



# There has never been a better time to go Digital

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# First Time in History



From 1 to 2  
superpowers



# Furthermore...we cannot miss it again



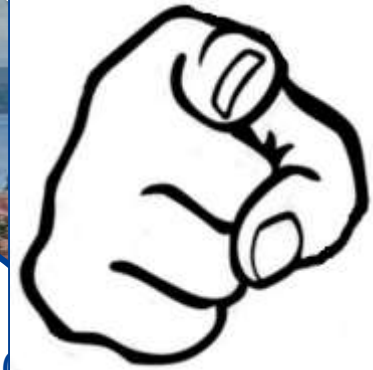
Industry 1.0  
Steam



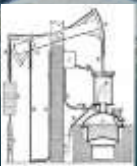
Industry 2.0  
Electricity



Industry 3.0  
Automation



Industry 4.0  
Transformation



# Exponential Connectivity driving change

An aerial photograph of a coastal town with red-tiled roofs and a church spire, situated on a peninsula. The sea is a deep blue. Overlaid on the image are three large circles connected by white lines. The first circle on the left is blue with a white border and contains the text '8,4B'. The second circle in the middle is white with a grey border and contains '80B'. The third circle on the right is green with a white border and contains '1M'. Below each circle is a text label: 'Connected Things in use by 2017' under the first, 'Connections by 2025' under the second, and 'IoT devices connected every hour by 2020' under the third. White lines connect the circles in a network pattern, with some lines extending to small white dots on the sea.

8,4B

Connected Things in  
use by 2017

80B

Connections by  
2025

1M

IoT devices  
connected every  
hour by 2020

# Digital Vortex:

Speed and stakes  
are unprecedented



# Building the digital layer on top of physical is key



# Digital Business Models on how to create value



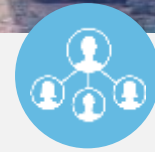
## Cost Value

- Free / Ultra-low cost
- Buyer aggregation
- Price transparency
- Reverse auctions
- Consumption-based pricing



## Experience Value

- Customer empowerment
- Customization
- Instant gratification
- Reduced friction
- Automation



## Platform Value

- Ecosystem
- Crowdsourcing
- Communities
- Digital Marketplaces
- Data Orchestrator

