

The Business of INTERNET OF THINGS (IoT)

How to Win in the Outcome Economy

Attend this acclaimed training programme
and discover:

- Every IoT technology including analytics & big data and cybersecurity
- How to view an industry to define an IoT business strategy
- The four ways to create value with the Internet of Things
- How to monetize value with the IoT business model continuum
- The IoT ecosystem - how to create and use them to strategic advantage
- How to identify IoT competition and IoT's competitive advantages
- How to define IoT business and product requirements
- The Outcome Economy and why it's of strategic importance to every business
- How to create the IoT business plan and requirements
- Real life examples of consumer, commercial, industrial and infrastructure IoT

19 & 20 July 2017
The Pullman Hotel, Kuala Lumpur



Led By
International
Speaker & Author
BRUCE SINCLAIR
President, lot-inc., USA.



VALUE ADDED INCENTIVE !
You will receive a copy of
Bruce's latest book, IoT Inc. as
a value added incentive for
attending this programme.

HRDF Accredited Training Programme

Professional Training Brought To You By:



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WILL THE INTERNET OF THINGS AFFECT YOU?

As the Internet extends its reach into physical objects and becomes the Internet of Things, it will rewire every industry in its path. What's considered a futuristic product today will soon become common place. IoT will become an integral part of every company and every consumer, commercial, industrial, and infrastructure product in the very near future. There's no mistaking that.

Simply said, doing business using IoT is a game changer for organisations of all sizes and across all industries. It is for this reason that IoT is so hyped. Billions of sensors ! Trillions of dollars ! But despite the hype, the Internet of Things is real. As featured in a recent Forbes roundup:

- ▶ IoT-related value-added services are forecast to grow from US\$50 billion in 2012 to US\$120 billion in 2018, attaining a 15.71% CAGR in the forecast period.
- ▶ Cisco predicts the global Internet of Things market will be US\$14.4 trillion by 2022, with the majority invested in improving customer experiences.
- ▶ IC Insights predicts revenue from Industrial Internet of Things spending will increase from US\$6.4 billion in 2012 to US\$12.4 billion in 2015, attaining a 17.98% CAGR.

If you're asking yourself if your company should embrace the Internet of Things, instead ask yourself if your company currently embraces the Internet. If the answer is yes, which it most likely is, then by definition your company must embrace the Internet of Things. **It's not a question of if - it's a question of when...**

WHO SHOULD ATTEND?

This professional course is for executives who work for brands and manufacturers that make things—physical products sold to businesses or consumers. It is for managers in enterprises looking to bring the Internet of Things into their organisations to improve their competitiveness. It is for entrepreneurs and their start-up's investors inventing the next big thing. And it is also for those who work for vendors and service providers who need to understand IoT to effectively advice and work with their business clients.

WHY SHOULD YOU ATTEND?

The Internet of Things is happening with or without you. And not because it's a cool technology . . . customers don't care about the tech at all. IoT is happening because of what it enables. The Internet of Things' killer app is outcomes. It's outcomes that customers ultimately want. Outcomes will drive all technical and business strategy. By the end of this acclaimed course you will have **an actionable high-level IoT business strategy and plan.**

Endorsement by a Bestselling Author

Bruce Sinclair will help you sell outcomes and give you a competitive advantage for achieving sustainable success. In IoT Inc., Bruce provides powerful insights on how and when to deploy IoT. Born from his real-world experience guiding small and large businesses on their IoT journey, Bruce provides practical, differentiating tools for anyone who is involved in selling physical products to consumers. If you are looking to develop an IoT strategy and bring that strategy to life in a way that sets you apart from your competition – IoT Inc. is a MUST read!

-**Joseph Michelli**, *New York Times* #1 bestselling author of books like *Driven to Delight*, *Leading the Starbucks Way*, and *The New Gold Standard*.

EARLY BIRD OFFER !

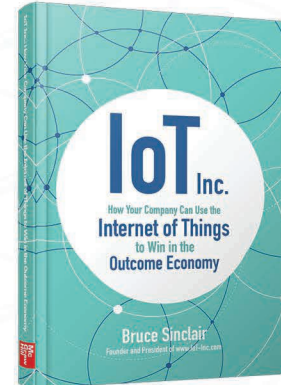
Register by 19 June 2017 and
Enjoy a RM 500/= Rebate on the Training Investment

The Business of (IoT) How to Win in the Outcome Economy

VALUE ADDED INCENTIVES

▶ IoT Inc. : How your Company Can Use the Internet of Things to Win in the Outcome Economy

The Internet of Things (IoT)—the integration of physical devices such as wearables, consumer appliances, commercial equipment, industrial machines and even cities into the internet—is not only changing the way people live but how business is conducted. The growing demand for more sophisticated products has led leading businesses to IoT enabling the shift from a product and service based economy to an outcome based economy. IoT Inc. addresses this business revolution and provides expert advice on developing a winning strategy to effectively monetize IoT in virtually any industry. Written by your course director Bruce Sinclair, this book cuts through the hype and clearly explains the technology and business applications of IoT.



▶ IoT Inc.: Workbook

Matching the book chapter by chapter, this companion document highlights key concepts and links to select podcasts, videos and articles that go into more depth on important topics.

▶ IoT Inc.: Buyer's Guide

Specific products and services are not referred to in the book since they change over time. See the latest commercial offers in the IoT-Inc Buyer's Guide and the proper sequence in which to buy each product category

▶ CERTIFICATION

Upon completion of this programme, you will be certified as an IoT-Inc. Management Professional.



I found IoT Inc. to be an excellent resource for all things IoT. Applicable to the tiniest of IoT, like wearables, all the way to the largest of IoT, like smart cities, this book will lead to better products and services for consumers and citizens alike. This is not billed as a technical book but it provides a solid foundation for every Internet of Things stakeholder - from coder to CTO. - *Miguel A. Gamiño Jr., Chief Technology Officer, City of New York*

The world is awash in new books extolling the virtue of the Internet of Things (IoT) and touting useless numbers of connected devices -- useless because it's irrelevant exactly how many devices are connected, but useful because just about anything can be connected. IoT Inc. starts by explaining what can be connected to the Internet -- from clothes dryers to tires, from operating room monitoring systems to construction systems -- but then focuses on how these connections give birth to new (outcome-oriented) business models for products and services. Disruptions will abound in industries from agriculture to home automation, from industrial production to healthcare, and IoT Inc. includes not just a way to recognize those disruptions, but to profit from them. Rather than focus on the technology, Sinclair focuses on the business opportunity, an opportunity that is ignored at your peril. - *Richard Mark Soley, Ph.D., Chairman and CEO, Object Management Group, and Executive Director, Industrial Internet Consortium*

TEAM PARTICIPATION IS HIGHLY ENCOURAGED !

To ensure successful implementation of the learning and competencies acquired, Ingenium will encourage team learning by providing a group attendance package of 3 + 1, meaning participating organisations can register 4 participants for the price of 3 only !

The Business of (IoT) How to Win in the Outcome Economy

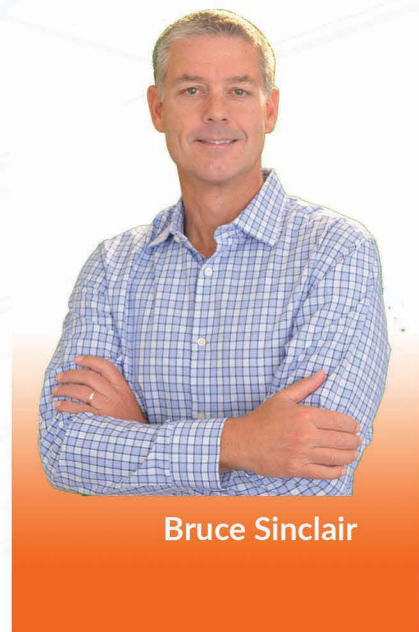
YOUR EXPERT PROGRAMME DIRECTOR

Bruce Sinclair started in the business of IoT in 2008 as CEO of a networking company that sold a smart home-enabling platform to Internet service providers. After commencing his career as a mathematician at The University of British Columbia, he became the Director of Product Management at Wavefront Technologies, the Academy Award winning computer animation software company for film and television.

Following that, he was the Director of Marketing at Centric Software before becoming the Vice President of Marketing at Microsoft's Softimage subsidiary where he built the marketing team and rebranded the firm for eventual sale to Avid. Bruce then moved on to become the President of gogo6 / Hexago, a software company that developed and sold IPv6 networking products to ISPs, mobile operators, governments and enterprises, before becoming the CEO of Lightworks a visual computing start-up.

Currently, Bruce is the President of lot-Inc., the leading business and technology resource for persons developing their IoT strategy, building IoT products to sell to their customers or deploy within their enterprise. He is well known in the industry from his IoT podcast, video series and monthly meetup in the Silicon Valley, and is a featured author for publications such as Computerworld, Forbes, Network World and ZDNet. He frequently speaks at conferences around the world and was the opening keynote speaker of the industry's largest event: Internet of Things World 2017.

Bruce's book, IoT Inc.: How Your Company Can Use the Internet of Things to Win in the Outcome Economy, was published by McGraw-Hill in 2017.



Bruce Sinclair

TESTIMONIES FROM PAST DELEGATES

- ▶ *Absolutely loved it. Best overview of IoT and all its components from what it is to the business side to the practical examples side and everything in between.* - Shraddha Chaplot, Cisco.
- ▶ *Bruce is a very informed, thorough, engaging presenter. I found the workshop very helpful. His advice was both cogent and succinct. Definitely worth the time.* - Stephen Brown, CSA Group.
- ▶ *An excellent course that gave an overview of all aspects of an IoT solution then focused upon the critical items to develop an IoT business case. The IoT business case examples were very helpful in understanding the value proposition identification behind the application of this technology.* - Curt Gervelis - HP
- ▶ *Great structure, great overview technically as well as the business side. Bruce is passionate and a great presenter with the ability to motivate the attendees; good discussions.* - Peider Weiss - Avenicom
- ▶ *Bruce is an intelligent, experienced, knowledgeable IoT expert and I can only say if you are in need of understanding this topic and get a chance to attend one of Bruce's courses then it's well worth it.* - Peter Roche - Cooee Connect
- ▶ *Internet of things is quickly turning into creating internet of value in so many market segments and application areas. I enjoyed the simple no-nonsense approach taken by Bruce Sinclair in explaining IoT and its applicability.* - Krishna Mikkilineni, Honeywell
- ▶ *Bruce explains how IoT is changing all industries, business fundamentals and the relationship with your customers- it's about transforming data into useful, usable and valuable information. Definitely very good* - Tanja Rueckert, SAP
- ▶ *Fantastic workshop ! Bruce did an exceptional job at outlining how to build an IoT business in a way that was relevant to all industries and all levels of knowledge.* - Liz Vogel Keurig - Green Mountain

INTERNATIONAL CLIENTS



Honeywell



AUTODESK



GDT



IN-HOUSE TRAINING

This training programme can be conducted in-house. Conducting a programme in-house has the advantages of cost saving, customisation and flexibility of time and venue. To benefit from this service, please contact us at + 603 5033 1899.

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COURSE TIMING: Registration will begin at 0800 on Day One. The course will commence at 0900 and conclude at 1700 each day, with breaks for lunch and refreshments at appropriate intervals.

AGENDA DAY 1

▶ THE SOFTWARE-DEFINED PRODUCT

- Cybermodel
- Application
- IoT Value Modeling

▶ THE HARDWARE-DEFINED PRODUCT

- Sensors
- Embedded Systems
- Connected Sensors

▶ THE NETWORK FABRIC

- OT IT and Fog Networks
- IoT Product Cloud
- IoT Platform

▶ EXTERNAL SYSTEMS

- Analytics and Big Data
- Data Services
- Business Systems
- Other IoT Products

▶ SECURITY AND RISK MANAGEMENT

- Threats and Sources of Liability
- Assessment

▶ CREATING VALUE WITH IoT

- The Four Ways to Create Value with IoT
- Value Modeling
- Top and Bottom Line Value
- Make Products Better
- Example Requirements
- Operate Products Better
- Example Requirements
- Service Products Better
- Example Requirements
- Make New Products... Better
- Example Requirements

▶ MONETIZE VALUE WITH IoT

- The IoT Business Model Continuum
- Product Business Model
- Product-Service Business Model
- Service Business Model
- Service-Outcome Business Model
- Outcome Business Model
- Implementation Considerations
- Business Model as a Feature

AGENDA DAY 2

▶ THE CHANGING CUSTOMER RELATIONSHIP

- From Casual to Intimate
- Upside for All
- Increased Lifetime Value

▶ INDUSTRY AND THE CHANGES COMING

- The Customer and Their Desired Outcomes
- Outcome Examples
- The IoT Tech Continuum
- Tech Evolution
- Rewiring Industries

▶ IoT COMPETITION & COMPETITIVE ADVANTAGES

- New Entrants vs Incumbents
- First Mover Advantages
- Barriers to Entry
- Competitive Advantages

▶ THE OUTCOME ECONOMY

- The Underlying Tech
- The Ecosystem
- The New New Economy
- The Network Effect

▶ IoT COMPANY OPERATIONS

- The Transformed Company
- Engineering and Manufacturing
- Data Department
- Marketing
- Sales
- Customer Success
- Support and Maintenance
- Business Development
- General and Administrative

▶ IoT BUSINESS AND PRODUCT REQUIREMENTS

- Key Business Areas to Consider
- Key Requirements to Consider

▶ GETTING STARTED

- Design-Sell-Build
- Starting Development
- In-House or Out-of-House Development
- Development Order and Dependencies
- Best Practices

*The various sessions will be punctuated with numerous individual and syndicate exercises, case studies and dynamic video presentations illustrating key points.

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BOOKING FORM

THE BUSINESS OF INTERNET OF THINGS (IoT)

19 & 20 JULY 2017
THE PULLMAN HOTEL
KUALA LUMPUR

DELEGATE DETAILS

DELEGATE 1

NAME : _____

POSITION : _____

TEL : _____

FAX : _____

EMAIL : _____

DELEGATE 2

NAME : _____

POSITION : _____

TEL : _____

FAX : _____

EMAIL : _____

ORGANISATION : _____

ADDRESS : _____

AUTHORISING MANAGER : _____

EMAIL : _____

POSITION : _____

SIGNATURE : _____

DATE : _____

Please photocopy this form for more delegates.

METHODS OF PAYMENT

Payments can be made by cheque or bank transfer.

All payments are to be made in favour of:

INGENIUM ASIA SDN. BHD

Bank - Amlslamic Bank

Account No - 236-202-200035-1

Account Type - Current

Payment is required within 5 working days of receipt of invoice.

TRAINING INVESTMENT

- Registrations Received By 19 June 2017 - **RM 2595.00 Nett**
- Registrations Received After 19 June 2017 - **RM 3095.00 Nett**

Investment includes course documentation, a copy of the IoT Inc. book, luncheons, refreshments and a certificate of achievement.

GENERAL TERMS AND CONDITION

1. Substitutions are welcome. Kindly notify us at least 2 working days prior to the programme.
2. Cancellations will be refunded in full minus a RM 250.00 administrative charge provided the cancellation is done in writing atleast 7 working days prior to the programme. Cancellations done less than 7 working days prior to the programme will not be eligible for any refunds and will carry a 100% liability.
3. Advertised package - While every reasonable effort will be made to adhere to the advertised package, please note that the content, speaker and venue were confirmed at the time of publishing.
4. Circumstances beyond our control may necessitate an alteration to the same. As such we reserve the right to alter or modify the advertised package if required.
5. Postponement & Cancellation - If the programme has to be cancelled or postponed by us for any reason, we will issue refunds in full for all payments received without any deductions whatsoever.
6. Liability - We will not be liable for any loss or damage suffered by the client as a result of a substitution, alteration, cancellation or postponement of the programme.
7. Database - Upon receipt of this registration form, we assume that you are giving us your consent to store your details and use it for future marketing efforts. If you do not wish to be included in our database, kindly notify us.
8. Copyright and Intellectual Property - The content, format and delivery of the programme constitute our intellectual property and copyright. Unauthorised redistribution or reproduction of part or all will be actionable by law.

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REGISTER BY PHONE, FAX OR EMAIL