

ACCELERATING PROFIT POTENTIAL

Artificial intelligence. Self-driving cars. Smart buildings. Big data analytics. Connected devices. All of these and other emerging technologies comprise the astonishing Internet of Things (IoT) solutions that are ushering in the next industrial revolution. The impact of these technologies will be unprecedented. Over the next ten years, IoT is expected to create over \$19 trillion in new value for businesses who successfully adopt it. IoT enables businesses to use information in new ways to achieve greater productivity and dramatically reduce operational costs while also creating new models to deliver products and services to customers. In short, IoT presents a once-in-an-epoch opportunity to substantially accelerate your profitability and market share.

For a NYSE-listed company, we recently delivered an IoT solution that improved the profit potential of its real estate holdings by optimizing how they were using space. IoT is based on low-cost sensors and attenuators that collect and transmit data over high-capacity networks. In an increasingly competitive marketplace, data can fuel a firm's sustainable competitive advantage, but only when that firm possesses the ability to turn that data into actionable information, insights and intelligence. This is the critical currency. We call this currency Data Resources™. When fueling automated functions, or when placed in the hands of managers at the right moments when they need it, it informs their decisions and actions in ways that transform operations from siloed functions into a unified intelligent system focused on maximizing overall performance. Information Strategy™ is about identifying and determining how to use IoT to create the Data Resources that accelerate profit potential.

The right Information Strategy determines how IoT can collect and integrate data directly into the management of key operations, functions and physical assets to create a "smart," automated system. The deeper value of IoT is that it provides the ability to also create, identify, collect and quantify the utilization metrics of any business function. Metrics can be established to optimize the critical operations of an organization. When linked to a performance measurement system, automated data-driven operations can be calibrated to optimize the output of each subcomponent in real-time, thus maximizing the value of the entire system. This makes the system intelligent and transforms your operational performance into a powerful and sustainable competitive advantage.

Accelerating profit potential through IoT is within the reach of any organization. Through our collective decades of experience and honed expertise, we have developed a full suite of IoT products and services that enable our clients to transform their operations into high-performance systems that deliver measurable impact. Our interdisciplinary strengths give us a unique understanding in how to identify the Data Resources that enable the right Information Strategy for your needs. Our innovative methodology of ASSESS, PLAN, DEPLOY™ provides a clear pathway to get our clients there faster.

Working in close collaboration with our clients, we review their operations and physical assets to understand how they're currently generating and using data, and we assess their information communication technology currently collecting and storing that data. Then, based on clients' goals and objectives, we determine the best use of IoT to optimize their operations and define clear outcomes for the project. Using a technology-agnostic approach, we recommend comprehensive, cost-effective IoT solutions and plan detailed roadmaps to execute. Finally, we bring the roadmap to fruition by deploying code, providing testing, integrating systems, and providing enhancements and ongoing support to deliver the IoT solution that transforms their operations into intelligent systems that dramatically improve performance and reduce costs. Our clients generate significant productivity, enhance their market competitiveness, and accelerate profit potential to capture the value of IoT next industrial revolution.

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