

DEFINE THE FUTURE OF THE INDUSTRIAL IOT

**GET YOUR
TICKET
TODAY!**

“*This was an unmissable
and amazing event!*”
**Prof. Michael Porter,
Harvard Business School**



**INDUSTRY
OF THINGS
WORLD USA**

#IoTClan | EVENT GUIDE

February 20-21, 2017 | Hard Rock Hotel San Diego, San Diego, CA

INTRO & EVENT OVERVIEW

INTRO

Industry of Things World USA – where Industrial Internet of Things and Smart Manufacturing experts meet to realise the 4th industrial revolution

After a hugely successful event in 2016, Industry of Things World USA is coming back on February 20-21 2017 as the forum for industrial application IoT stakeholders to come together, define its future, challenge current thinking, unveil latest innovations and create connections with over 600 experts from around the world. The 2,5 day event does not cover hype and unrealistic dreams but addresses the business models, case studies, digitalization transformation and real world monetisation strategies you need to stay ahead of your competition.

Join Industry of Things World USA in 2017 to set your technology strategy for scalable, secure and efficient IoT implementation by determining which new technologies will drive IoT to the next development stage. Uncover the investment priorities of C-level execs from the industry and identify which devices, applications and services offer the greatest revenue potential today.

Interactive sessions and carefully planned networking activities will give you the chance to:

- assess the market potential for new growth areas
- know what it takes to safeguard your devices and data
- find pragmatic solutions to the most common security threats
- master the data-driven business models to create new revenue streams

Don't miss out on the opportunity to meet all IoT stakeholders under one roof for two days, covering your knowledge and practical needs from conception and strategy, through to implementation and successful case studies.

We are looking forward to welcoming you in sunny San Diego!

Your Industry of Things World USA Team



Maria Relaki
Event Director



Elena Wilkniss
Product Manager



Jacqueline Kahlen-Hanlon
GM Partnerships



Andreas Alexiou
Sales Director



Nico Rudolph
Operations Director



Elise Orhan
Marketing Director



Nishal Mahtani
Project Leader Sales



BOOK YOUR TICKET NOW! 

EVENT OVERVIEW

Key themes

- Meet the business leaders with real-world use cases of IoT in action: Build the business case for IoT using ROI metrics that warrant investment
- Rethink the technology strategy for scalable, secure and efficient IoT: Determine which new technologies will drive IoT forward to the next stage of development
- Discover how new technology approaches can smartify your processes: Artificial intelligence, machine learning, additive manufacturing, cloud, augmented reality
- Master the data-driven business models that create new revenue streams: Empower enterprise customers to monetize their data assets
- Standards & interoperability: balancing capability of developing unique selling propositions vs. opening up to engage in an ecosystem and enable open innovation
- Know what it takes to safeguard enterprise data: Tailor your proposition to respond to the security concerns that preoccupy enterprise customers today
- Find pragmatic solutions to the most common security threats: Develop the business case for security by justifying cost in terms of value

10 reasons to attend

- 1 **Learn** about new technologies, new practices, and emerging standards
- 2 **See** the latest product releases from leading suppliers
- 3 **Hear** how others are solving some of your most challenging problems
- 4 **Discuss** your issues and ideas with peers, suppliers, and analysts
- 5 **Network** with colleagues and develop valuable relationships with peer and supplier executives
- 6 **Expand** your knowledge by attending sessions with formats designed to enhance learning
- 7 **Discover** new ways to breakdown silos and organizational barriers
- 8 **Collaborate** with peers on shared problems like system implementation, legacy systems, new skill sets etc.
- 9 **Impress** your boss and colleagues with new fresh ideas to improve performance
- 10 **Inject** your requirements into supplier product roadmaps

“*Tremendous input and overview, good examples and formats to recognize relevance for own business context.*”

Hannes Erler, Swarovski

WE.HAVE PARTNERS. NOT SPONSORS...



WE TAILOR YOUR PACKAGE 

BECOME A BUSINESS PARTNER

Over 600 senior international industry execs will attend to discuss key industry topics, exchange knowledge and create new partnerships. Join the event as a business partner to explore specific market verticals, market your products and gain brand exposure to your target audience.

With a huge range of options available to suit your budget and business development needs, our dedicated tailored Business Partner packages will allow you to make the most of your presence at the event with:

Showcase your products

Educate cross industry IoT end users on how to overcome key tech challenges. We will work with you to create a bespoke speaking opportunity and marketing package that best represents your service portfolio.

Lead generation

With hundreds of decision makers present from the entire industrial IoT ecosystem you will have access to a heavy buyer-led audience for lead generation.

Reach industry decision makers

With the top IT, product, innovation, strategy and infrastructure executives in the audience this is your chance to use the conference sessions as a platform to construct your own industry relevant presentation to push your message to the industry.

Increase your visibility and position your company as an industry leader

An expo stand in our dedicated networking and expo area will give you the visibility you need to promote your offering to your target audience.

You will get the chance to

- Engage with real industry end users of IoT services
- Influence business strategies and create new opportunities for your business
- Be part of real-life problem solving conversations to position your expertise
- Showcase how companies have successfully enhanced their businesses using your new IoT-empowered products, services and solutions
- Mingle with organizations from industries such as engineering, production and manufacturing. Make their lives, users and consumers smarter, easier, and more responsive to their individual needs

Jacqueline Kahlen-Hanlon, GM Partnerships
 jacqueline.kahlen-hanlon@you-conect.com | +1 518 620 1890

Primary Partner



Business Partners



Supporting Associations



Media Partners



WHAT OUR CUSTOMERS SAY



“Loved hearing from SAP, PTC, Harvard and Stanford University Professors.
Tamara Lewis, Northrop Grumman

“The conference was a good mix of thought leadership and practice around the IoT space.
Lane Arthur, John Deere



“It is a needed event to catch the progress of IoT for the Industry field.
Fumikazu Oka, Toyo Business Engineering



SPEAKERS AND MODERATORS



KEYNOTES



Dean Bartles, CMO, UI Lab
Business model generation

Dr. Dean Bartles has had a distinguished 35-year career in manufacturing, implementing multi-million dollar programs domestically and internationally, with responsibilities in research and development, technology transfer, program management, and manufacturing operations. Prior to joining DMDII, he held several positions at General Dynamics and its predecessor companies, most recently serving as Vice President and General Manager of a key Strategic Business Unit in the Ordnance and Tactical Systems division within General Dynamics. In this role, Dr. Bartles oversaw three manufacturing plants with over 700 employees, more than quadrupled the Strategic Business Unit's sales over his 13 years of leadership, and led the acquisition of multiple companies.



Jennifer McNelly, Senior VP,
The Manufacturing Institute
The transformative power of industrial connectivity

Jennifer McNelly serves as the Executive Director of The Manufacturing Institute the non-profit affiliate of the National Association of Manufacturers (NAM). The Manufacturing Institute is the authority on the attraction, qualification, and development of world-class manufacturing talent. As Executive Director of the Institute, Jennifer is driving an agenda to research and support manufacturing excellence, innovation and talent, and deliver solutions to make manufacturers in America globally competitive. The Institute's strategies and actions are all done to achieve the following goals: Change the perception of careers in manufacturing to reflect its true status as the most advanced, high-tech industry in the country; Re-establish the U.S. as the global leader of manufacturing education; and Advocate for education and job training policies that strengthen the U.S. manufacturing workforce. Jennifer has extensive experience in workforce development, employer engagement, and business. Prior to joining the Institute, Jennifer was a member of the Senior Executive Service (SES) for the U.S. Department of Labor. Her strong private-sector experience includes serving as the Senior Vice President of Strategic Partnerships, LLC. Jennifer currently serves as the Chair of the World Economic Forum's Global Agenda Council on Advanced Manufacturing; the Precision Metalforming Association (PMA) Education Foundation; and the SME Education Foundation Board. In 2012, Jennifer was named one of the inaugural 100 Women Leaders in STEM (Science, Technology, Engineering and Math).



Prof Jim Davis, Vice Provost and CTO UCLA and CTO Smart Manufacturing Leadership Coalition
Smart Manufacturing: The Business of Real Time Data and Manufacturing Intelligence

Jim Davis is Vice Provost, IT and CTO at UCLA with broad responsibilities focused on the investment and deployment of information technology in the university's academic research, education, and public service mission. He has accountability for university-wide planning and strategic investment in computational research, research informatics, educational technologies, mobility applications, research and education data strategies, privacy/security and internal and external community partnerships. Jim co-founded the Smart Manufacturing Leadership Coalition (SMLC) and is currently responsible for SMLC's technical and strategic direction as SMLC's CTO. The SMLC was recently selected by DOE to lead the Clean Energy Smart Manufacturing Innovation Institute (CESMII). Jim will serve as Interim CEO/CTO. The Institute brings over \$140 million in public-private investment from leading universities and manufacturers across a national network to advance manufacturing competitiveness and innovation in the U.S. Jim is also on UCLA's engineering faculty where he has done research and consulted extensively on intelligent systems, monitoring and control, and data/modeling systems across diverse industries including chemicals, refining, paper, packaging, metals and glass. Jim has work experience with Amoco Chemicals.

SPEAKERS



Gary Hayslip
CISO,
City of San Diego



Chris Dennis
Global Product Strategy
Coca Cola



Paul Wellmann
CIO
Tennant



Sung Lee
Global Product Manager
Tennant



Edward Rodden
CIO
Sugar Creek Packing



Coco Zhang-Miske
Global Technology Planning Manager
GM



David Bray
CIO
Federal Communications Commission



Robert Martin
Steering Committee Member
Industrial Internet Consortium



Jeremy Jones
CIO
Comfort System USA



Fred Schultheis
Director GRP Automation COE
Alcoa



Linda Golinghorst
Manager IS
Alcoa



Nils Christian Roscher-Nielsen
Product Manager
The QT Company



Stefan Hoppe
VP
OPC Foundation



Aldo Dagnino
Research
ABB Research



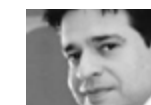
Jeff Rizzie
Senior Manager - Business Development
Sandvik Coromant



Yves-Gorat Stommel
Director Business Development and Innovation
Evonik Corporation



Alexander Nazarov
Functional Excellence Manager- Engineering
Cummins



Flavio Lima
General Manager of Engineering
Renault do Brasil



Kjeld Jespersen
EAME | Construction Digital & Technology
Caterpillar



Scott Grumski
Chief Engineer
Forney L.P.



Evandro Silva
Uptime Manager Group Truck Sales & Marketing Americas
Volvo Trucks North America



Keith Dicharry
Director Process Control & Automation
BASF Corporation



Gary Mintchell
Founder/CEO
The Manufacturing Connection



Brett Brune
Editor in Chief
Smart Manufacturing Magazine



Craig Bachmann
Senior Director, Open Digital/IoE Program
TM Forum



Bill Bonney
Principal Consulting Analyst
Tech Vision Research



Preston Holmes
Head of IoT, Google Cloud
Google



Jean Maicon de Oliveira
Industrial Support Project Manager
Faurecia

WHAT WE HAVE IN STORE FOR YOU

SESSION FORMATS

Our interactive formats allow you to make the most of your time at the event. Here are some sessions you can participate in:



ICEBREAKER SESSION

The Icebreaker session takes place on the evening before the event starts. Just when everyone arrives, we are inviting you to join us for some early networking and give you the chance to settle in the atmosphere of the event. Glass in hand, make your way around the round tables, discuss and network with the speakers and business partners. We invite you to a unique location and allow you to get to know your fellow conference attendees in a relaxed and interactive setting. Break the ice and get the show on the road!

KEYNOTES & BEST PRACTICES

Top speakers, trendsetters, evangelists and experts in the field take to stage to set out the strategic roadmaps of the most current issues and challenge conventional thinking. These sessions are setting the tone for the rest of the conversations of the day.

LUNCH SESSION

A lunch workshop, in which you get the chance to address and discuss your specific solution with a qualified group of participants.

PANEL DISCUSSION

A panel of experts is set up to discuss a topic that cannot be easily resolved by just one or two persons. There are three sets of participants in a panel discussion: The panel members who consist of experts in the field concerned. The audience who ask questions of the panelists. The moderator who initiates the discussion, questions, synthesizes and summarizes the key points.

NETWORKING DINNER

To round up a great day of learning and networking, a dinner is always a good option. Allow yourself to wind down, enjoy great food and drink in a relaxed atmosphere to absorb all the new stimulations from the day. The programme includes great entertainment, interesting and thought provoking evening keynotes or award ceremonies.

WORLD CAFÉ SESSION

The main aim of the World Café sessions is to bring industry stakeholders around one table. By entering into an open and creative conversation about key issues affecting all, sharing knowledge, ideas and insights everyone gains a deeper understanding of the challenges and solutions faced. To deepen the interaction, participants are asked to rotate to a new World Café table every 30 minutes (according to their assigned sequence of tables, decided by our proprietary algorithm. The results of each conversation are recorded on white boards and available throughout the event for people to see and reflect on.

TRAINING SESSION

The goals of the Training Session are to give delegates the opportunity to delve deeper into a specialized topic of their interest, to exchange experiences, challenges, questions and find together possible solutions and to have a closed group of peers with common interests and really work out suitable approaches and solutions.

TWEETBACK & CONNECT

The unique interactive live feedback system! Note down your thoughts on comment cards which will be pinned on walls in the networking area for further discussion.

LIVE TECH TAKE

„Nothing is more convincing than seeing technology in action.“ Tech Take Live Demos aim not only to introduce new applications and tools, but to give everyone present the chance to touch, feel and experience the forefront of new technology. Don't miss the chance to be part of the future elite of your industry – Tech Take & Connect your business.

AGENDA

AGENDA OVERVIEW

ICEBREAKER SUNDAY, FEBRUARY 19, 2017

7:00pm ICEBREAKER SESSIONS

Take advantage of a relaxed setting for an evening of informal discussions, networking and drinks to get things started in style. Some of the topics that will be discussed include:

- | | |
|---|--|
| <p>1 Icebreaker Roundtable
How are user interfaces and user experience changing in smart interconnected products?</p> <p>2 Icebreaker Roundtable
How to design and develop connected products in a manufacturing environment?</p> <p>3 Icebreaker Roundtable
Security in the age of interconnectivity – is unhackability possible?</p> <p>4 Icebreaker Roundtable
3D printing and the IoT for large scale manufacturing</p> | <p>5 Icebreaker Roundtable
How to apply IOT monetization concepts to non-smart products?</p> <p>6 Icebreaker Roundtable
Industrial Internet of Things for complex equipment</p> <p>7 Icebreaker Roundtable
What are the best practices for an optimal IT and OT collaboration?</p> <p>8 Icebreaker Roundtable
Open collaboration business models – adapt or die?</p> |
|---|--|

CONFERENCE DAY 1 MONDAY, FEBRUARY 20, 2017

- 7:00am Registration
- 8:30am Official congress opening – chair welcome & intro
Chairman: Dean Bartles, President, North American Manufacturing Research Institute, UI Labs
- 8:40am **Paving the way to the industrial Internet of Things**
Tens of billions of interconnected devices by 2020 – a prediction that is both exciting and challenging that provides rich opportunities for innovation. The technology industry at large is mobilizing and realizing a greater vision for Internet of Things, one that encompasses sensing and sensing platforms, mobile and fixed gateways, analytics and big data, security, manageability, and interoperability. To realize this vision, we need to innovate in many disciplines and drive for common frameworks and standards. This talk is an industry wide overview of the opportunities, applications, challenges and the future of IoT with a focus on its industrial aspect.
Gary Hayslip, CISO, City of San Diego
- 9:10am **The transformative power of industrial connectivity**
Information is power. Helping manufacturers and industrial operators harness it to bring the connected enterprise to life has been a dream for decades. Today, the Industrial Internet of Things is enabling technologies and opening new worlds of opportunity through greater connectivity and information sharing. How can companies take the necessary steps to make the connected enterprise a reality?
Jennifer McNelly, Senior VP, The Manufacturing Institute
- 9:40am **Cloud computing, big data, security and the Internet of Things**
Many IoT applications comprise large amounts of data. This data is putting a significant strain on existing infrastructures. Cloud computing enables IoT innovation by helping to address the complexity of connecting millions of objects and devices while helping to manage the data strain. However, in order for the Internet of Things to work most effectively, proper use of the 'Cloud' is paramount.

10:10am MORNING REFRESHMENT & NETWORKING BREAK

STREAM SESSIONS
Choose from 4 parallel sessions, all delving deeper into specific issues for deeper analysis, understanding and interaction

10:40am	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation	Technology & infrastructure	Data driven decision making	IIoT Applications
	<p>Reducing the cost and increasing the value of connected and embedded systems</p> <ul style="list-style-type: none"> • Cross platform software development • The value of any system is not higher than the impression of the UI • Open Standards and commercial support & features is the key to success <p>Chris Dennis, Global Product Strategy, Coca Cola</p>	<p>Leveraging IoT to help Tennant customers drive measurable results</p> <ul style="list-style-type: none"> • Learn how Tennant Company, a 146-year old manufacturer of cleaning equipment, is leveraging IoT to transform its business • Hear how Tennant Company is helping its customers use the data from its IoT solution, IRIS® Asset Manager, to improve productivity and reduce costs to clean <p>Paul Wellmann, CIO, Tennant Sung Lee, Global Product Manager, Tennant</p>	<p>The IOT in Manufacturing, A Journey and Lessons Learned</p> <p>Manufacturing has been connecting things for many years, now optimized infrastructures accelerate the pace, allowing innovative useful applications to be developed. This discussion will review one manufacturer's journey, the lessons learned, as well as expectations going forward. The Software Defined Data Center revolution has been part of the journey, and will also be discussed.</p> <p>Edward Rodden, CIO, Sugar Creek Packing</p>	<p>Taking advantage of the cloud without the cloud taking advantage of you; security concerns and how to overcome them</p> <p>Determining how to ensure secure data transfer between local and remote servers. Addressing concerns around proprietary information being leaked via the cloud Innovations in technology that can link new devices to existing infrastructure and better feed data while keeping the information secure. Should devices have embedded web server or be hosted on a cloud server?</p> <p>Coco Zhang-Miske, Global Technology Planning Manager, GM</p>

11:10am	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation	Technology & infrastructure	Data driven decision making	IIoT Applications
	<p>Competition and sales channels</p> <p>In an ever more evolving competitive landscape, maintaining and growing your market share is becoming more and more important. The IoT age has not only contributed to this, but well established producers in traditional industrial fields are suddenly not only competing with companies like themselves but are also confronted with players the likes of which they have never seen before. How can you leverage the IoT for revenue and greater efficiencies in your business?</p> <p>David Bray, CIO, Federal Communications Commission</p>	<p>How the IoT will impact your IT infrastructure</p> <p>Organizations will have a different perspective of business depending on how technology providers incorporate the IoT technologies in their operations. IT admins will make more decisions regarding corporate IT as they have to run the system and support users no matter which technology direction an organization goes.</p> <ul style="list-style-type: none"> • What are the main technical challenges that need to be overcome? • What minimum skills and tools will IT teams need to have in place? <p>Robert Martin, Steering Committee Member, Industrial Internet Consortium</p>	<p>Upgrading legacy equipment & standards to smarter connected systems and processes</p> <ul style="list-style-type: none"> • Planning the IoT transformation – Keeping it simple and getting it right • Sustainable IoT • The IoT value proposition <p>Jeremy Jones, CIO, Comfort System USA</p>	<p>Journey Towards A Connected Digital Manufacturing Enterprise</p> <ul style="list-style-type: none"> • Connect Everything: Laying the foundation for Industrial Internet of Things • Engage People: IT/OT convergence and integration, and next generation workers in manufacturing • Make Manufacturing a Science: Practical implementation of Industry 4.0/Smart Manufacturing concepts <p>Fred Schultheis, Director GRP Automation COE, Alcoa Linda Golinghorst, Manager IS, Alcoa</p>

11:40am	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation	Technology & infrastructure	Data driven decision making	IIoT Applications
	<p>Generating new revenue streams with IoT</p> <p>Discover the latest game-changing digital universe monetization opportunities through IoT and understand how to leverage the ability to deliver new analytic insight to customers and front-line employees. In this session you will discuss the trend of moving from descriptive analytics to predictive and prescriptive analytics. How can you use your data to enhance monetization strategies?</p> <p>Nils Christian Roscher-Nielsen Product Manager, The QT Company</p>	<p>Sensors market for IoT</p> <p>IoT's arrival has created a surge in demand for sensors. This is the first time a mass market emerge for novel sensor types. What are the most interesting sensor types and how can you integrate innovative sensor design in your products? Can sensor driven business models create superior value and incorporate designs which enhance end-user experience?</p> <p>Reserved for Flexera Software GmbH</p>	<p>Capitalising on IoT and creating value from data</p> <p>Traditional database management solutions fall short in satisfying the sophisticated application needs of an IoT network that has a truly global-scale. Current solutions for IoT data management address partial aspects of the IoT environment with special focus on sensor networks. What are the newest data management solutions and the most effective strategies to manage your data?</p>	<p>Integrating your IoT data with enterprise systems for Smarter Manufacturing</p> <p>Internet of Things technology is changing the manufacturing industry by enabling manufacturers to fundamentally transform the way they design, manufacture, sell and service their products. While many organizations begin their connected product initiatives with remote service programs, manufacturers are also using IoT to bring detailed product usage data back into the hands of designers and marketing to optimize the next set of product features.</p>

12:10pm	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation	Technology & infrastructure	Data driven decision making	IIoT Applications
	<p>Successful Industrie 4.0 business models – From strategy through to execution</p> <p>Join this session to understand the most successful Industrie 4.0 business models and how you can develop the required digital capabilities to succeed in this interconnected world. Reinvent key company functions from sales to operations and learn from best practice industry leaders.</p> <p>Stefan Hoppe, VP, OPC Foundation</p>	<p>The killing feature in the IoT world</p> <ul style="list-style-type: none"> • Why the killing feature is killing? • What makes the business case in IoT • Is the technology crucial? <p>Aldo Dagnino, Research, ABB Research</p>	<p>Big Data Analytics – How to get started without knowing where to go?</p> <p>Multi-National Corporations (MNC) often do not have a full overview of their capabilities and experiences. MNC generally want to coordinate their global approach. This often leads to lengthy discussions on what to do how, when and where. Usually, all the questions need to be answered before implementation. However, in case not even the questions are known, the company becomes paralyzed and basically does not act. This presentation is about how to break that gridlock and actually establish a minimum basis of transparency and get started on a new technological journey.</p> <ul style="list-style-type: none"> • How to move from being overwhelmed to gaining first experiences in big data analytics? • How to break the mold of looking for the „perfect solution“? <p>Yves-Gorat Stommel, Director Business Development and Innovation, Evonik Corporation</p>	<p>The Connected Machine Shop: Building the Digital Thread</p> <ul style="list-style-type: none"> • Presenting the digital thread concept and intended effect on the value stream of the machine shop • Explore Use Cases and Benefits of applying digital technology in manufacturing setting • Introduction of Sandvik Coromant's new CoroPlus platform of digitally connected solutions (focused on driving efficiency through the machine shop value stream) • Design and Planning Connectivity • In-Machining Connectivity • Advanced Machining Analytics <p>Jeff Rizzie, Senior Manager - Business Development, Sandvik Coromant</p>

AGENDA

CONFERENCE DAY 1 MONDAY, FEBRUARY 20, 2017

12:40pm LUNCH BREAK & LUNCH BRIEFING TECH TAKE SESSIONS IN THE EXHIBITION AREA

2:00pm	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation Customer Expectations and IOT Effect <ul style="list-style-type: none"> Product complexity drives new customer expectations Poor information flow can cause a problem and lead to market share loss Systems will need to have a basic synchronized flow To support product from the moment a customer enters an order through complete life cycle IOT gives a power to customer share experience Company value shifting from just selling a service or product to provide support after sale Alexander Nazarov, Functional Excellence Manager- Engineering, Cummins	Technology & infrastructure Intelligent Machines: Are you ready for the 'Internet of Things'? Faced with significant existing investments in legacy systems, how can manufacturers best begin to harness the power and opportunities of new cyber-physical systems in plants, processes, and intelligent products? This session will explore what new Internet of Things (IoT) technologies have to offer manufacturers and what companies should beware of as they journey towards Industry 4.0. Flavio Lima, General Manager of Engineering, Renault do Brasil	Data driven decision making Enabling Data-driven Decision-making in Construction Processes Construction equipment today is generating lots of relevant data, which, so far, has been used mainly for improving the maintenance. Customers are craving better productivity data to manage their business. The challenge is to develop scalable solutions for all equipment that aligns with current and future needs of the customers, as well as supporting the relevant management processes/capabilities on the construction site. Customers progress in different ways – some take radical paths with big-bang changes, while others will evolve over time as capabilities and insights increase. The potential gains are significant and will over time be the determining factor for whether construction companies will stay in the business or be forced to exit. Kjeld Jespersen, EAME Construction Digital & Technology, Caterpillar	IIoT Applications Transitioning the user interface into a smart, connected productivity tool Forney L.P. started with an advanced control system and user interface and extended that interface into a data acquisition system. They are now developing connected machines that not only send and receive data, but are designed to improve overall test cell productivity. <ul style="list-style-type: none"> Specimen selection and identification is performed at the machine, where the test is performed Machine setup is automatically configured based on specimen data The test protocol is automatically performed Results are automatically sent to the cloud for distributed access Test results are authenticated Scott Grumski, Chief Engineer, Forney L.P.

2:30pm	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation Open collaboration business models for industrial M2M and IIoT Collaborating with an integrated and customer service approach is the new norm. Existing status quo and basic business model assumptions will change. The needs of the consumer will be a higher priority that pushes open collaboration to new levels. Find out in this session how enterprise managers can create the organizations and web-based business models that can turn new ideas into reality. Preston Holmes, Head of IIoT, Google Cloud, Google	Technology & infrastructure Upgrading legacy equipment & standards to smarter connected systems and processes <ul style="list-style-type: none"> Planning the IIoT transformation – Keeping it simple and getting it right Sustainable IIoT The IIoT value proposition Jean Maicon de Oliveira, Industrial Support Project Manager, Faurecia	Data driven decision making Integrating Connected Vehicle Technology into Customer Support The objective of this presentation is to demonstrate how Volvo and Mack Trucks North America made use of the connected vehicle technology to take their maintenance monitoring system to a higher level. A telematics solution was used to develop a connected service that enables quick diagnosis of issues, proactive scheduling for repairs and confirmation that needed parts are in stock and ready to install, all while the truck is still on the job. Evandro Silva, Uptime Manager Group Truck Sales & Marketing Americas, Volvo Trucks North America	IIoT Applications Integrating your IIoT data with enterprise systems for Smarter Manufacturing Internet of Things technology is changing the manufacturing industry by enabling manufacturers to fundamentally transform the way they design, manufacture, sell and service their products. While many organizations begin their connected product initiatives with remote service programs, manufacturers are also using IIoT to bring detailed product usage data back into the hands of designers and marketing to optimize the next set of product features. Keith Dicharry, Director Process Control & Automation, BASF Corporation

3:00pm	STREAM 1	STREAM 2	STREAM 3	STREAM 4
	Business model generation Monetizing the Internet of Things: Extracting Value from the Connectivity Opportunity Analysts estimate that IIoT has the potential to generate about \$19 trillion of value over the coming years...But there is a catch. How to generate service revenues from IIoT solutions?	Technology & infrastructure Building a scalable IIoT infrastructure These following components make up the (non-hardware) IIoT infrastructure and serve as the main pillars of growth for future IIoT solutions: <ul style="list-style-type: none"> Platforms Access technologies Data storage&processing Data analytics Security These 5 pillars are an essential part for any internet-connected device.	Data driven decision making Beyond traditional M2M to the Internet of Things: Aggregating disparate data protocols on the Internet of Things As the internet – and in due course the worldwide web – developed, more kinds of (increasingly mobile) computing devices became connected, and web servers delivered ever richer content with which they could interact. Although this first internet/web revolution changed the world profoundly, the next disruptive development, in which the majority of internet traffic will be generated by 'things' rather than by human-operated computers, has the potential to change it even more.	IIoT Applications No downtime surprises: The power of predictive analytics The ultimate goal of every plant in any industry is to reach a point where there is no longer any unplanned downtime. Zero time when your plant is unproductive. Through new innovations available through IIoT technologies, it is now possible to take giant leaps toward the accomplishment of that goal.

3:30pm AFTERNOON REFRESHMENT & NETWORKING BREAK TECH TAKE SESSIONS IN THE EXHIBITION AREA

4:00pm	The ABCs of Industrial Internet of Things: what does it take to succeed in Industrial IIoT Industrial IIoT is a combination of smart, sensor-enabled real world devices that connect and interact with the world around them. It's a combination of machine-to-machine communications and big data -- and systems that interpret this data and make decisions that affect all of us today, with huge opportunities in the future. So how do solution providers define what Industrial IIoT really is, determine what the barriers to success are and develop solutions that provide real value to the enterprise and consumers alike? This presentation will develop a definition and framework for Industrial IIoT, outline the problems and barriers to success, and show examples of how some enterprising companies are deploying real solutions today that are providing genuine value in the IIoT space. Reserved for Microsoft Corporation
4:30pm	What does it take to make the Industrial Internet of Things real? The Internet of Things is the next technology revolution. With less than one percent of „things“ in the physical world connected to the Internet, there is an incredible opportunity to connect the unconnected and change the world. What will it take to scale the industrial IIoT and the ecosystem to support it to realize its true value and potential?
5:15pm	IIoT: the end of linear value chains. Capitalizing on the Industrial Internet of Things The next paradigm shift in manufacturing is towards connecting manufacturing operations across the value chain. Equipment will need to be connected to supply chain as well as the demand chain. Connecting the assets can show powerful insights into your customers, business processes, distributors, maintenance requirements, product warranties and much more. Stay tuned for a special guest keynote speaker who will approach the topic of the industrial internet of things from a unique and out of the box angle.
5:45pm	End of Congress Day 1
6:00pm	NETWORKING DRINKS & DINNER Join us for some great food and a well-deserved drink with all attendees to deepen those new relationships and enjoy the success of the first congress day.

CONFERENCE DAY 2 TUESDAY, FEBRUARY 21, 2017

8:00am	Registration and breakfast briefing
8:50am	Chair welcome Chairman: Dean Bartles, President, North American Manufacturing Research Institute, UI Labs
9:00am	Smart Manufacturing: The Business of Real Time Data and Manufacturing Intelligence The Clean Energy Smart Manufacturing Innovation Institute (CESMII) is the 9th U.S. institute under the White House-led „Manufacturing USA“ initiative. Awarded to the Smart Manufacturing Leadership Coalition, headquartered in Los Angeles, CESMII is a network of five Regional Manufacturing Centers throughout the U.S. bringing over \$140 million in public-private investment and over 200 partners from leading universities and manufacturers. This public private partnership is focused on accelerating the transformational use of data, the extensive application of enterprise manufacturing intelligence and the adoption of advanced sensors, data analytics and controls to radically improve the precision, performance and efficiency of U.S. advanced manufacturing. Prof Jim Davis, Vice Provost and CTO, UCLA and CTO, Smart Manufacturing Leadership Coalition
9:30am	Becoming the Factory of the Future: How to prepare now for the Industrial Internet of Things The Internet is the prevailing medium of digital communication worldwide. However, the concept of using instant, pervasive, and globally connected data over the Internet for the benefit of industrial manufacturing is still in its theoretical stages, with few Internet-friendly industrial technologies actually available in the market to put the concept into practice. For factories of the present, the ability to compete in tomorrow's economy hinges on their ability to integrate with this Industrial Internet of Things.
10:00am	The economics of the Industrial Internet Does the exponential growth of devices equate to cost savings, or are the savings hard to define at the micro level but intuitively obvious at the macro level? Is there practical data that shows the economics of the Industrial Internet? Leading Finance and Economics experts will discuss the future of the Industrial Internet.
10:30am	World Café sessions introduction

10:45am MORNING REFRESHMENT & NETWORKING BREAK

WORLD CAFÉ SESSIONS
 World Café sessions are interactively moderated discussion rounds where pre-determined groups of delegates get the chance to address, debate and discover areas common issues, challenges but also their solutions. There will be 5 rounds of 30 min conversations.

11:15am	WORLD CAFÉ SESSION ROUNDS 1-3 OUT OF 5		
	<table border="0"> <tr> <td style="vertical-align: top;"> Group A <ol style="list-style-type: none"> How smart systems push innovation beyond today's product and service offerings Reserved for Microsoft Corporation Predictive applications on real-time machine and sensor data Craig Bachmann, Senior Director, Open Digital/IIoE Program, TM Forum A practical approach on predictive maintenance and operational considerations through IIoT technologies Standards for Cyber Security, cloud and internet security </td> <td style="vertical-align: top;"> Group B <ol style="list-style-type: none"> Business optimization or transformation? A pass from brownfield to greenfield Data is the new oil: dealing with intellectual property of customer on optimised asset utilization vs benchmarking & insight sharing with provider? Managing IIoT data safely and securely & creating value through analytics Making the IIoT unhackable </td> </tr> </table>	Group A <ol style="list-style-type: none"> How smart systems push innovation beyond today's product and service offerings Reserved for Microsoft Corporation Predictive applications on real-time machine and sensor data Craig Bachmann, Senior Director, Open Digital/IIoE Program, TM Forum A practical approach on predictive maintenance and operational considerations through IIoT technologies Standards for Cyber Security, cloud and internet security 	Group B <ol style="list-style-type: none"> Business optimization or transformation? A pass from brownfield to greenfield Data is the new oil: dealing with intellectual property of customer on optimised asset utilization vs benchmarking & insight sharing with provider? Managing IIoT data safely and securely & creating value through analytics Making the IIoT unhackable
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AGENDA

CONFERENCE DAY 2 FRIDAY, FEBRUARY 26, 2016

- | | |
|---|---|
| <ul style="list-style-type: none"> 5 IoT Data: A new role for analytics! 6 Connected M2M/IoT market: Enable global connectivity to launch innovative services 7 Creating a link between IT and OT functional areas 8 IoT and the human aspect: what are the social impacts of IoT? 9 How to leverage IoT technologies within a manufacturing environment | <ul style="list-style-type: none"> 5 Implementation strategies for sensor data analytics 6 Factory automation in a connected world: Service platform and remote monitoring 7 Impact of IIoT on your next wave of team members and their skill set 8 Industry standards and the development challenges 9 Connectivity's place in the Industrial Internet – The great debate 10 How to incorporate intelligence to products |
|---|---|

12:45pm	LUNCH BREAK	TECH TAKE SESSIONS IN THE EXHIBITION AREA
1:45pm	WORLD CAFÉ SESSION CONTINUED ROUNDS 4-5 OUT OF 5	
2:45pm	AFTERNOON REFRESHMENT & NETWORKING BREAK	
3:15pm	How reliable is the IoT infrastructure? Storage capacity, scalability and inbound data-center bandwidth requirements are just some issues organizations are already facing as they struggle to manage growing volumes of data, including smart sensors, tablet computers, wearable devices, applications and more. How can we efficiently converge IT and operations technology Systems?	
3:45pm	Panel discussion Standards & models for IIoT application integration The Industrial Internet of Things will enable smarter automation that allows "things" to share information, learn about their surroundings and auto-tune themselves to achieve optimum throughput and minimal downtime. Protocols like OPC continue to play an important role in the Industrial Internet as will newer IoT protocols and stalwarts like MQTT. These protocols will ensure that connected machines are able to effectively communicate with each other, unlocking the full potential of the Industrial Internet of Things. Key takeaways: <ul style="list-style-type: none"> • A foundational understanding of the importance of standard communications protocols for the Industrial Internet of Things • Recommendations and best practices related to identifying and implementing ideal protocols that can be used to leverage the IIoT in your organization. 	
4:15pm	How to monetize the new digital economy with IoT The IoT is the subject du jour with the enormous opportunity created from ubiquitous connectivity and the ensuing avalanche of data. Yet, monetizing this opportunity is further off for many. Find out how this company stepped out ahead, already making money from the Internet of Things today.	
4:45pm	Conference wrap-up & Chairman closing remarks Chairman: Dean Bartles, President, North American Manufacturing Research Institute, UI Labs	
5:00pm	End of congress	

THE SHOW

FOR SESSION DETAILS AND FORMATS, GO TO:
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WHO WILL ATTEND & ADVISORY BOARD

ADVISORY BOARD



Robello Samuel
 Halliburton Technology Fellow, Halliburton



Aldo Dagnino
 Industrial Data Analytics and Software Architectures Principal Investigator and Lead, US Corporate Research Center, ABB



Jeff Russart
 VP of Manufacturing, USG

WHO WILL ATTEND?

Industry of Things World USA fuels you with new ideas, new connections, new inspiration.

From IoT specialists and strategists, to IoT newbies, data geeks to cloud genius, whatever hat you wear or wherever you stand on the spectrum of digital transformation, the conference has something of interest for you. Join over 500 of the most influential Industrial IoT experts in San Diego!

The Show in 2016



409
 leading experts



228
 companies



1325
 meetings



28
 countries


MORE STATS AND FACTS

With the highlight of Prof Michael Porter delivering the evening keynote, Industry of Things World USA made its mark in everyone's calendars. Collaboration, security, cloud, innovation, software, hardware, PaaS, IaaS and SaaS were the main discussion points from the experts speakers sharing their views and projects on how IoT can and should be applied in businesses. Not only did the over 400 industry delegates have the chance to meet, network and learn from the leaders in the field of the Industrial Internet, but very important business relationships were also forged.


OUR CLIENTS SAY



“Great networking event!”
Mike Wise, SAP



“Thought provoking.”
James Blazzyk, Owens Corning



“Great summary of the current IoT world and more importantly the things to come.”
Paul Wick, Teradata



DEFINE THE FUTURE OF THE INDUSTRIAL IOT

THANKS FOR BEING PART OF 2017!

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www.autonomous-systems.tech



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- Market insights and business information
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We are always keeping an eye on the most interesting markets and have become experts in spotting upcoming and disruptive trends. Through thorough evaluation of investment potential and market size we gain market insights that lead us to develop customised business networks for our clients and communities. Taking it one step further, we actively work with our clients and audience to ensure clever buyer-seller matchmaking and foster a community feeling throughout the meetings.

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