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# **BIG DATA:** REALISING THE FULL POTENTIAL OF THE IoT

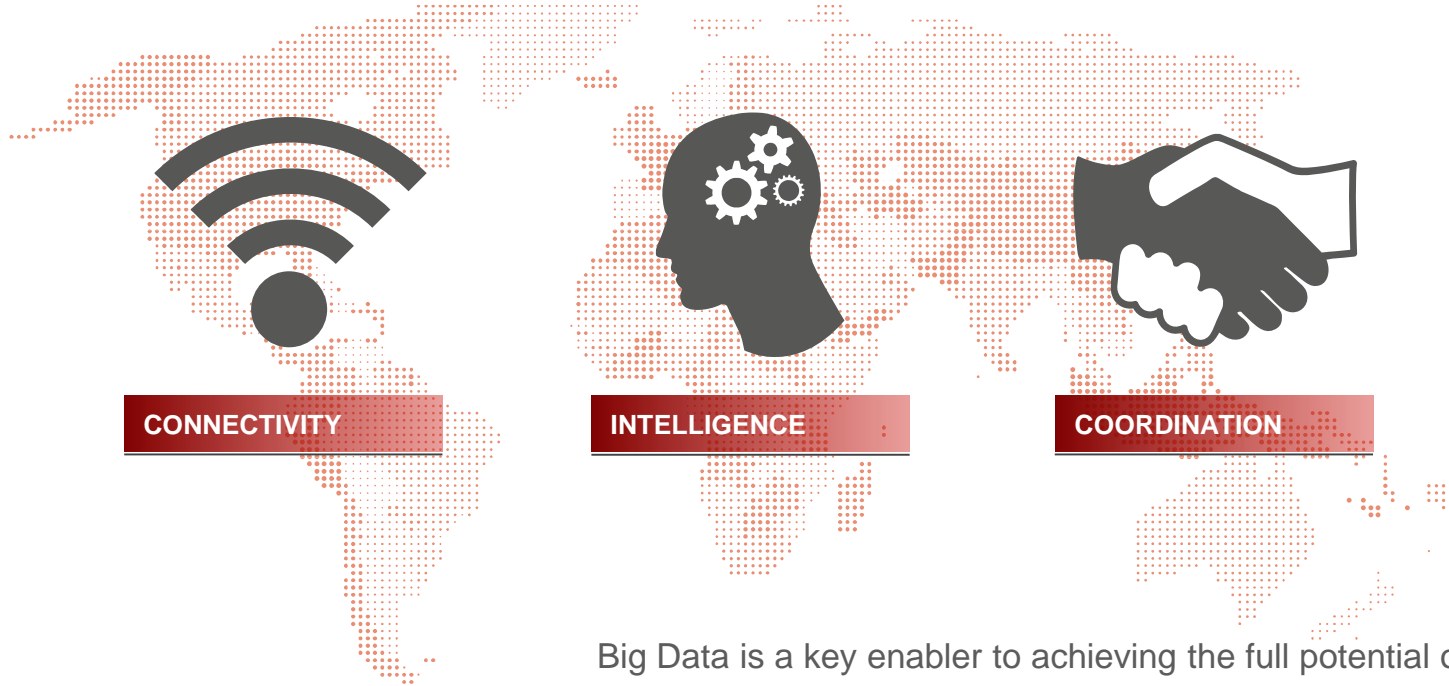
Wednesday 24<sup>th</sup> February 2016

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## WHAT DO WE EXPECT FROM THE INTERNET OF THINGS?



Big Data is a key enabler to achieving the full potential of the IoT.



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## THE IOT BIG DATA ECOSYSTEM

### IoT TODAY

- Disparate systems
- Silos of heterogeneous data
- Valuable data
- Innovation

### VISION FOR IoT

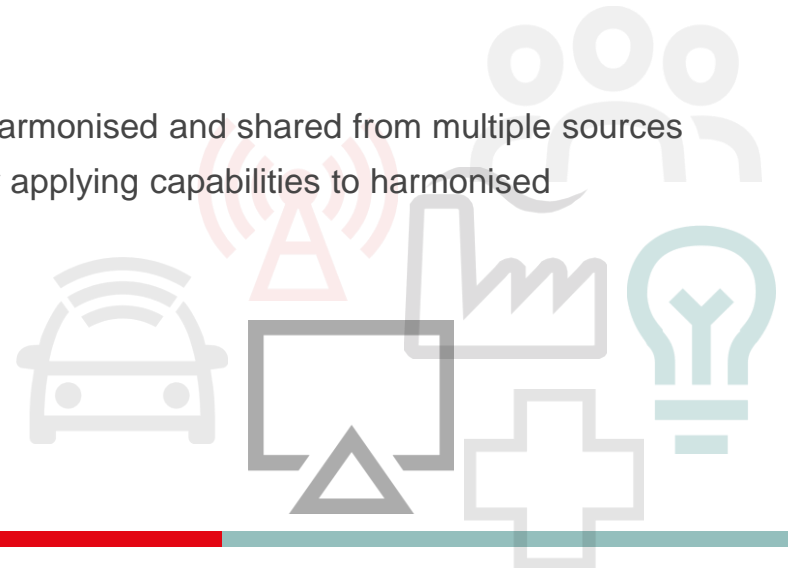
- Sharing of data
- Standardisation
- Data monetisation
- Increased innovation



## VISION FOR AN IoT BIG DATA ECOSYSTEM

***“ Creation of new business models, products and services by applying various capabilities, such as mash-up and analytics, to IoT and context data captured from multiple sources ”***

- Enable an ecosystem through which data can be harmonised and shared from multiple sources
- Develop new commercial products and services by applying capabilities to harmonised IoT and context data









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## KEY AREAS OF FOCUS



Standardisation - data  
& APIs



Data privacy



Ecosystem collaboration  
and innovation

Big Data is a key enabler to achieving the full potential of the IoT.



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## DEMONSTRATIONS IN THE GSMA INNOVATION CITY

### AUTOMOTIVE / SMART CITIES

- IoT Big Data Analytics
- Road Weather
- Smart City Navigation



### AGRICULTURE

- Smart Farming
- Smart Cattle
- Smart Silo





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## TODAY'S SESSION

### KEYNOTE PRESENTATIONS:

Peter Gleissner - *Managing Director European Union Region and Vice President Sales and Marketing Group, Intel Corporation*

Junajose Hierro - *CTO Industrial IoT and Coordinator and Chief Architect, FIWARE platform, Telefónica*

### PANELISTS:

Stewart Collis – *Co-founder and CTO, AWhere*

Hakan Kostepen - *Executive Director Product Planning Strategy & Innovation, Panasonic Automotive*

