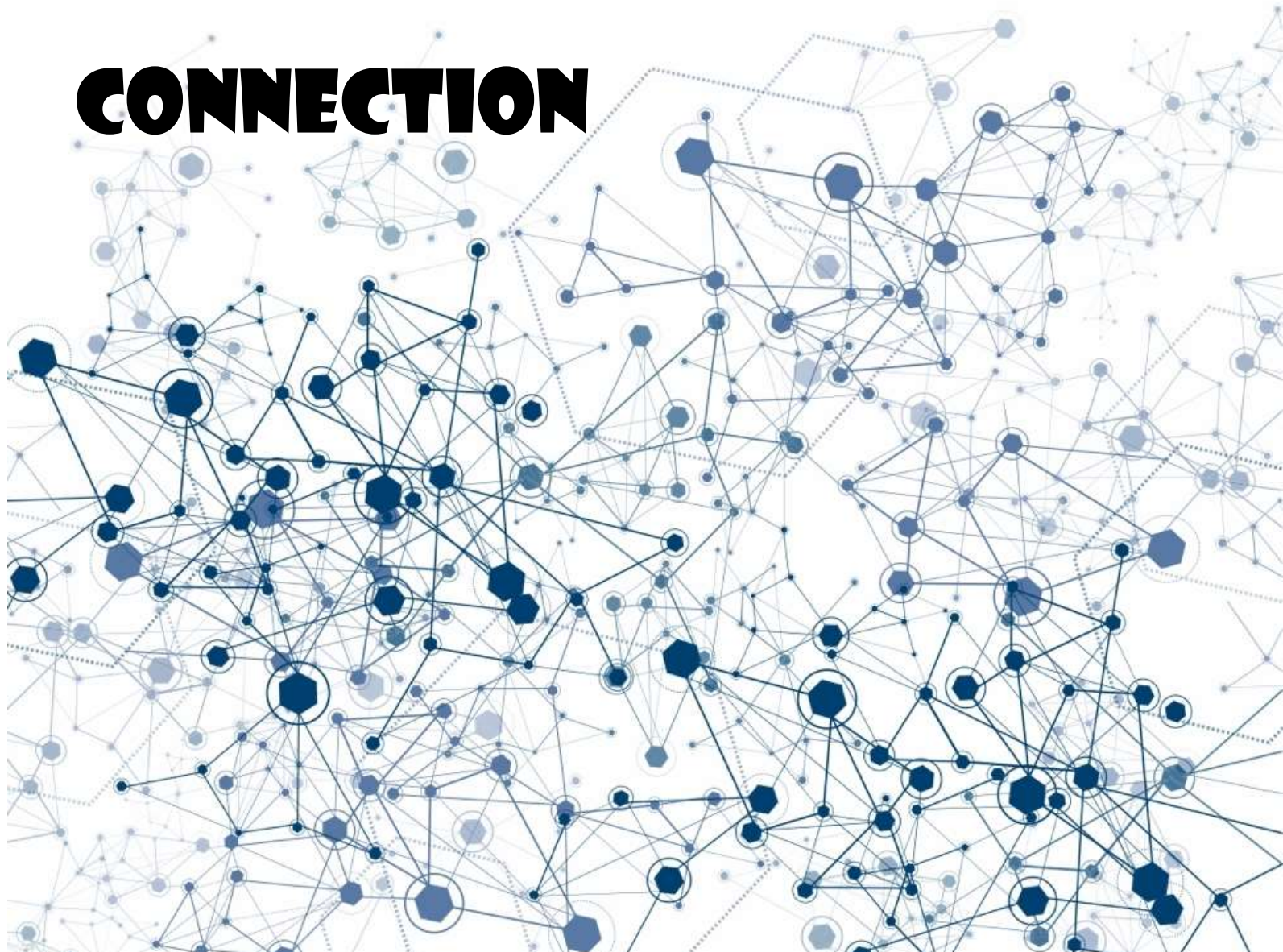
3 really big trends

DIGITALISATION





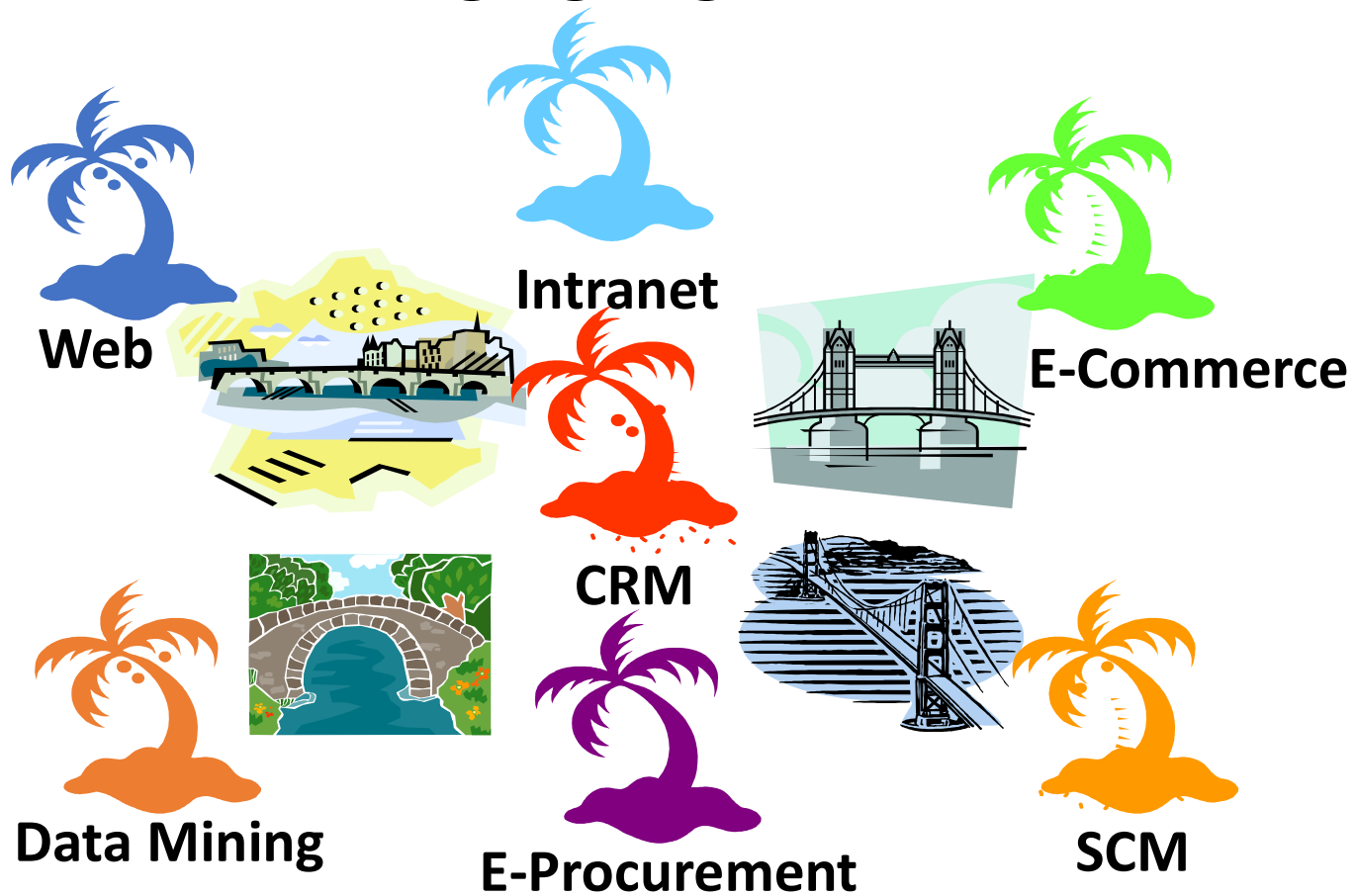
CONNECTION

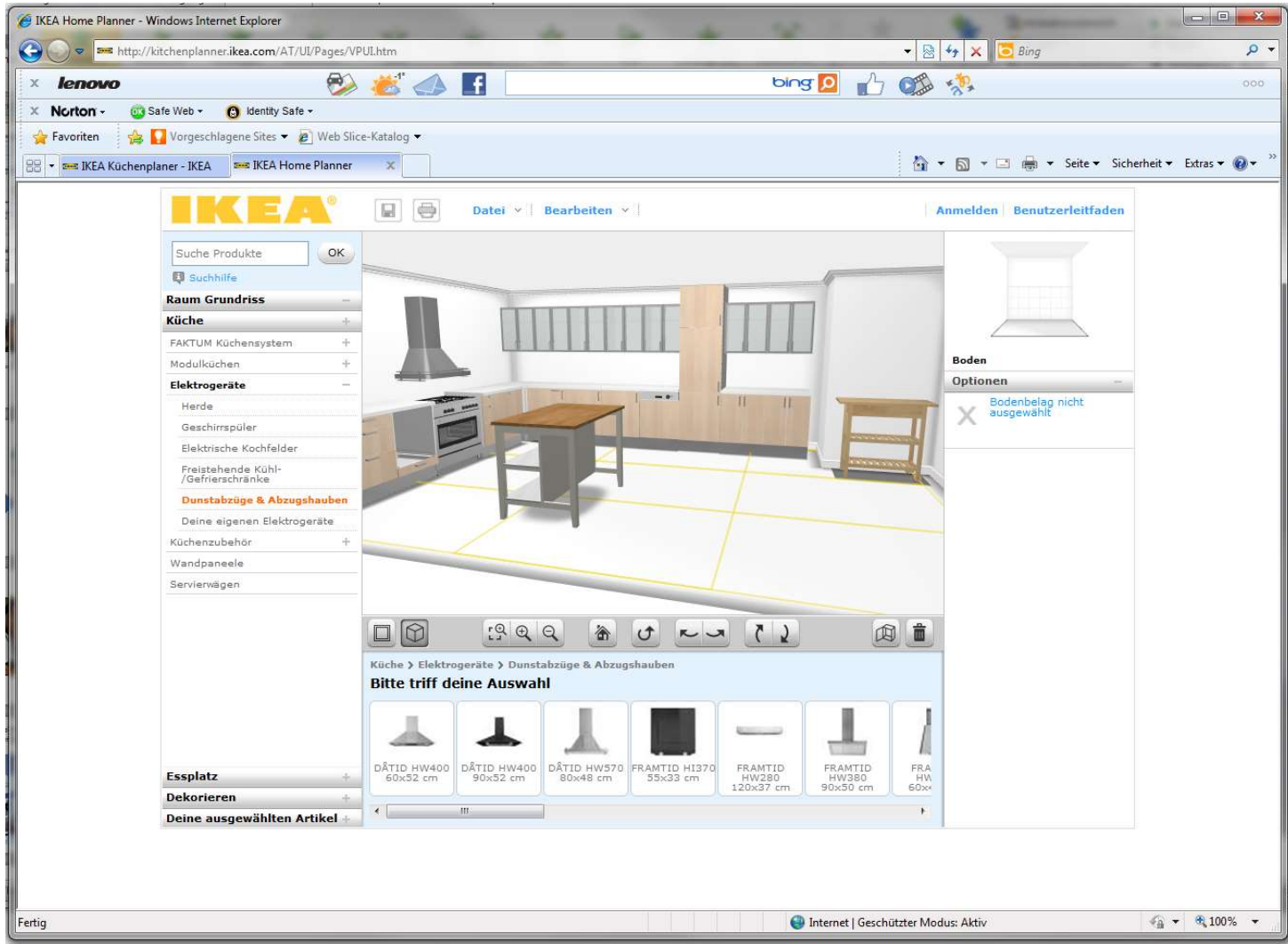


“Right Information, Right Place,
Right Time”



Work in progress: Bridging Digital Islands







MOBILITY



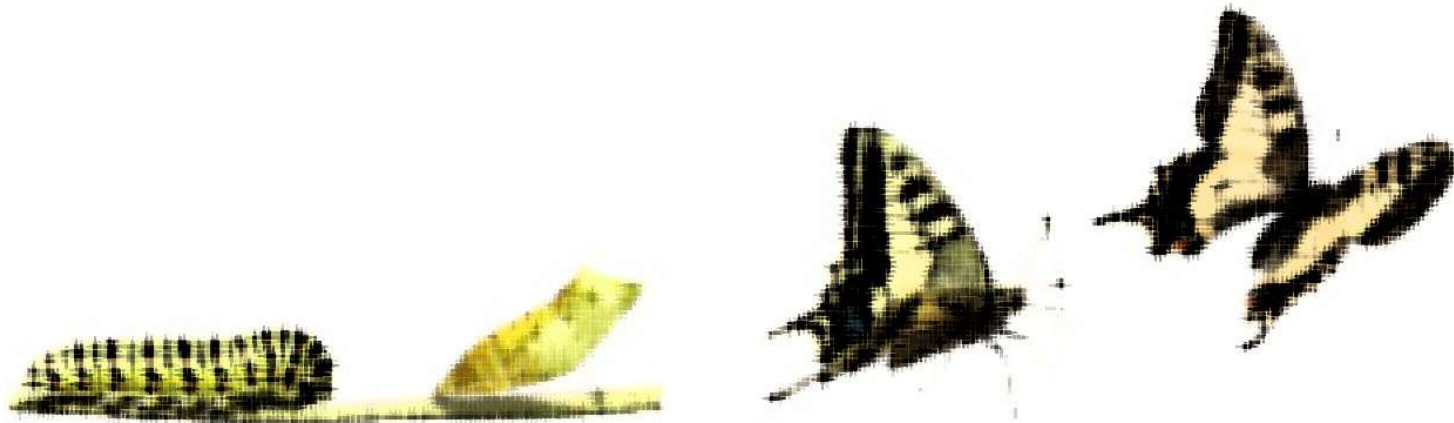


DIGITALIZATION

CONNECTIVITY

MOBILITY

Digital Transformation



Seeing the **world** through other eyes





There's only **one** world!

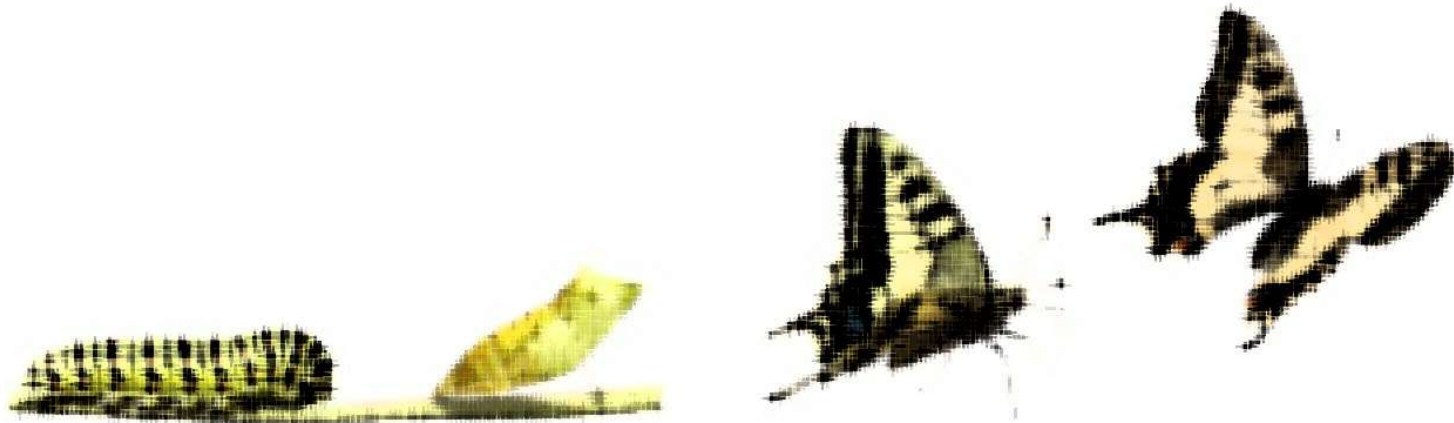


DIGITALIZATION

CONNECTIVITY

MOBILITY

Digital Transformation



Disruption!





The world's most valuable retailer...
... has no inventory

U B E R

The world's largest taxi company...
... owns no fleet

facebook

The world's most popular media owner...
... creates no content



The world's largest accommodation provider...
... owns no real estate

Source: <http://techcrunch.com/2015/03/03/in-the-age-of-disintermediation-the-battle-is-all-for-the-customer-interface/>

„Creative destruction“



Joseph Schumpeter (1883-1950)

„From creative disorder arise progress and growth.“



Joseph Schumpeter (1883-1950)

„Kollmann's Law“



Prof. Tobias Kollmann
Uni Duisburg-Essen

Which smart young kids in Silicon Valley with a great idea and loads of venture capital are thinking right now how to put you out of business?

Digital triple jump



analog → digital → vernetzt

Marketing 1.0



Marketing 2.0

The image shows a screenshot of a Facebook page for 'Zachenbacher Werkzeuge'. The page header features a large banner with a woman holding a power drill, the text 'ZACHENBACHER Werkzeuge und mehr!', and 'ZACHENBACHER TOP QUALITÄT seit über 20 Jahren!'. Below the banner, the business name 'Zachenbacher Werkzeuge' is listed with categories: 'Vermietung', 'Verkauf', and 'Reparatur'. The page shows 44 likes, 10 people here, and a 4.0 star rating. A post from December 13, 2013, promotes Christmas offers with a festive image of the woman in a Santa hat and the text 'ZACHENBACHER Unsere Weihnachts-Angebote'. The page layout includes a left sidebar with location and contact info, a top navigation bar, and a right sidebar with a 'Seite erstellen' button.

ZACHENBACHER
Werkzeuge und mehr!
ZACHENBACHER
TOP QUALITÄT
seit über 20 Jahren!

Zachenbacher Werkzeuge
Shopping & Einzelhandel

- » Vermietung
- » Verkauf
- » Reparatur

Gefällt mir Abonnieren Nachricht senden

Chronik Info Fotos Bewertungen Mehr

44 Personen gefällt das
10 Personen waren hier
Derzeit geschlossen · 07:30 - 18:00
Zusätzliche Informationen
Freunde einladen, um diese Seite mit „Gefällt...“
4.0 von 5 Sternen · 2 Bewertungen
Bewertungen anzeigen

INFO

Am Berneshau 4
Düsseldorf
+49 211 671081
<http://www.werkzeuge-zachenbacher.de/>

APPS

Über Zachenbacher

FOTOS

Seite erstellen

Aktuell
2012

Beitrag

Schreib etwas ...

Posten

Zachenbacher Werkzeuge
13. Dezember 2013 · 🌐

Entdecken Sie unsere Weihnachtsangebote!
Mehr Informationen:
http://www.werkzeuge-zachenbacher.de/.../12_.../Newsletter1.html

ZACHENBACHER
Unsere Weihnachts-Angebote

Marketing 3.0

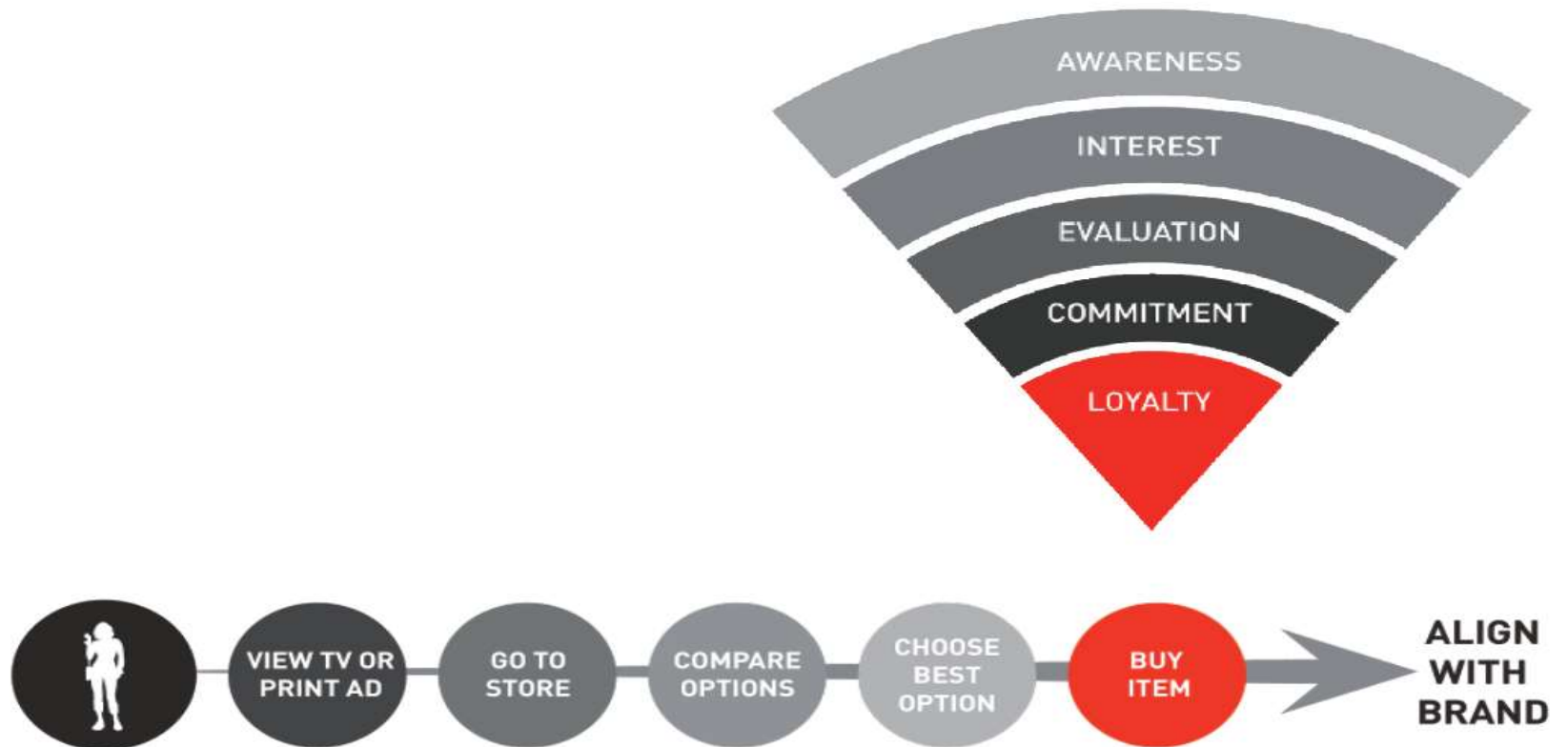




Inbound Marketing




Shopping 1.0



Quelle: SapientNitro

Shopping 2.0

Ihr Konto Warenkorb Kasse



Frank Franken
Erlesene Spezialitäten

Home Über uns Galerie Onlineshop Events Liefertour Newsletter Kontakt AGB Impressum




!!! RESTPOSTEN !!!
RoyalTEA
Tee
Kaffee
Kakao & Trinkschokolade
Süßwaren
Zucker & Rumkandis
Aufstriche
Gebäck
Gewürze
Feinkost
Wein & Spirituosen
Zubehör
Topseller

Suche

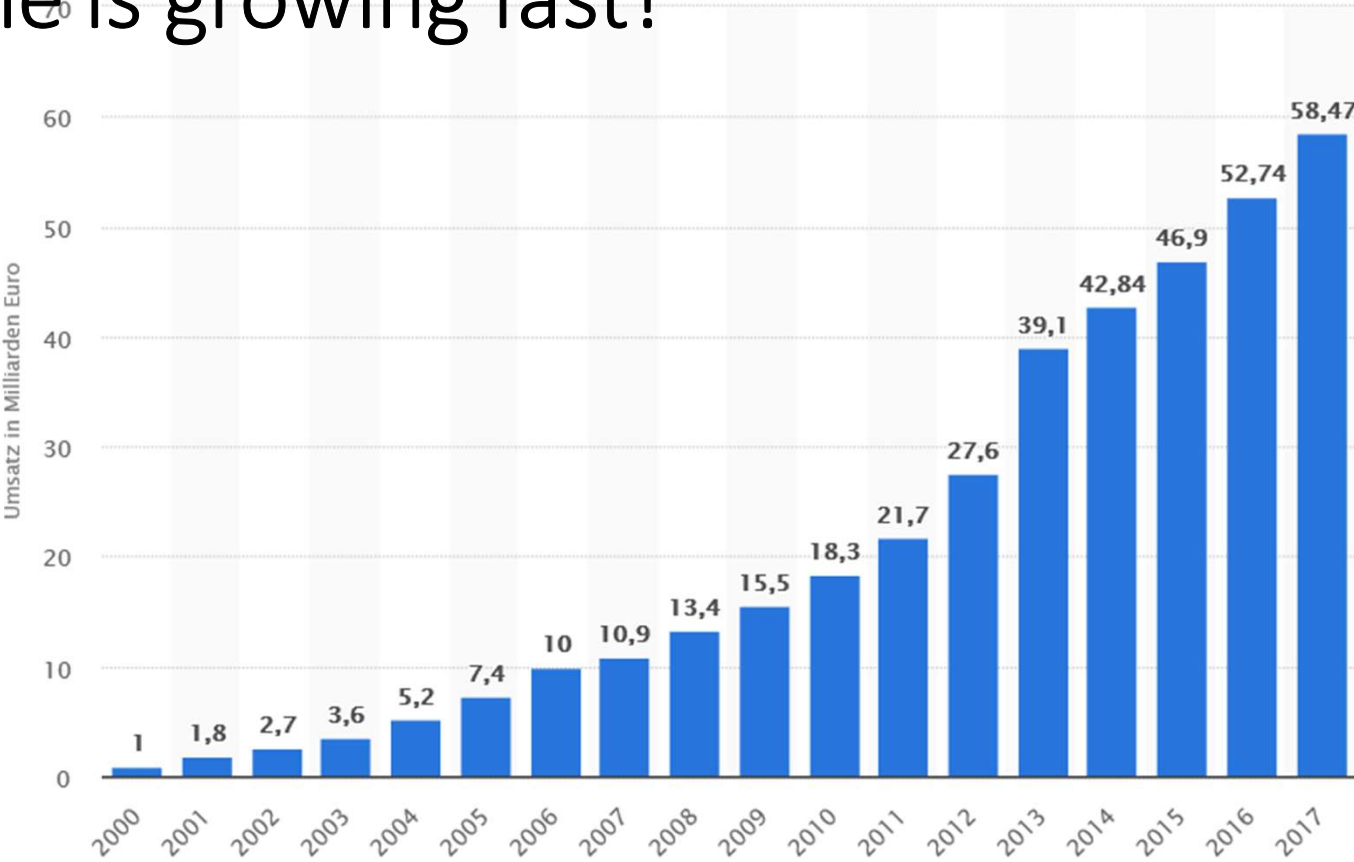
erweiterte Suche

Willkommen!
eMail-Adresse:

Passwort:

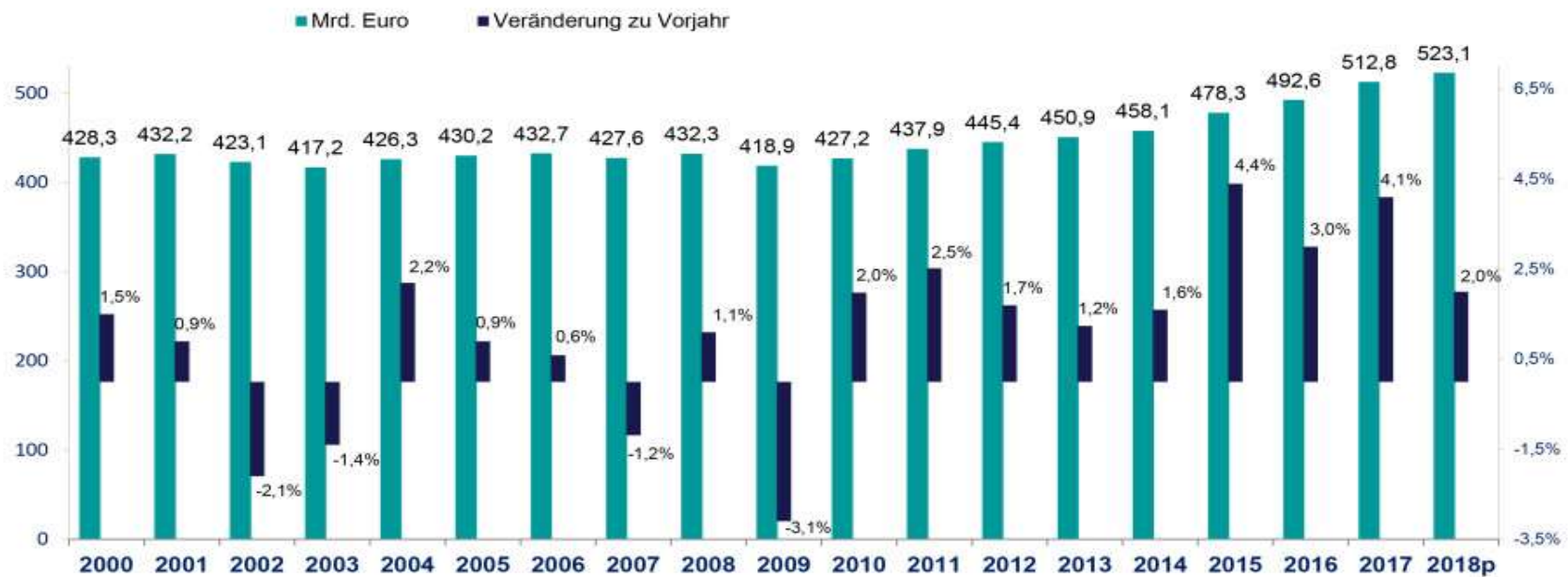
 <p>Frank Franken's RoyalTEA</p>	 <p>Tee</p>	 <p>Kaffee</p>
 <p>Kakao & Trinkschokolade</p>	 <p>Süßwaren</p>	 <p>Zucker & Rumkandis</p>
 <p>Aufstriche</p>	 <p>Gebäck</p>	 <p>Feinkost</p>
 <p>Gewürze</p>	 <p>Wein & Spirituosen</p>	 <p>Zubehör</p>

Online is growing fast!



Offline is growing slowly

Einzelhandelsumsatz Prognose 2018: +2 Prozent

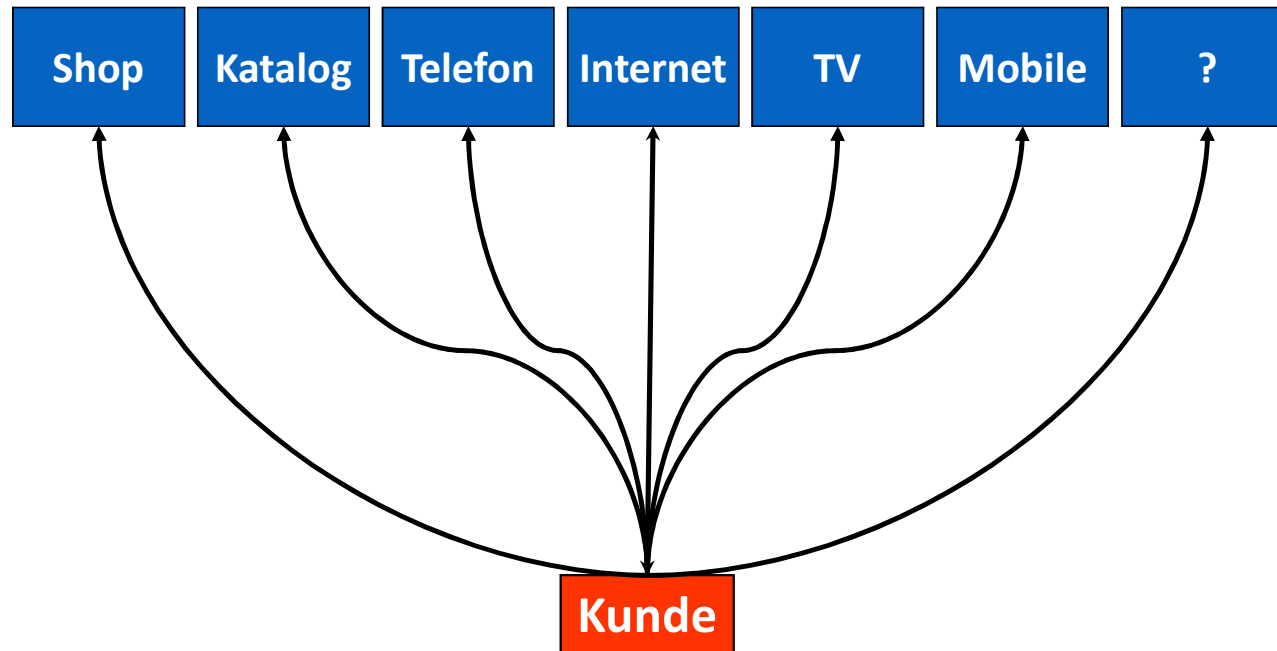


Quelle: Statistisches Bundesamt; HDE-Berechnungen; HDE-Prognose 2018 (p); ohne Umsatzsteuer; vorläufige Daten; Einzelhandel ohne Kfz, Tankstellen, Brennstoffe, Apotheken

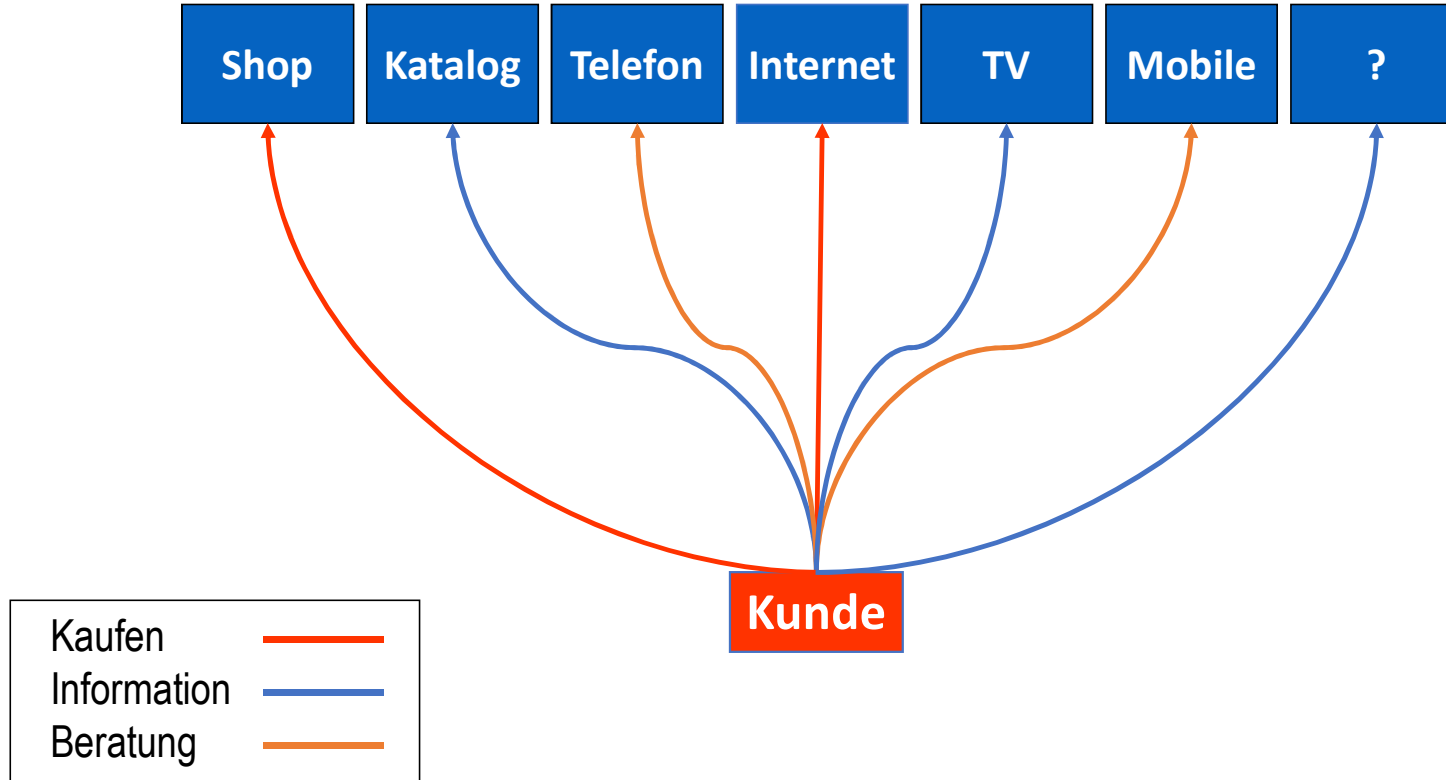
Shopping 3.0



Channel competition

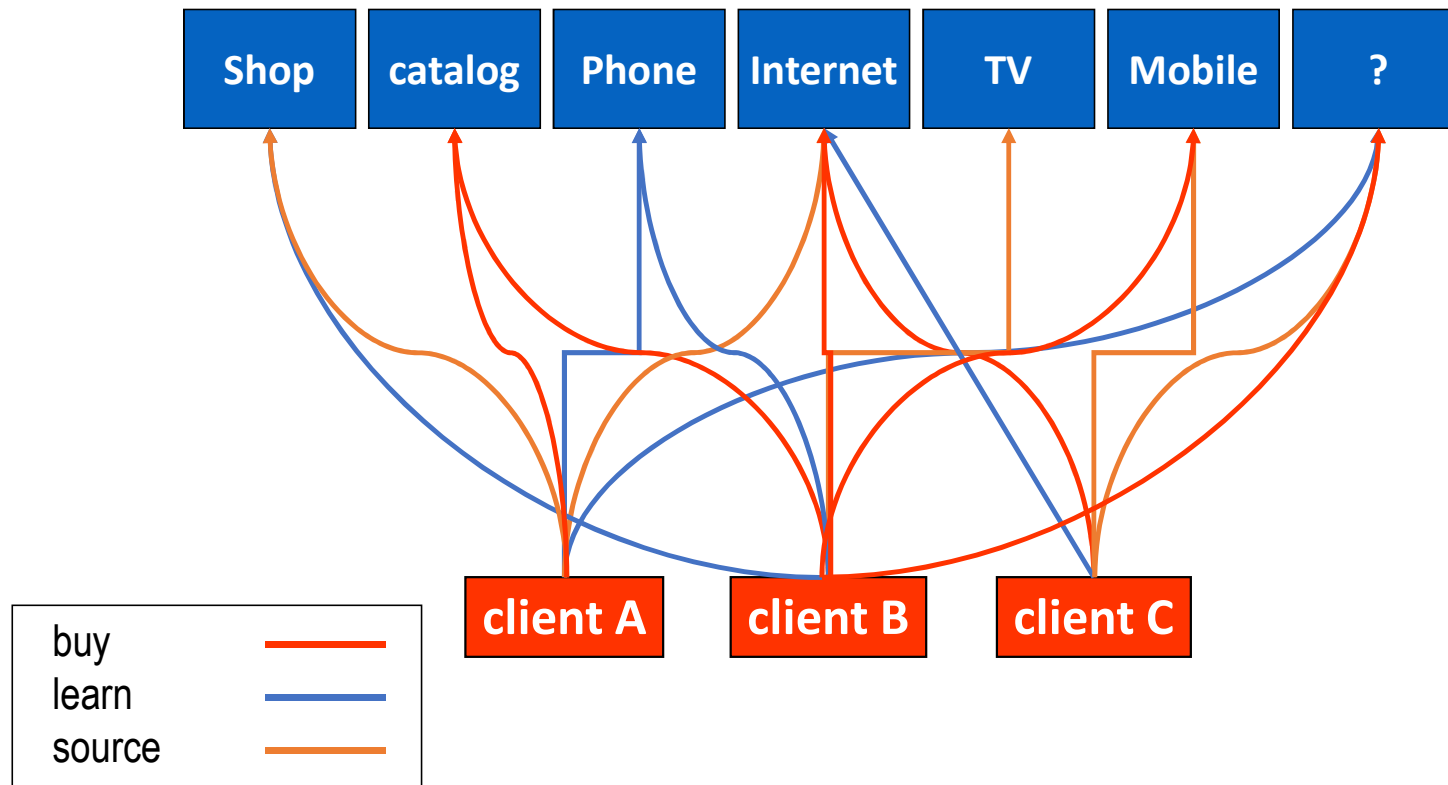


Multichannel as a way forward



Customer empowerment

Choice, transparency, interaction

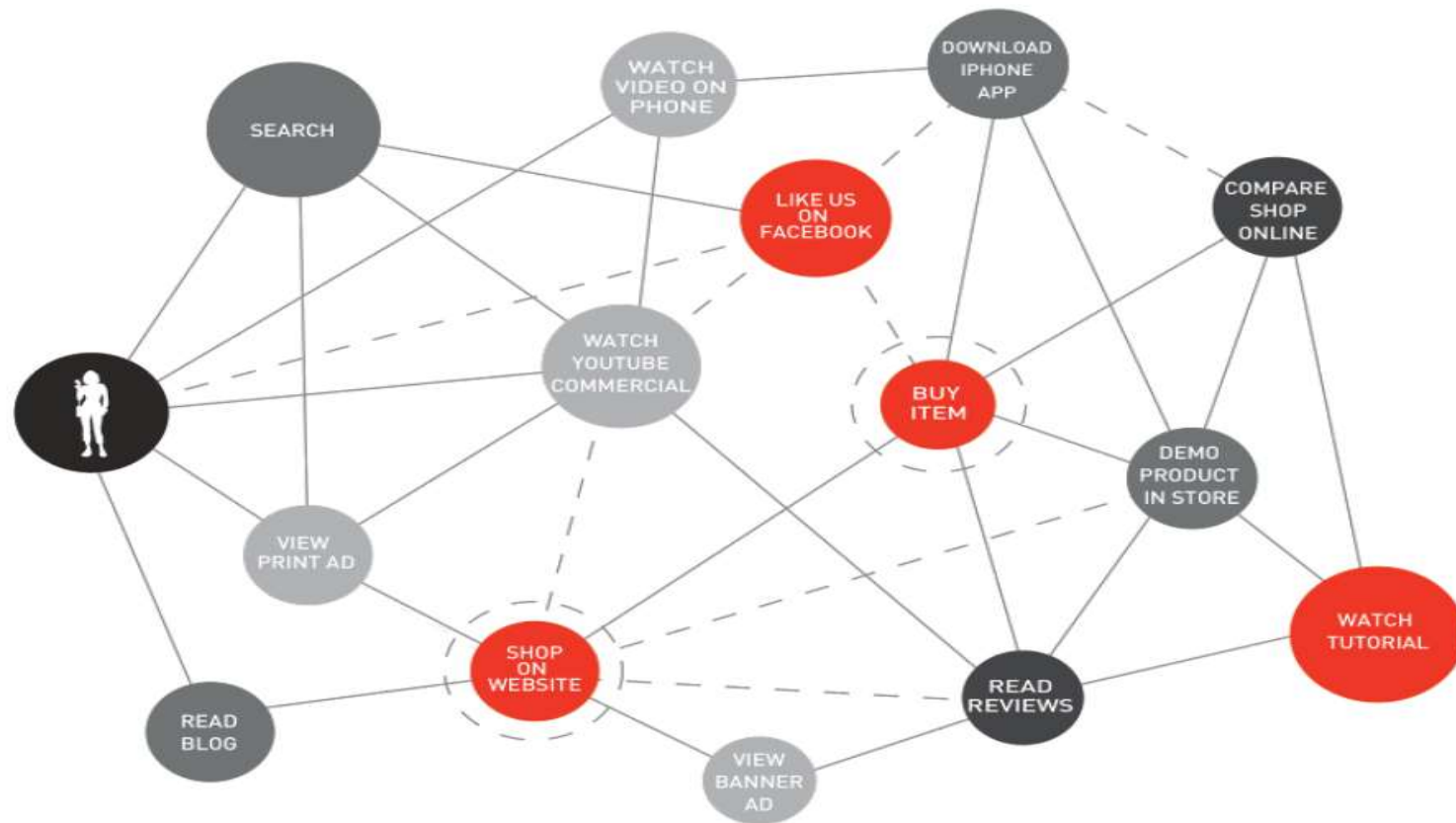




Thesis Nr. 1

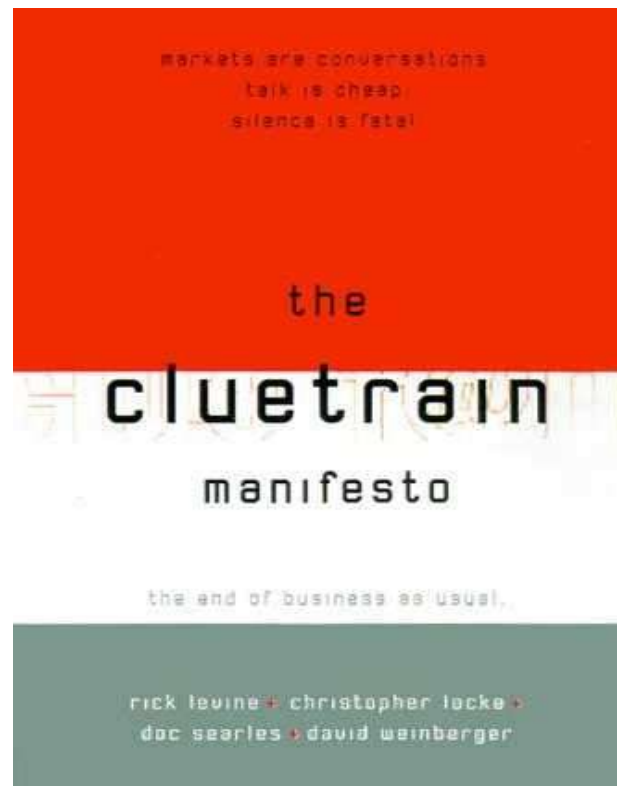
In the Age of the Internet,
every customer is a target group!

Shopping 3.0



Quelle: SapientNitro

„Markets are conversations“

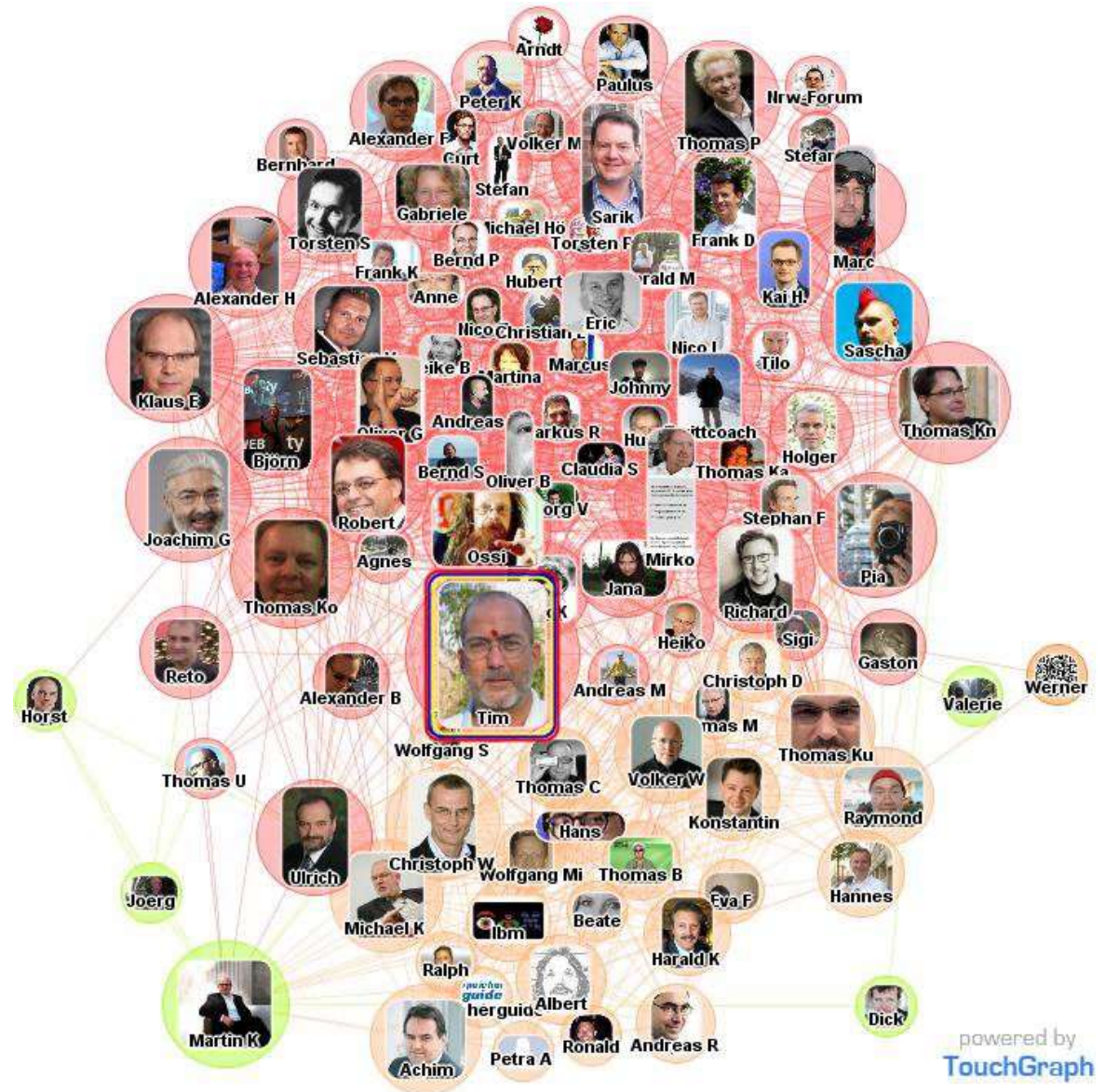


Quelle: „The Cluetrain Manifesto, 1999“

Social Media Landscape



Everybody **knows**
everybody



Logistics 1.0



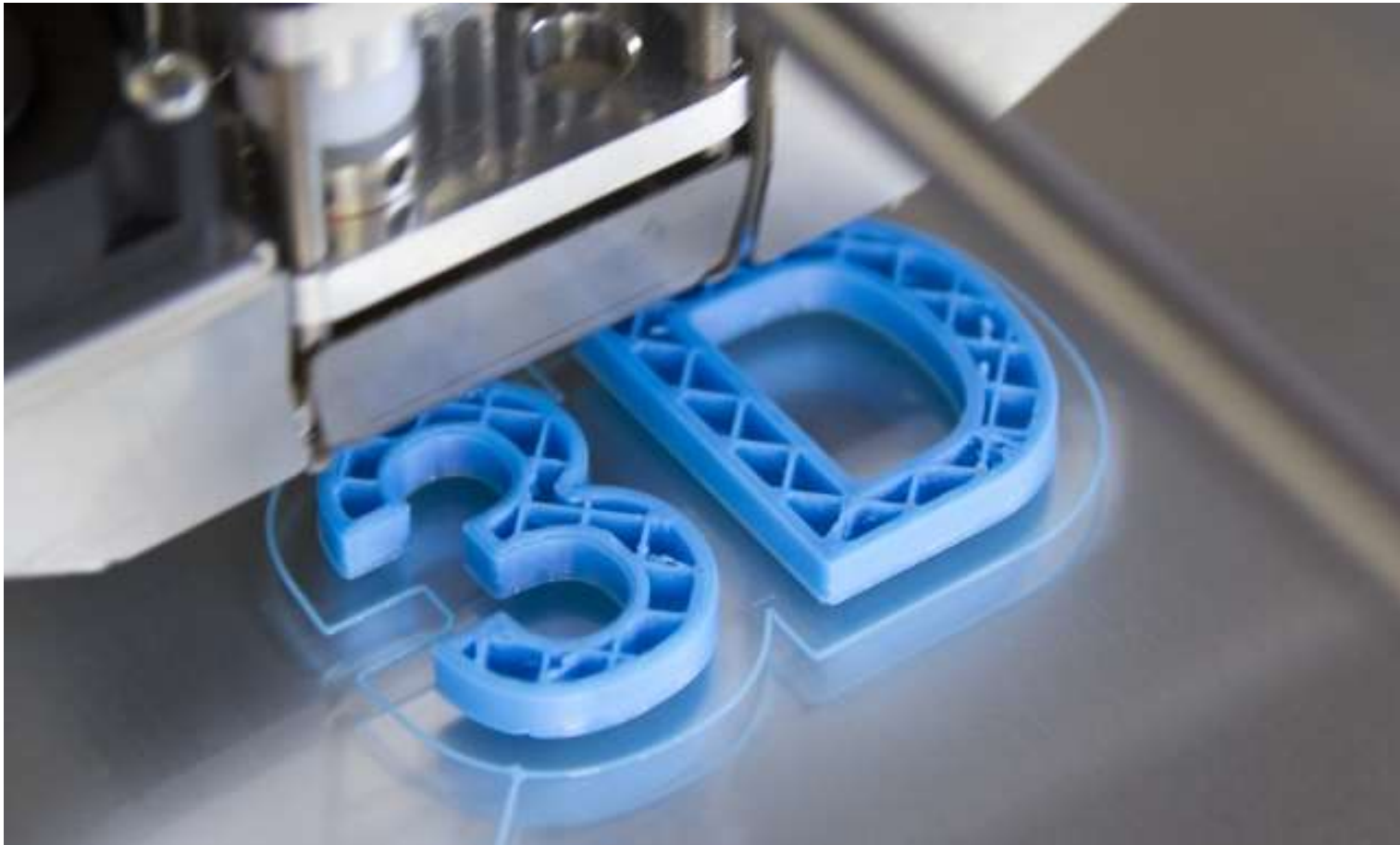
Logistics 2.0



Logistik 3.0: Finding new ways to reach the customer



Digitale Logistik








CGTN




Africa
LIVE 

TANZANIA MEDICAL SUPPLIES

Zipline drones to deliver medicine nationwide

 CGTN Africa

 @cgtnafrica

 CGTN Africa

 CGTN Africa

Digital delivery



„In future we won't sell stuff any more, we'll sell 3D data so people can print their own stuff“

Nektarios Bakakis

Printed Parts



Boeing uses 3D titanium parts printed on site for the new 777 Dreamliner

Printed Homes



3D printed homes.
Gepostet von **Alex Klokus**
152.460 Aufrufe



Printed homes

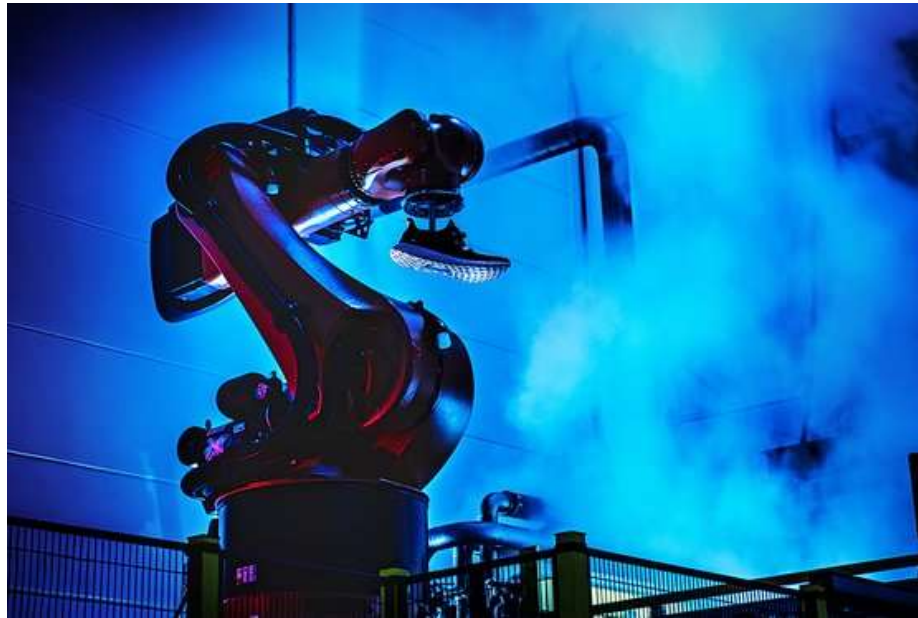


Bringing Jobs Back

Donald Trump promised to bring back Jobs but he's still dead



Bringing Jobs Back



Adidas Speed Factory

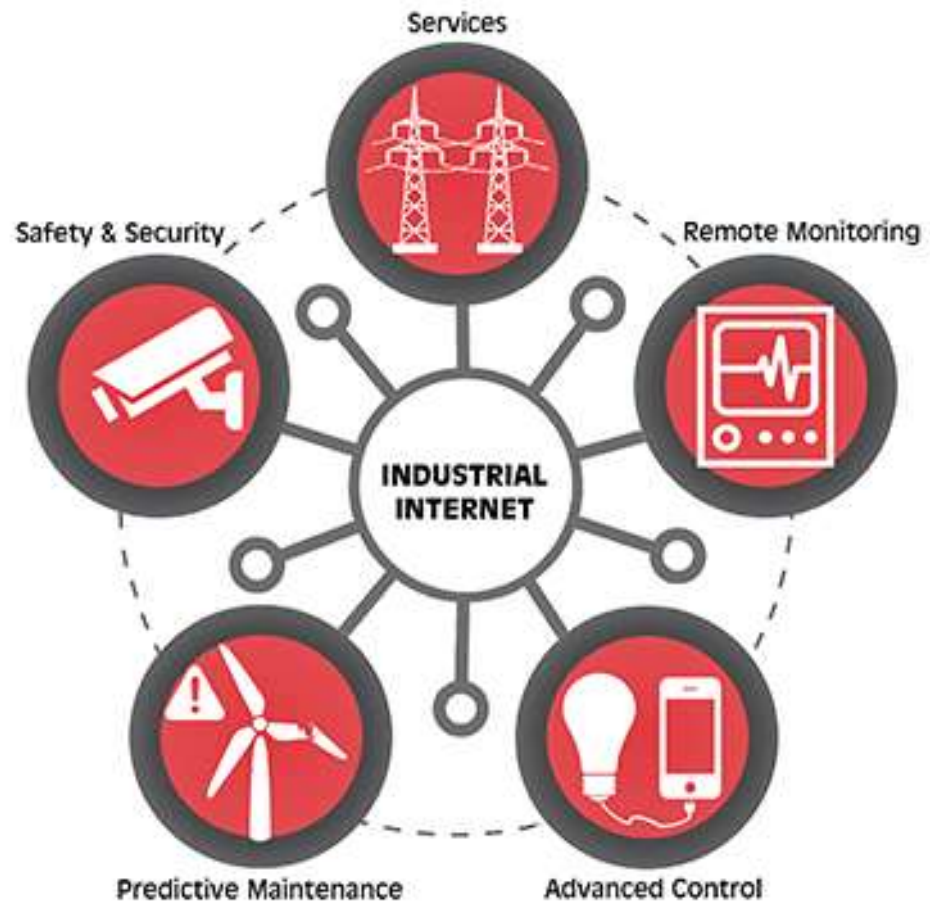


Let me count the ways...



INDUSTRIAL INTERNET OF THINGS





Sensors – the eyes and ears of IoT

30 BILLION
Sensor enabled objects
connected to networks
by 2018



212 BILLION

Total number of
available sensor
enabled objects by
2020

212B is **28x** the
total population of
the world







PREDICT to PREVENT

WITH INVESTMENT GENERALLY LIMITED FOR MODERNISING T&D EQUIPMENT, UTILITIES HAVE TO SQUEEZE MORE POWER FROM AGING GRIDS WHILE THE NEED FOR STEADY QUALITY GROWS. **MITCH BEEDIE** EXPLAINS HOW PREDICTIVE MAINTENANCE CAN HELP SUPPLIERS TO PREVENT PROBLEMS IN TRANSMISSION



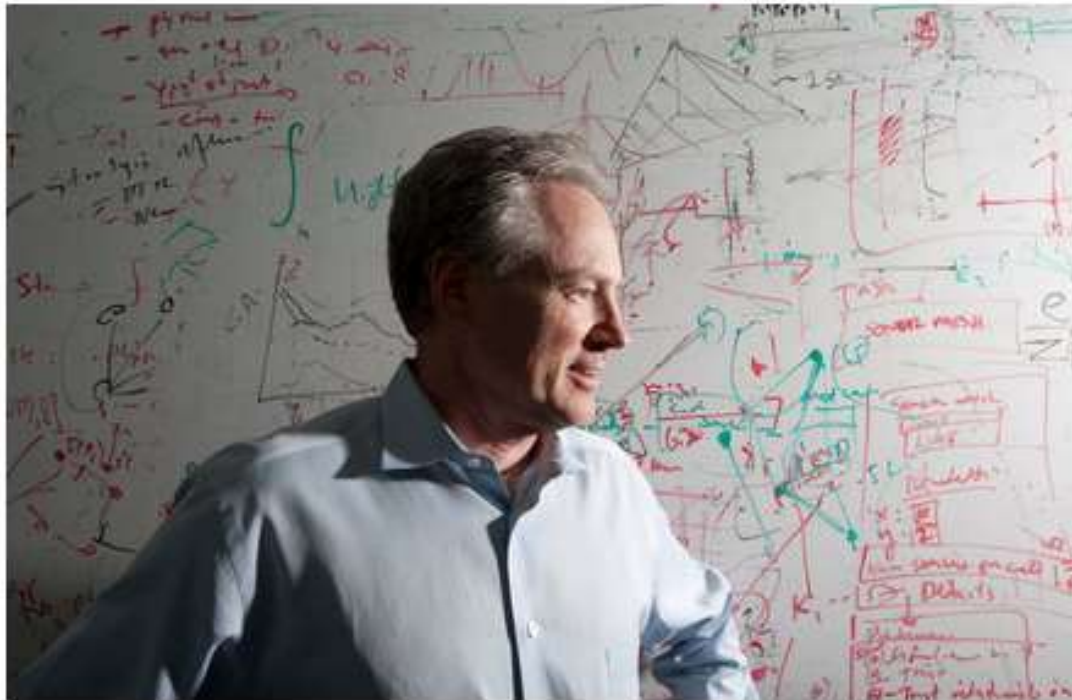
Predictive Analysis



TECHNOLOGY

Microsoft Finds Cancer Clues in Search Queries

By JOHN MARKOFF JUNE 7, 2016

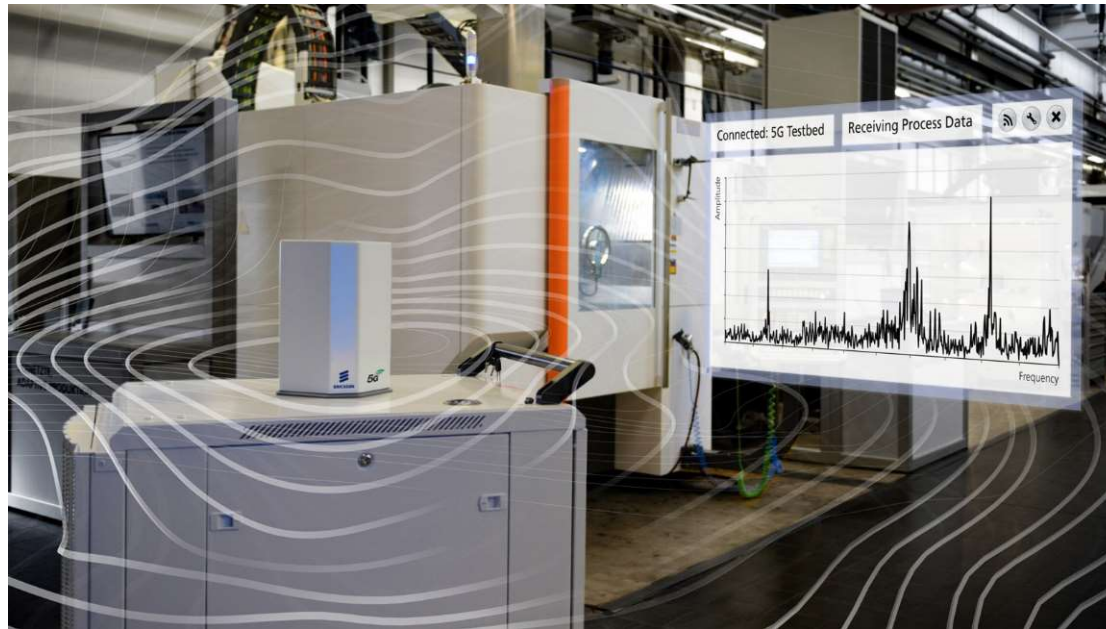


Dr. Eric Horvitz is one of the Microsoft researchers who conducted the study.
Kevin P. Casey for The New York Times





Prescriptive Analysis

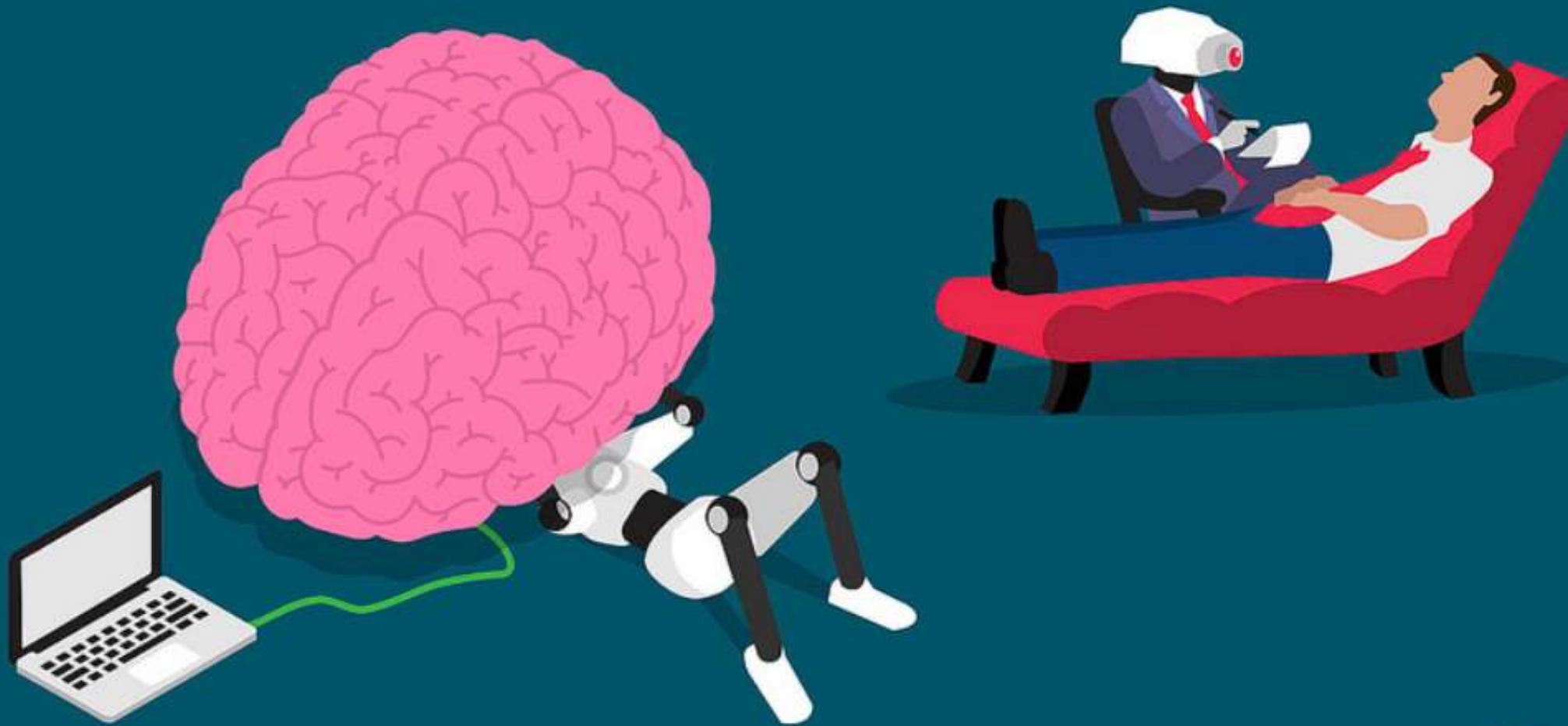


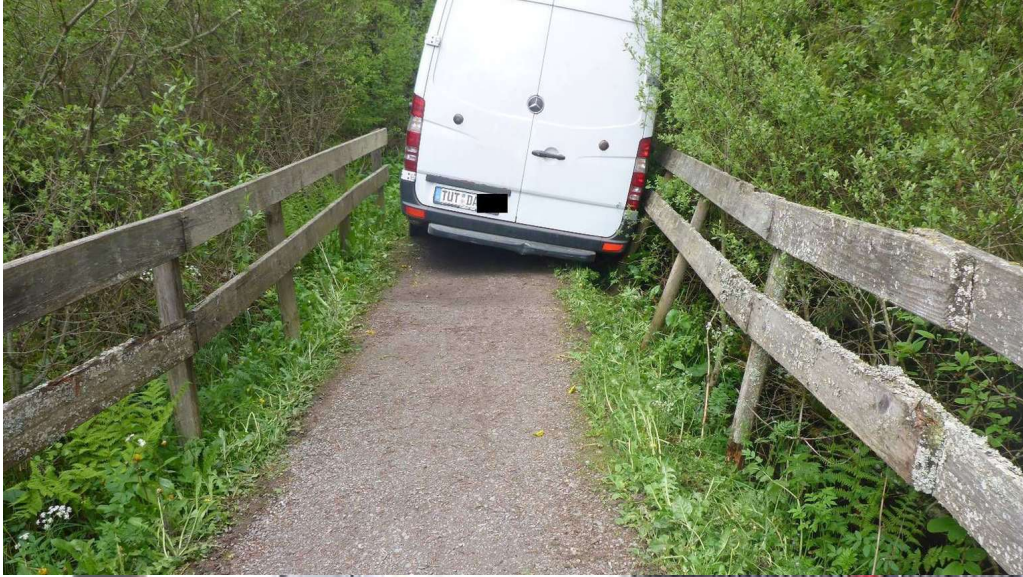
Fraunhofer IPT High
Performance
Networked Adaptive
Production
(Hannover Fair 2018)

Data is the new oil, and AI is the new electricity



How far should we take this?





Technology is morally neutral – until we apply it



Security | Social Contracts | Ethics: Collective Benefits

SMART INDUSTRY

The IoT Business Magazine

powered by **AVNET** SILICA

7.50 EUR | 2018

**WORKING WITH
AR AND VR**

ROBOT 2020
The Voices of IoT

BEYOND THE HYPE
The Future of IoT

**BETTING
THE FARM**
Smart
Agriculture

SELF-DRIVING CARS
GETTING THERE





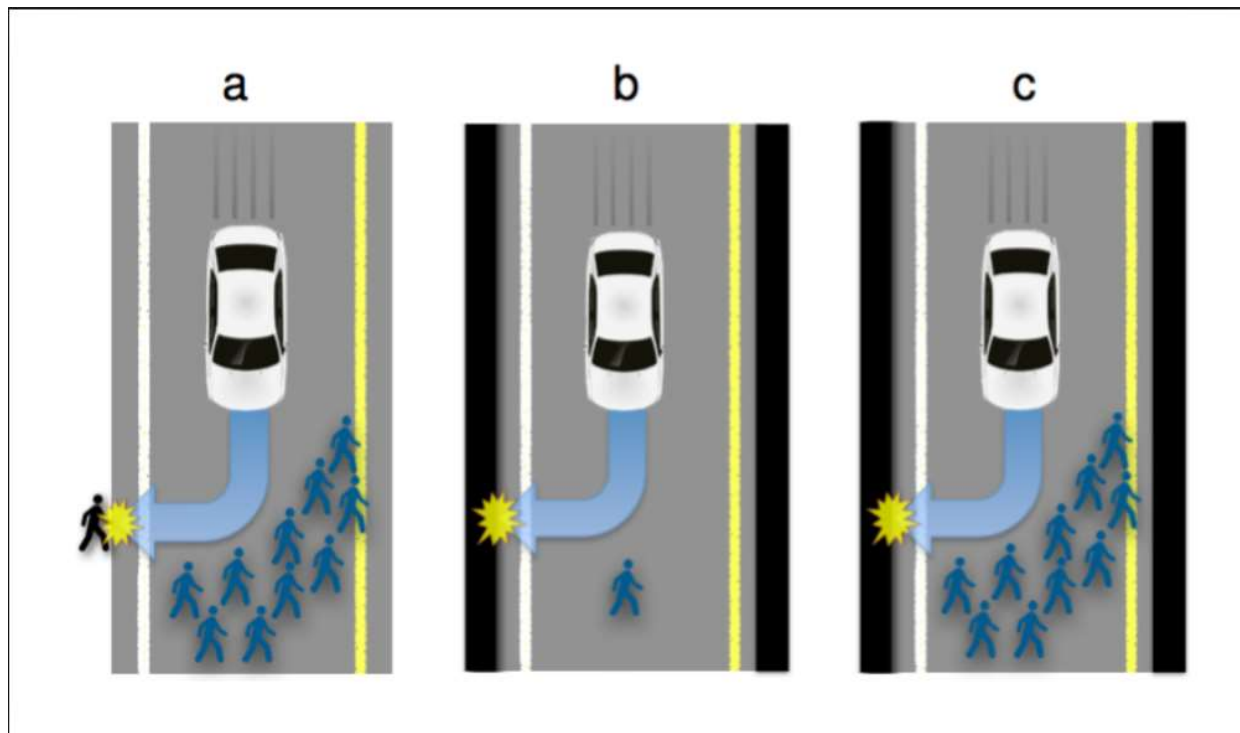


TEMPE

SELF-DRIVING VEHICLE HITS BICYCLIST



„Maschine Ethics“



„What Ethics?“



Prof. Janina Loh



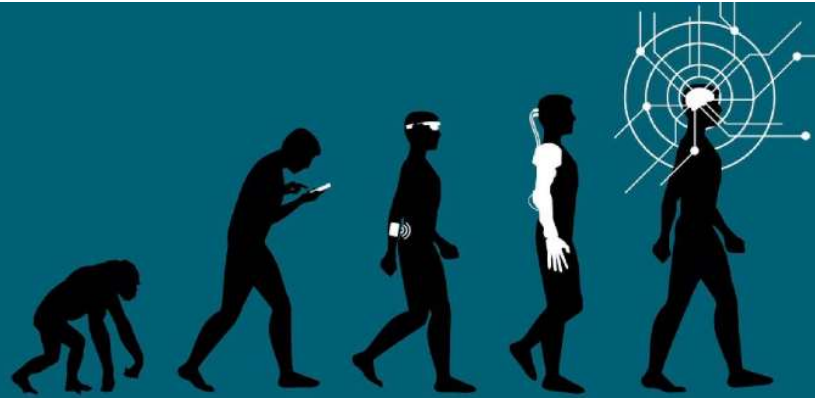
Aristotele-Audi



Bentham-Bentley



Kant-Chrysler



**HUMANITY WILL CHANGE MORE IN THE NEXT 20 YEARS
THAN IN THE PREVIOUS 300 YEARS**



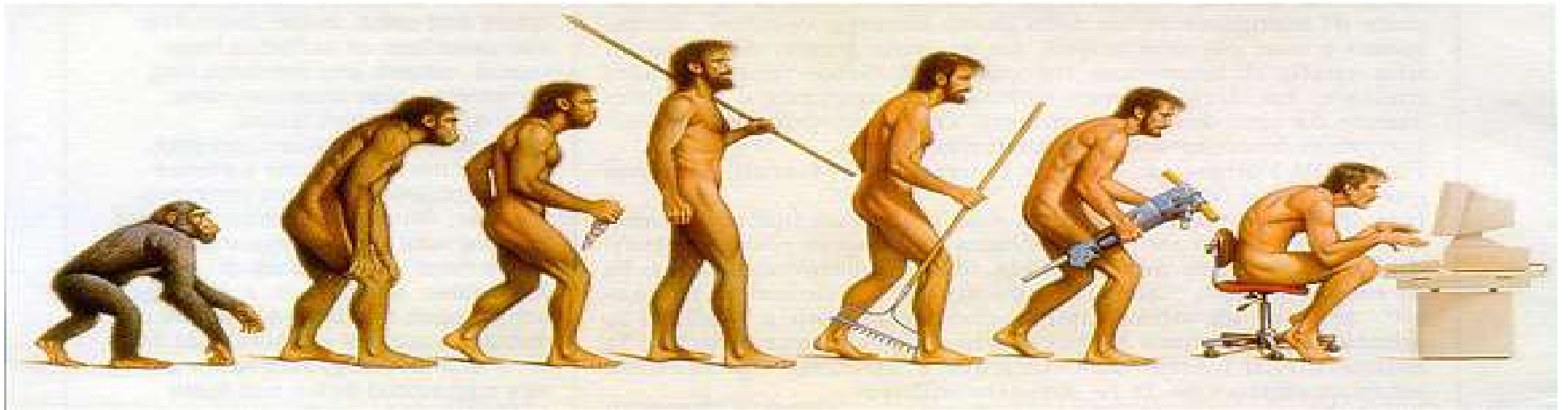
Gerd



The biggest question of all:

Are you ready?

You can't stop change from happening



...but you can slow it down (for a while)

"If you're not part of the solution you must be part of the problem."

- Eldridge Cleaver

Thanks!

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tc1066



@TCole1066



SuperTimCole